

COMMUNITY PET PREPAREDNESS

Keep Your Pets Safe!



Promoting Pet Preparedness in Your Community	Page
• Introduction	3
• Organization Overview	4
I. BE INFORMED	
• Review Local Emergency Plans	5-6
• Identify Key Organizations and Leaders	6
• Research Previous Community Efforts	6-7
• Federal, State and Local Resources	8-13
II. PROMOTING PET PREPAREDNESS IN YOUR COMMUNITY	
• Engaging your Community	14-15
• Engaging the Media	16
III. TOOLS	
• Frequently Asked Questions to provide in e-mails, newsletters, articles	17-19
• PowerPoint	19
• <i>Ready</i> Brochures	19
• <i>Ready</i> Materials Order Form	21
• Instructional Videos Available for Download	22
• Photography	22
• “Rex” the <i>Ready</i> Mascot Order Form	23
IV. MEDIA TOOLS	24
• Evacuation Press Release Template	25
• Flooding Press Release Template	26
• Wildfires Press Release Template	27
• Hot Weather Press Release Template	28
• Cold Weather Press Release Template	29
RESOURCES INCLUDED (on Web site)	
• LLIS Fact Sheet	
• Shelter Operations: Pet-Friendly Shelters	
• Pet Sheltering: Building Community Response	
• National Response Framework Fact Sheet	
• Community Pet Preparedness Customizable PowerPoint	
• Printer- Friendly - Modified - Preparing Your Pets for Emergencies Makes Sense	
• Metro DC Council of Governments Companion Animal Evacuation and Sheltering Public Information Materials	
• Pet ‘N’ Preparedness, Fairfax County, VA	



Dear Partners in Preparedness,

FEMA's *Ready* Campaign and Citizen Corps Program, the American Red Cross, and The Humane Society of the United States, would like to thank you for the important work you are doing in your communities. Our organizations have come together to develop this emergency preparedness toolkit that can assist you in your planning efforts as you work towards keeping your community, and specifically, the pets and people who care for them, safe from disasters.

This toolkit provides resources on how to keep current local pet disaster plans, policies and procedures; examples of how to promote pet preparedness in your communities and engage other organizations in your efforts; as well as resources to educate the community about how to assemble a pet emergency supply kit and make a family emergency plan. In addition, there is a tools section that provides sample preparedness brochures and public service announcements (PSAs), PowerPoint templates and press materials you can use to develop and distribute your internal and external preparedness messaging.

Preparing our families, homes and businesses for unexpected disasters is a civic virtue. Thank you again for your commitment to making our communities safer for the pets we call family!

Sincerely,

FEMA's *Ready* Campaign and Citizen Corps Program,
The American Red Cross,
And The Humane Society of the United States

ORGANIZATION OVERVIEW

Federal Emergency Management Agency (FEMA)

On March 1, 2003, the Federal Emergency Management Agency (FEMA) became part of the U.S. Department of Homeland Security (DHS). The primary mission of the Federal Emergency Management Agency is to support our citizens and first responders to ensure that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards. www.fema.gov

Ready Campaign

Launched in 2003, in partnership with The Advertising Council, *Ready* was designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. It has proven to be one of the most successful campaigns in Ad Council's more than 65-year history. Since its launch, the campaign has generated more than \$703.2 million in donated media support. Ready is coordinated nationally by FEMA. Individuals interested in more information about family, business and community preparedness can visit www.ready.gov or call 1-800-BE-READY to receive free materials.

Citizen Corps

Citizen Corps was created in 2002 to bring community and government leaders together to make our communities safer, stronger, and better prepared to respond to any emergency situation. Citizen Corps provides opportunities for community members to participate in a range of measures to make their families, their homes, and their communities safer from the threats of crime, terrorism, and disasters of all kinds. Citizen Corps is coordinated nationally by the FEMA. In this capacity, FEMA works closely with other federal entities, state and local governments, first responders and emergency managers and the volunteer community. www.citizencorps.gov

The Humane Society of the United States

The Humane Society of the United States (HSUS) is the nation's largest animal protection organization with eleven million members, supporters and constituents. The HSUS is a mainstream voice for animals, with active programs in companion animals, wildlife and habitat protection, animals in research, and farm animals. Our mission is to celebrate animals and confront cruelty. The HSUS protects all animals through legislation, litigation, investigation, education, advocacy and field work. A non-profit organization, The HSUS will celebrate its 60th anniversary in 2014, is based in Washington, D.C. and has state directors and regional representatives across the country. www.humanesociety.org

SECTION I. BE INFORMED

Pets are an integral part of American society and economy; more than half of households in the United States include pets. During times of disaster, people will risk their lives and the lives of others to save pets. For these reasons, it is critical that individuals have the “know how” to properly prepare themselves and their animals for disasters to save both human and animal lives.

As a result of the 2005 Hurricane season and ever since, the importance of disaster preparedness plans for animals reached national attention. The White House’s Federal Response to Hurricane Katrina Lessons Learned Report, February 2006, recommended that federal, state and local governments focus on planning for the evacuation and sheltering of animals. The concern over disaster plans not adequately taking into consideration the pet population and the pet owner population led Congress to enact the Pets Evacuation and Transportation Standards Act (PETS Act) which was signed into law in October 2006. The Pets Act broadened FEMA’s responsibility in the evacuation and sheltering of pets during disasters as well as making clear the roles and responsibilities that local emergency management has in planning for families with pets.

