



Baltimore
Metropolitan
Council

FOR IMMEDIATE RELEASE
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“READY? SET? GOOD!” EMERGENCY PREPAREDNESS CAMPAIGN STRESSES AT-HOME PLANNING

BALTIMORE, MD (March 17, 2017) – Extreme weather, power outages and other disasters happen every day around the world. Residents in the Baltimore region need to prepare at home before an emergency occurs.

“Ready? Set? Good!” is a call-to-action emergency preparedness campaign through the Baltimore Urban Area Security Initiative (UASI) that encourages people to, at minimum, put aside a portable, battery-powered radio, flashlight and one gallon of water per person, per day to help get them through those first critical hours when basic services are down. The campaign targets homeowners, heads of households, moms, dads, caregivers and families to prepare for an emergency before one happens.

The first 72 hours into an emergency are critical. It can take emergency personnel that long to restore basic services – electricity, heat, water, clearing of streets from snow and debris, etc. By preparing at home with a radio, flashlight and water, residents can: know what outside communication is available about the situation; navigate safely around the home; and stay hydrated.

“Ready? Set? Good!” also encourages residents to use a checklist to prepare other items – blankets, non-perishable foods, family plans, pet supplies, etc. Adults should keep a checklist in their wallets or purses as a reminder, and purchase items whenever they are at a store running other errands. For more information, including tips and a checklist of recommended items, visit www.readysetgood.org.

In addition, “Ready? Set? Good!” advertisements will appear on television, radio and digitally through Memorial Day weekend through partnerships with CBS Radio and the Sinclair Broadcasting Group. Representatives of the campaign also will appear at such events as the B’More Healthy Expo at the Baltimore Convention Center on Saturday, March 18, to speak with attendees about emergency preparedness.

The “Ready? Set? Good!” emergency preparedness campaign is a regional effort funded by the Baltimore UASI, a preparedness grant from the federal government. UASI member jurisdictions include the City of Baltimore, the City of Annapolis, as well as Anne Arundel, Baltimore, Carroll, Harford and Howard counties. The committee also works closely with the Maryland Emergency Management Agency (MEMA).

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The Baltimore Metropolitan Council (BMC) works collaboratively with the chief elected officials in the region to create initiatives to improve the quality of life and economic vitality. BMC, as the Baltimore region’s council of governments (COG), hosts the Baltimore Regional Transportation Board (BRTB), the federal metropolitan planning organization (MPO), and supports local government by coordinating efforts in a range of policy areas including transportation planning, emergency preparedness, housing, cooperative purchasing, environmental planning and workforce development.

BMC’s Board of Directors include: the mayor of the City of Baltimore; the executives of Anne Arundel, Baltimore, Harford, and Howard counties; a member of the Carroll County Board of Commissioners; a member of the Maryland State Senate; a member of the Maryland House of Delegates; and a gubernatorial appointee from the private sector.