



Recent emergencies, which in the past year alone have resulted from severe winter weather, major flooding, and Tropical Storm Irene, serve as a stern warning to Capitol Region residents that disasters can and do affect the area.

On March 15, 2012, the Capitol Region Council of Governments (CRCOG) unveiled its *Get Ready Capitol Region* campaign. The goal of this campaign is to promote individual, business and community preparedness in the 41 municipalities that make up the Capitol Region.

The campaign message is clear: *Be Aware. Plan. Prepare.*

The campaign website, www.GetReadyCapitolRegion.org, is loaded with downloadable information and materials designed to help Capitol Region residents, businesses and community leaders become better prepared for the next disaster event.

Survey research conducted in June, 2011 showed that 71 percent of area citizens are willing to do more to prepare themselves for disasters. In response, CRCOG is implementing a marketing and outreach campaign designed to familiarize residents with the *Get Ready Capitol Region* program and to promote preparedness measures in homes and communities across the region.

In addition to the website and on-the-ground activities, CRCOG is engaging Capitol Region residents, businesses and community leaders through local media outlets and social media channels including [Facebook](#) and [Twitter](#).

Targeted outreach efforts will be conducted to reach special preparedness groups with tailored messages for residents with functional needs, children, seniors, non-English speakers and pet owners.

Visit www.GetReadyCapitolRegion.org for more information and to get prepared so the next disaster isn't a disaster for you, your family, business or organization.

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