Equally important to government roles, individuals need to take personal responsibility for the well being of their family and their community, including their pets. By having a plan, keeping proper preparedness supplies on hand and knowing the community’s emergency operations plan (EOP), individuals have the ability to protect themselves and their pets during an emergency situation.

Educating citizens in your community on the importance of including pets in their individual and family disaster plans and ensuring that your local emergency response plan includes pets can make a life-saving difference for owners and their pets. To begin this effort, know your local emergency plan, whether there is an animal component to the emergency plan, and take time to research the Federal, State and local resources that are available to assist communities.

Review Local Emergency Plans

Even the smallest communities have an emergency operations plan which describes how government and private organizations coordinate in a crisis. Emergency managers, elected officials, police or fire departments officials are usually in charge of such a plan. You should be able to request the local emergency operations plan from your emergency management agency. It is important to review and understand your local disaster plan. One component of the emergency plan should describe how the community would deal with an emergency involving animals or people with animals. If it does not mention animals, you may be able to help in the development of the animal component by offering your organization as a resource. It is important to recognize that emergency managers have a great deal of responsibility, that they are aware that it is critical to have a disaster plan for people with animals and that legislation requires them to include pets in the emergency plan. Be sure to approach emergency managers with respect and a cooperative attitude and convey a desire to help them accomplish their goals.

Here are some ways in which you may be able to help:

- Identify your local Citizen Corps Council, Local Emergency Planning Committee (LEPC), Voluntary Organizations Active in Disaster (VOAD), and/or contact your emergency manager to discuss how your organization could become involved
- Organize meetings with government agencies, animal organizations, businesses and volunteers in your community to discuss how the community can support animal disaster planning efforts and develop animal or pet disaster plans based on guidance from emergency managers
- Participate in local and state-level disaster programs i.e., training and exercises
- Organize public education preparedness campaigns and activities

Partnerships with emergency managers are successful when:

- Trust is built between organizations through a record of cooperation and accomplishment
- Demonstrated commitment to focused objectives
- Collaboration on disaster preparedness activities
- Relationships are built on mutual respect, communication and inclusiveness

Identify Key Organizations and Leaders

Cooperation among interested individuals and groups is the key to success in many situations, including animals in disasters. Leadership and trust among people is a key to problem solving and resource identification. Prepare a resource list of key organizations and leaders. Many of these identified stakeholders meet on collaborative planning bodies, such as Citizen Corps Councils, LEPCs, and/or VOAD. Work with these collaborative bodies to establish pet and animal specific working groups. Some of the key leaders and organizations to include are elected leaders, public safety departments (e.g. police and fire administrators), public and private animal officials and organizations (e.g. veterinary professionals, animal control and humane shelters), transportation agencies and organizations, public and private building owners or realtors, public works and private contractors, and legal, health and medical organizations.

Research Previous Community Efforts

It is important to know if a similar effort in your community was started, but did not succeed and why it failed. Alternately, success in one community can be an example for success in a similar community. There are many examples of creative leadership, appropriate policies and successful community-based solutions to protect people and pets. One common failure is when one community takes another community's emergency plan and just changes the name of the community. It is important to adapt the plan to the particular needs of your population and area. The process of planning can be difficult when working with many organizations; however, the relationship building that takes place during the process can be important to the success of a plan during an actual crisis. Your local emergency management office, police department or fire department may be able to provide this sort of information. Another place to look for examples is the Lesson's Learned Information System (LLIS), www.llis.gov. A fact sheet with information on LLIS and the resources they offer on pet preparedness is attached to this document ([download LLIS Animals in Disaster Fact Sheet](#)).

Also, available on *Ready* (http://www.ready.gov/america/toolkit_pets/index.html) are two helpful articles taken from LLIS; “Shelter Operations: Pet-Friendly Shelters,” which outlines the essential issues that jurisdictions should consider when developing plans to provide pet-friendly sheltering for people before, during, or after an emergency that requires a large-scale evacuation. “Pet Sheltering: Building Community Response,” which outlines the role of the local American Red Cross. A best practices example of a local grassroots initiative, “Community Pets ‘N’ Preparedness, Fairfax County, VA,” is available as well.

Federal, State and Local Resources

There are many resources available to you through the federal government and through local and state agencies and organizations. Listed below are some of these resources.

FEMA

Below is a list of some of the resources provided by the U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA). These can be found online at www.fema.gov and through FEMA's Publication Warehouse (<http://www.fema.gov/library/index.jsp>)

Pets Evacuation and Transportation Standards Act (PETS)

The "Pets Evacuation and Transportation Standards Act (PETS) of 2006," amended the Robert T. Stafford Disaster Relief and Emergency Assistance Act to ensure that State and local emergency preparedness operational plans address the needs of individuals with household pets and service animals following a major disaster or emergency and broadened FEMA's responsibility in the evacuation and sheltering of pets during disasters.

National Response Framework <http://www.fema.gov/emergency/nrf/>

The *National Response Framework* is a guide that details how the Nation conducts all-hazards response— from the smallest incident to the largest catastrophe. This document establishes a comprehensive, national, all-hazards approach to domestic incident response. The Framework identifies the key response principles, as well as the roles and structures that organize national response. It describes how communities, States, the Federal Government and private-sector and nongovernmental partners apply these principles for a coordinated, effective national response. (See attached National Response Framework Fact Sheet)

The Emergency Management Institute <http://training.fema.gov/>: offers numerous courses that directly support National efforts to train people at all levels on their role in the Framework.

