

# ReadyPA

ReadyPA is an emergency preparedness public outreach campaign that encourages all Pennsylvanians to: Be Informed, Be Prepared and Be Involved.

This statewide collaboration with the Pennsylvania Emergency Management Agency (PEMA) provides a call-to-action specific to personal preparedness. ReadyPA provides a local dimension to *Ready*, a proven national campaign developed by the U.S. Department of Homeland Security and the Ad Council, which focuses on educating citizens about preparing for emergencies. ReadyPA is supported by PEMA, Citizen Corps of Pennsylvania, the Pennsylvania Department of Health, the Ad Council and volunteer organizations.

The **1-888-9-ReadyPA** line mirrors some features of the 1-877-PAHEALTH toll-free number. When a caller phones into the ReadyPA line, they will be directed by prompts to the area of interest or to Department of Health staff, during normal business hours.

The **1-888-9-ReadyPA** line will be promoted via the PEMA ReadyPA website, marketing campaigns and press releases.

To learn more about the ReadyPA campaign and review the information on how to prepare for natural and man-made emergencies and how to get involved at the community level, go to [www.readypa.org](http://www.readypa.org)