- [EMI's Independent Study NRF related courses](#)
- [EMI's NRF related courses conducted by States](#)
- [NRF Resource Center](#)

FEMA's Comprehensive Planning Guide (CPG) 101

FEMA's CPG 101 provides general guidelines on developing Emergency Operations Plans (EOPs). It promotes a common understanding of the fundamentals of planning and decision making to help emergency planners examine a hazard and produce integrated, coordinated, and synchronized plans. This Guide helps emergency managers in State, Territorial, Local, and Tribal governments in their efforts to develop and maintain a viable all-hazard EOP. <http://www.fema.gov/about/divisions/cpg.shtm>

FEMA's Public Assistance Grant Program

- Public Assistance Policy <http://www.fema.gov/government/grant/pa/policy.shtm>

- Sheltering Activities http://www.fema.gov/government/grant/pa/faq_403sheltering1.shtm
- PA Pet Evacuation and Sheltering Policy Eligible Costs Related to Pet Evacuations and Sheltering: http://www.fema.gov/government/grant/pa/9523_19.shtm

READY CAMPAIGN

Ready consulted with a number of organizations experienced in animal health and wellbeing to develop preparedness information for pet owners. These organizations include American Kennel Club (AKC), American Society for the Prevention of Cruelty to Animals (ASPCA), American Veterinary Medical Association (AVMA), and The Humane Society of the United States (HSUS).

Included in this *Ready* Campaign information is a brochure and instructional video that highlight the key steps pet owners should take to prepare their families and their animals. The brochure and video encourage pet owners to make an emergency supply kit including pet food and water, medications and medical records, leashes, ID tags and other appropriate supplies. The communication pieces also recommend pet owners have an emergency plan that considers their pets needs and learn more about the types of emergencies that can happen in their area and the appropriate responses.

Pet owners can download the free brochure and instructional video from the *Ready* Web site (www.ready.gov), or request a copy of the brochure by calling 1-800-BE-READY.

FEMA highlights public emergency preparedness through National Preparedness Month (NPM), a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. Every year, national, regional, state and local organizations participated in National Preparedness Month by distributing information, hosting events and sponsoring activities across the country to promote emergency preparedness. Mark your calendar for next year's NPM!

CITIZEN CORPS

Citizen Corps is a grassroots initiative to actively involve all organizations and citizens in all hazards emergency preparedness through planning, personal and community preparedness, training, and volunteer service. Citizen Corps encourages citizens to embrace the personal responsibility to be prepared; to get training in first aid and emergency skills; and to volunteer to support local emergency responders, disaster relief, and community safety. Citizen Corps answers the essential questions "What can I do?" and "How can I help?" in a meaningful way by providing local opportunities for people of all abilities to prepare, train and volunteer for every type of natural and man-made hazard.

Citizen Corps Councils

Citizen Corps provides a national strategy and program support for state and local program implementation. Citizen Corps Councils bring community leaders from all sectors together with emergency management and responders to support planning, outreach and education, and programs that train organizations and citizens to support emergency response. The Councils identify priorities and build on community strengths to develop action plans to involve the whole community. Additionally, Citizen Corps Councils focus on priorities and plans that include the

public; including emergency alerts and warnings, communication, shelter and evacuation, public education, training, exercises, vulnerable populations, and Citizen Corps volunteer programs and training to support plans. Since Citizen Corps was launched in 2002, over 2,400 State, local, Tribal, and Territorial Citizen Corps Councils have been registered, encompassing 80 percent of the nation's population.

Citizen Corps Partnerships

Citizen Corps involves partnerships at all levels. Citizen Corps works with five national Program Partners through partnerships with other Federal agencies and national organizations. The five programs - Community Emergency Response Teams (CERT), Medical Reserve Corps (MRC), Fire Corps, USA on Watch/Neighborhood Watch, and Volunteers in Police Service (VIPS)—provide national resources for training and exercising citizens at the State and local level.

Community Emergency Response Team (CERT) Program

CERT is a FEMA training program that prepares citizens to work as teams to safely assist their families, neighbors, co-workers, or anyone who needs help in the event of a widespread emergency when professional responders may not be able to reach everyone as soon as help is needed. CERT educates people about disaster preparedness and trains them in basic disaster response skills, such as fire safety, light search and rescue, and disaster medical operations.

Fire Corps Program

Fire Corps promotes the use of citizen advocates to support fire and rescue departments. Fire Corps assists fire and rescue departments in promoting citizen participation in areas such as fire safety outreach, youth programs, and administrative support. Fire Corps is a partnership between DHS, the National Volunteer Fire Council, the International Association of Fire Fighters, and the International Association of Fire Chiefs.

USAonWatch/Neighborhood Watch (NW)

USAonWatch/Neighborhood Watch is a neighborhood watch program that provides information, training, and resources to citizens and law enforcement agencies throughout the country. Neighborhood Watch programs have expanded beyond their traditional crime prevention role to help neighborhoods focus on disaster preparedness, emergency response, and terrorism awareness. NW is administered by the National Sheriffs' Association in partnership with the Bureau of Justice Assistance, U.S. Department of Justice.

Medical Reserve Corps (MRC)

MRC helps medical, public health, and other volunteers offer their expertise throughout the year as well as during emergencies and other times of community need. MRC volunteers work in coordination with local emergency response programs and supplement community public health initiatives, such as outreach and prevention, immunization programs, blood drives, and other efforts. The MRC program is administered by the U.S. Department of Health and Human Services.

Volunteers in Police Service (VIPS)

VIPS works to enhance the capacity of State and local law enforcement to use volunteers. VIPS provides resources and information for and about law enforcement volunteer programs. Funded

by the Department of Justice (DOJ), VIPS is managed and implemented by the International Association of Chiefs of Police.

Citizen Corps Affiliate Programs and Organizations

Citizen Corps Affiliate Organizations offer communities resources for public education, outreach and training; represent volunteers interested in helping to make their community safer; or offer volunteer service opportunities to support first responders, disaster relief activities, and community safety efforts. Citizen Corps currently works in partnership with 27 national Affiliates to promote community preparedness. Affiliates include major non-profit organizations and government agencies such as the American Red Cross, The American Legion, and the Home Safety Council and the Departments of Education, Commerce, and the Environmental Protection Agency.

Citizen Corps and Pet Preparedness Planning, Education and Outreach

As stated in the PETS Act, every state and county emergency operation plan (EOP) should take into account the needs of individuals with household pets prior to, during, and following a major disaster or emergency. With more than 2,400 State, local, Tribal and Territorial Citizen Corps Councils through out the country, Citizen Corps provides a forum for local humane organizations, animal control agencies, and other animal related entities to collaborate with emergency management and the larger community to assure considerations for pets are included in the EOP. Citizen Corps Councils serve as a mechanism to assist in planning for pet evacuations, pet shelters, and dispersal of relevant information regarding preparation and safety precautions for pets during times of disaster.

Citizen Corps Councils and Citizen Corps partners' actively support public education on pet disaster preparedness. Community outreach efforts include distributing materials; participation in preparedness fairs, local pet preparedness demonstrations and exercises. Citizen Corps Councils nationwide function as a key component to promoting pet preparation to the public.

Citizen Corps Trained Volunteers

The five Citizen Corps Program Partners: Community Emergency Response Teams (CERT), Medical Reserve Corps (MRC), USAonWatch/Neighborhood Watch, Fire Corps and Volunteers in Police Service (VIPS) each serve an important role in pet response to and recovery from disasters. Specifically, CERT Teams and MRC Units have been involved in pet disaster planning, training, and response efforts.

Many of the over 3,000 local CERT Programs across the country are beginning to include training on pet and animal issues in emergency preparedness and response. Additionally, CERT Programs at the State and local level have implemented pet shelter programs that engage Team members in caring for a large variety of animals during times of disaster. The National CERT Program Office is developing standard supplemental CERT training focused on pets and companion animals. Finally, many State and local State Animal Response Teams (SART) have institutionalized CERT training as a pre-requisite for participation on the animal response team.

Medical Reserve Corps strongly encourages veterinarians, veterinary technicians and others involved with animal medical or public health issues to become involved with their local MRC

Unit. Currently, over 1000 veterinarians participate on MRC Units, with over 200 MRC Units having at least one veterinarian. MRC Unit veterinarians and vet techs serve as consultants on public health issues related to animals; assist in implementation of the PETS Act through shelter and evacuation planning; provide protective information about pet, livestock, and wildlife interaction; support animal evacuations sheltering; provide general veterinary care and animal triage; and to promote disaster preparedness to pet owners. Some MRC Units are made up entirely of veterinarians and vet techs. MRC strongly advocates the importance of involving veterinarians, techs and assistants in disaster preparedness, response and recovery.

Citizen Corps and Program Partner Websites

- Citizen Corps: www.citizencorps.gov
- Community Emergency Response Teams (CERT): <http://www.citizencorps.gov/cert/index.shtm>
- Fire Corps: <http://www.firecorps.org/>
- Medical Reserve Corps: <http://www.medicalreservecorps.gov/HomePage>
- Volunteers in Police Service: <http://www.policevolunteers.org/>
- USA on Watch/Neighborhood Watch: <http://www.usaonwatch.org/>

AMERICAN RED CROSS

The American Red Cross understands the importance of pets to their families. We are working with public and private organizations, as well as individuals dedicated to animal care in local communities, to assist concerned pet owners during disasters. Local Red Cross chapters are ready to coordinate with local officials and animal care organizations on how to best approach disaster preparedness for pets.

Areas of collaboration may include: developing coordinated response plans, sharing information during disasters, providing referral information to disaster clients, coordinating human and pet sheltering plans and efforts, and collaborating on pet preparedness programs. While the capabilities of Red Cross chapters can vary, all chapters are focused on how to meet community needs during disasters. Organizations can reach out to their local chapter by going to www.redcross.org to get contact information. In addition, the Red Cross is pleased to provide pet preparedness information at www.redcross.org and at www.prepare.org.

HSUS EMERGENCY ANIMAL RESPONSE TEAM (NDART)

The Emergency Animal Rescue Team of The Humane Society of the United States consists of animal care and control professionals, emergency services and rescue professionals, and other qualified staff, supplemented by trained and experienced volunteers. Team members are trained in community disaster response and preparedness as well as specialized response techniques for rescuing animals affected by natural and human-caused disasters.

If you have skills and experience in animal handling, emergency/public services, or other disaster work and are interested in joining our NDART, please explore the self-study courses listed in the FEMA section above. Once you have taken several of these courses, particularly the FEMA Independent Study Programs, please visit the **HSUS Animal Disaster Response Training Calendar** to see when and where you can take HSUS disaster courses. These courses – including a three-day course on Disaster Animal Response Team training; a two-day Emergency Animal Sheltering course; and a two-day Animal First Aid Disaster Responders – are given around the country all year.

To obtain more information about criteria and to apply to become a member of the HSUS Emergency Animal Rescue Team, please fill out the application at **www.ndart.org**.

In addition to participating in animal rescue operations, some NDART volunteers also use their experience and expertise in teaching our courses as VIPs (Volunteer Instructor Program) participants.

Thank you for your support, and please make sure you have a **disaster plan** for your own family, including your pets!

VOLUNTARY ORGANIZATIONS ACTIVE IN DISASTER (VOAD)

Many community-based disaster organizations as well as Government agencies are members of State or Regional VOADs, which are linked to National VOAD (WWW.NVOAD.Org). VOADs meet monthly or quarterly to coordinate disaster preparedness activities, emergency management training and response plans. Every VOAD should include animal organizations interested in disaster coordination, collaboration and communication. Any animal organization can participate and will increase opportunities to include pets and people with pets in local emergency planning. Often, the media first recognizes VOAD members, when publicizing where the public should donate to support disaster victims.

STATE ANIMAL RESPONSE TEAM (SART)/ COUNTY ANIMAL RESPONSE TEAM (CART)

SART is a public private partnership, joining government agencies with the private concerns around the common goal of animal issues during disasters. SART programs train participants to facilitate a safe and efficient response to animal emergencies on the local, county, state and federal level. The teams are organized under the sponsorship of state and local emergency management and utilize the principles of the Incident Command System (ICS).

AMERICAN VETERINARY MEDICAL ASSOCIATION (AVMA)

The AVMA maintains an Animal Health web page which provides a Disaster Preparedness section that includes information on animal disaster plans and resources by state. www.avma.org

SECTION II: PROMOTING PET PREPAREDNESS IN YOUR COMMUNITY

There is much you can do to effectively promote pet preparedness in your community. Provided below are some suggestions on ways to engage your community and leverage the media to promote your message.

Engaging Your Community

There are several different organizations and initiatives that can help you educate your community. Think about the various populations you want to reach and the best ways to reach them. Here is a list of event and initiative ideas to inspire you.

- **Work with Your Local Pet Store, Veterinarian Practice or Shelter** to distribute emergency preparedness information to pet owners.
- **Include Preparedness Activities at Pet Friendly Community Events:** Include pet preparedness information at existing community events that allow pets by providing a table with *Ready* brochures, lists of pet friendly shelters and hotels. Have a photographer on hand to take Polaroid pictures of pet owners with their pets to place in their emergency supply kit. Download the Family Emergency Plans and the Emergency Supply Kit Checklist templates and distribute them. Invite Rex, the *Ready Kids* mascot, to your events!
- **Host a National Animal Disaster Preparedness Day in May:** The second Saturday of May is National Animal Disaster Preparedness Day. Host a preparedness event in conjunction with local pet events or pet walks, and distribute the *Ready* “Preparing your Pets for Emergencies Makes Sense” brochure. This event could bring together animal lovers in the community and help them to develop emergency plans that take into consideration the special needs of their animals and plan what to do in case of an evacuation. **The Humane Society of the United States, American Kennel Club, American Society for the Prevention of Cruelty to Animals (ASPCA) and the American Veterinary Medical Association** have worked with the DHS on the *Ready* Campaign and their local organizations or members may be interested in participating.
- **Participate in National Preparedness Month (NPM):** FEMA hosts NPM every September. This is a month dedicated to promoting emergency preparedness. Go to the *Ready* Campaign at www.ready.gov to learn more about how to participate. Host a pet preparedness event and post it on the NPM calendar.
- **Reach Out to Your Local Citizen Corps Council** to coordinate education and public outreach, participate in training and exercises, and involve Citizen Corps Programs such as CERT or MRC in pet and animal preparedness and response. In addition, Citizen Corps Councils can assist in developing programs which involve volunteers in animal response teams.

- **Humane Society University** is the educational arm of The Humane Society of the United States. To find and register for HSU workshops or online courses, visit humanesociety.org/university and click on “Course Search.” HSU offers courses in many areas, to include an undergraduate major in Humane Leadership, a graduate degree in Community Leadership, and online courses in five subject tracks:
 - Advocacy
 - Animal Care giving and Behavior
 - Humane Education
 - Humane Leadership and Shelter Management
 - Law Enforcement

- **Host a Disaster Animal Response Team (DART) or Emergency Animal Sheltering (EAS) workshop in your community.** Can’t find a workshop near you? Consider serving as a co-sponsor and bring a workshop to your area. To find out what is required, please visit humanesociety.org/university and click on “On-site workshops.” In addition to DART and EAS, HSU offers many other on-site workshops:
 - Animal Cruelty for Non-Investigators
 - Animal Sheltering Operations Boot Camp
 - Coping with Compassion Fatigue
 - Communities & Colonies: Communitywide TNR Programs
 - TNR and Feral Cat Caretaker Workshop
 - Dealing with Difficult People
 - First Strike: Human/Animal Cruelty
 - Illegal Animal Fighting Investigations
 - Wild Neighbors: Humane Solutions to Wildlife Conflicts

- In addition to the above mentioned organizations there are many other cities, local and non-profit organizations that might be willing to help spread the pet preparedness message by allowing you to pass out brochures at conventions, place them in their offices or speak during routine meetings. Here is a short list of organizations and events that will hopefully inspire you to think of many others.
 - Local Cooperative Extension Offices
 - Women’s Conferences
 - County Farm Bureaus
 - Medical Societies
 - Veterinary Technician Schools
 - Libraries
 - Kiwanis Clubs
 - Local Business Organizations / Clubs
 - Dog Day Care / Kennels
 - University Animal Science Departments and Student Services Centers

- Do your best to reach out to vulnerable or overlooked populations within your community. This may include seniors, economically disadvantaged citizens, those for whom English is a second language, or others.
- Utilize social networking sites to share information on trainings, events, etc. Include preparedness information for animals on postings on Twitter, Facebook, blogs, etc.

Engaging the Media

Your local media can play an integral role in helping you generate awareness about your pet preparedness initiatives. Getting a newspaper reporter or a local television and/or radio personality talking about your event or the issue of pet preparedness can be very effective because they reach a large number of residents in your area.

We suggest you do your homework to find out if there are local journalists who have reported on emergency preparedness in the past or if there are any individuals who are particularly passionate about animals. For example, a local deejay might talk frequently about his pets during his morning show, or there might be a reporter who writes a pet column in your local newspaper. These are the individuals that will most likely rally behind your cause and help spread your message.

If your market has a local television morning show, book an interview through the producer to share the three steps for pet preparedness with their viewers: 1) Prepare: Get a pet emergency kit; 2) Plan: What will you do in an emergency? 3) Stay Informed: Know about types of emergencies. You could demonstrate how to build a kit and include some of the recommended items; provide a sample pet preparedness plan; and provide tips on how local residents can stay informed about the different types of emergencies that could happen in your community. You can also try to book an interview with a local radio station during morning or afternoon drive times, or with a local pet or family features reporter.

If you are planning an event and want to utilize your local media to help drive traffic, we recommend that you give enough lead time for the media to promote the event. Here are our recommendations:

- Calendar Submissions (print or online): Three weeks
- Print: One-two weeks
- Television or radio: One week

If you want the media to attend your event, we recommend the following lead time:

- Print: One week
- Television or radio: two-three days

We recommend you continue to cultivate relationships with your local media because you never know when they can help you promote a pet preparedness event. Or they might start looking to you and your organization as a “go-to” resource if an emergency strikes your community and

they need to provide tips or advice to the community. To help you get started, we have included press release and media event alert templates, as well as tips on how to conduct a good interview in the tools section of this document.

SECTION III. TOOLS

Frequently Asked Questions (FAQs) to provide in e-mails, newsletters, and articles.

Why is pet preparedness important?

Disaster can strike anywhere and at any time. House fires, flooding, tornadoes, hurricanes, wildfires, earthquakes, hazardous material spills and acts of terrorism may all force you and your family from your home – temporarily or maybe permanently. Responding to and recovering from such events requires advanced planning. All members of your family must be taken into account in these plans, including pets. Knowing what supplies to have available, how to evacuate with your pet, where your pet will stay, and how you will meet your pet's needs throughout the disaster are all critical questions that must be addressed.

Is this a community-wide concern?

Definitely. Most communities have a significant number of families with pets. Not only is the welfare of the pets important, the lack of planning for pet issues during disaster can have a direct effect on the safety of the human population. Pets are integral members of many families, and a community's lack of planning for pet issues may cause families to delay evacuation or avoid seeking assistance until they are sure their pet's needs are met. Additionally, first responders may be put at risk when confronted by frightened or displaced animals left behind. If the disaster has caused an intermingling of wild and domesticated animals, diseases like rabies could become a serious threat to humans and animals.

Most communities have many vital and experienced components to disaster response – local government and first responders, the American Red Cross and Salvation Army, other non-profits, the faith community, etc. Most communities also have organizations focused on meeting the needs of pets and other animals – local government animal care and control, the Humane Society of the United States, the ASPCA, other animal welfare and rescue organizations, veterinarians, and local businesses. In order to respond effectively and efficiently to the needs of pets and their families, communities should begin discussions and bring these parties together to create well-coordinated response plans.

What does a community need to be aware of?

After Katrina, the Pet Evacuation and Transportation Standards (PETS) act was passed. This law requires local jurisdiction to include pet evacuation and housing as part of their disaster response plans. As stated above, all of those involved in disaster preparedness and response must be involved in this planning to ensure these efforts are effective.

Why do pets require special attention in planning efforts?

Most community disaster response plans, at least prior to the 2005 hurricane season, were focused on life safety, asset protection and recovery activities as they related to humans. In addition, a majority of families in this country have not (or do not have the resource to) taken the necessary steps to prepare their families – received training, developed a family plan and prepared a family disaster kit. These two factors together require some extra attention and effort to instill a sense of urgency in the minds of local government, local organizations and families to prepare adequately for disaster. Most importantly, as noted above, people consider their pets part of their family. If efforts are not made to plan for the needs of families with animals, the people will be at risk. Time after time, even after Hurricane Katrina, emergency managers have learned that without a plan for animals, their community is at increased risk during and after disasters.

Is disaster response different for pets?

It can be, yes. Evacuating pets may be more difficult if you cannot evacuate in your own vehicle. Pet owners must understand their community's evacuation plans and must ensure that they are prepared for any variations and restrictions. Most evacuation shelters do not allow pets (service animals are an exception) due to public health, safety or other concerns raised by the need to provide service to a large number and wide range of people. Most jurisdictions, Red Cross chapters and other shelter operators are working hard to ensure pet sheltering facilities are close or co-located with the human shelters, but families need to have knowledge of and be prepared for the type of accommodations available in their community. Red Cross chapters will not designate or operate pet shelters, but are willing to provide support to the process.

Who should be working on pet preparedness in our community?

Many organizations have an interest in and focus on pet preparedness. The following are a few examples:

- Local government –local first responders, emergency management, elected officials and the animal care and control agencies are all critical components of disaster response planning – including pet planning
- Local collaborative groups – Citizen Corps Councils, LEPCs, VOADs, and other collaborative groups are excellent venues for sharing information, coordinating efforts and developing strategies for community outreach.
- American Red Cross chapters – local Red Cross chapters dedicate time to planning for feeding, sheltering and bulk distribution of supplies. The chapters will help to coordinate their human sheltering activities with pet sheltering activities of other organizations
- Local animal service organizations – organizations in the community providing services to animals on a daily basis are very important to disaster planning. These organizations are often the most familiar with the animal related needs and resources of the community. Included are animal shelters; humane and rescue groups; veterinary professionals and facilities; boarding facilities; 4H clubs; breed clubs and rescues; agricultural extension services; pet care services; and many more.

- Community-based animal facilities including vet and agriculture schools; research facilities; racetracks and others should be active participants in the planning for animals in disasters.
- Local components of national organizations – The Humane Society of the United States, ASPCA, United Animal Nations, etc – these organizations have access to a wealth of knowledge and resources that can help a community properly plan for the needs of the pet community.
- Organizations providing mass care services – other voluntary organizations, including many institutions of faith, are also involved in feeding and sheltering activities.
- 211 and other community information resources can be very helpful in coordinating needs with available resources for families with animals.

How do we bring the community together?

Creating a culture of pet preparedness in a community takes dedication and effort on the part of all organizations involved. The following are just a few ideas on how to get the community involved:

- Discussions at collaborative groups (as mentioned above)
- Presentations and exhibitions at community forums – fairs, preparedness events, pet events, faith-based events, etc.
- Public service announcements
- Work with organizations to provide pet preparedness training courses
- Work with organizations to provide pet CPR/First Aid courses
- Encourage local, county and state politicians to hold forums to better inform planning efforts

POWERPOINT

Conduct training classes or give presentations that provide guidance on pet preparedness with the customizable PowerPoint that is included in this toolkit.

Ready BROCHURES

The *Ready* Campaign partnered with American Kennel Club, American Society for the Prevention of Cruelty to Animals, American Veterinary Medical Association and The Humane Society of the United States to produce *Preparing Your Pets for Emergencies Makes Sense* tri-fold brochure. This brochure can be ordered in bulk (limit 500) for free by calling 1-800-480-2520 or by faxing the attached order form to the FEMA warehouse.

Brochure source files are available upon request by emailing ready@dhs.gov. Having the source files will allow for printing of quantities more than 500 (at your own expense) as well the opportunity to add local contact information to the back cover. There is also a



printer friendly two-page (front and back) modified version of the pets brochure attached to this document that are cost-effective for events with mass attendance and e-mailing.

*In addition to the pet preparedness brochure, the *Ready* Campaign has a variety of other topical brochures. Go to www.ready.gov to view other *Ready* brochures.



FEMA Distribution Center

Ready Materials Order Form

Voice: 1 (800) 480-2520 Fax: (240) 699-0525

To place an order call **1 (800) 480-2520**, 8:00 am to 5:00 pm, Eastern Standard Time (EST), Monday – Friday, or fax to **(240) 699-0525** or mail to:

FEMA Distribution Center, 4440 Buckeystown Pike, Frederick, MD 21704

Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	9-0618	Preparing Makes Sense - Get Ready Now (English)	250	Tri-Fold
	9-0974	Preparing Makes Sense - Get Ready Now Brochure (English)	200	Brochure
	9-0659	Ready Emergency Supply List	250	Tri-Fold
	9-0637	Preparing Makes Sense - Get Ready Now (Spanish)	250	Quad-Fold
	9-0698	Preparing Makes Sense - Get Ready Now Brochure (Spanish)	250	Brochure
	9-0654	Ready Kids Poster and Teacher's Guide	10	Poster
	9-0655	Ready Kids Activity Book	100	Booklet
	9-0656	Preparing Your Pets for Emergencies Makes Sense	250	Tri-Fold
	9-0657	Preparing Makes Sense for Older Americans	250	Quad-Fold
	9-0658	Preparing Makes Sense for People with Disabilities and Special Needs	250	Quad-Fold
	9-0638	Every Business Should Have a Plan - Quad-Fold	1000	Quad-Fold
	9-0635	Every Business Should Have a Plan - Brochure	100	Brochure
	9-0636	Every Business Should Have a Plan - Poster	25	Poster

Name: _____

Company: _____

Street Address: _____

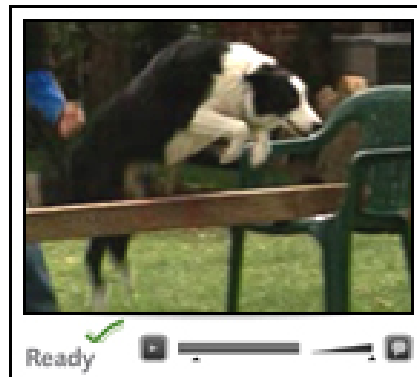
City, State, ZIP: _____

Telephone: () Fax: ()

(3/10)

INSTRUCTIONAL VIDEOS AVAILABLE FOR DOWNLOAD

The *Ready* Campaign has a free instructional video for pet owners available for download at www.ready.gov. Also available are instructional videos for families, individuals with disabilities and other special needs, and older Americans. These videos outline the three simple steps Americans should take to prepare for emergencies: get an emergency supply kit, make a family emergency plan and be informed about the types of emergencies that can happen in their area.



PHOTOGRAPHY

Photos and visuals are always an effective means of communication and can be used in your presentations, flyers, and Web site. A simple search for 'stock' photos on the Web will provide you with a list of various options. Many stock photos must be purchased for use but if you look hard you can find photos that are free to use according to requested guidelines. For your convenience, here is a Web address where free photos are provided by FEMA: http://www.fema.gov/kids/p_pets.htm. Please take a moment to review FEMA's conditions for use of these photos at <http://www.fema.gov/help/usage.shtm>



“Rex” the *Ready Kids* Mascot Now Available For Use

**Brought to you by the U.S. Department of
Homeland Security and The Advertising Council**



Important: All reservations must be made two weeks in advance through your state or local government, local Office of Emergency Management or Citizen Corps Council. Requests will be taken on a first come first serve basis. (Approximately six uses per month available.) A confirmation E-mail will be sent upon receipt of the request to inform you of the availability. This contract must be filled out with all the correct information. **Rental fee is \$150.00 plus shipping costs.**

Date Needed: _____ Date Returning: _____

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card Information - Name: _____

Expiration Date: _____ CVS: _____

IMPORTANT INFORMATION:

I have read and fully understand the following financial and maintenance responsibilities invoiced in the use of this costume:

- ✓ **I agree to pay for any damage that occurs to the costume while it is in my possession.**
- ✓ **I acknowledge the rental agreement stating that I may only keep the costume for three days upon receipt. (i.e. Friday – Monday) or I will be charged for \$50 per day.**
- ✓ **I will arrange and pay for the costume to be returned by the date indicated.**
- ✓ **I agree to pay \$150 + shipping for its three-day use and comply with all instructions including maintenance, repacking and return of the costume.**
- ✓ **If the costume can't be returned by set date, I will contact M&C to reschedule.**

2841 Oakland Avenue, Minneapolis, MN 55407-1301 (612) 874-8176 • Fax (612) 874-6003
www.mascotsandcostumes.com E-mail Address: contract.service@mascotsandcostumes.com

SECTION IV. MEDIA TOOLS

Provided in the following pages are templates that can be used to inform and engage your local media. You will find an evacuation press release template, a press release template for flooding, wildfires and severe (hot and cold) weather and an event media advisory template.

Also, additional media tools are attached to this document provided by the Metropolitan Washington Council of Governments. See document titled “Companion Animal Evacuation and Sheltering Public Information Materials.”

FOR IMMEDIATE RELEASE:
[DATE]

FOR MORE INFORMATION:
[NAMES AND NUMBERS]

[AREA AFFECTED] Residents Urged to Take Pets with Them as [DISASTER] Prompts Evacuations

[CITY, State] — Intro Paragraph explaining disaster situation, which areas are at risk and urging those people to take their pets with them in case of evacuation.

Quote from local official or shelter director urging residents to plan ahead for their pets in an emergency, providing specific local information, etc.

Standard emergency preparedness language:

All pet owners are urged to keep a pet emergency supply kit, which should include the following:

- Three-or-more-day supply of food in airtight, water proof container and drinking water.
- Bowls for food and water.
- Current photos and physical description of your pets, including details on markings.
- Medications, vaccination records (especially rabies records) and first aid pet supplies.
- Comfort items such as a toy and blanket.
- Small garbage bags.
- For dogs —include a leash, harness and a sturdy carrier large enough to use as a sleeping area.
- For cats include a litter box and litter as well as a sturdy carrier large enough for transport.

If officials call for an evacuation, pet owners should be aware that many evacuation shelters do not accept pets, and they must plan their destination in advance. Many hotels, motels, campsites and other facilities around the country now allow pets. Check out AAA or www.petswelcome.com to find a list of those in your area. Hotels and motels may be willing to lift "no pet" restriction in an emergency. Friends and family members living outside the area may be able to provide shelter too. (Please check with your local animal shelter or emergency management office to determine if a pet-friendly emergency shelter will be set up in your location.)

More than 358 million pets reside in 63 percent of American households. A Zogby International poll found that 61 percent of pet owners will not evacuate if they cannot bring their pets with them.

For more tips on preparedness plans that include your pets, visit http://www.hsus.org/hsus_field/hsus_disaster_center/resources/disaster_preparedness_for_pets.html or www.ready.gov.

[DESCRIBE YOUR ORGANIZATION, MISSION STATEMENT, WEB SITE, ETC.]

FOR IMMEDIATE RELEASE:
[DATE]

FOR MORE INFORMATION:
[NAMES AND NUMBERS]

[YOUR ORGANIZATION] URGES FLOOD PREPARATION FOR PETS

[YOUR ORGANIZATION] offers the following evacuation tips for pet owners in the event of a flood:

- Do not leave your pets behind.
- As rescue officials may not allow you to take your pets if you need to be rescued, do not wait until the last minute to evacuate.
- Securely fasten a current identification tag to your pet's collar. It's a good idea to include a phone number of a friend or family member so someone who finds your pet will be able to reach someone who knows you.
- Carry a photo of you and your pet for identification purposes.
- Transport pets in secure pet carriers and keep pets on leashes or harnesses.
- Because most emergency shelters do not admit pets, call hotels in a safe location and ask if you can bring your pets. Ask the manager if a no-pet policy can be lifted during the disaster.
- If you and your pets cannot stay together, call friends, family members, veterinarians or boarding kennels in a safe area to arrange foster care.
- Be sure to pack your pet's emergency supply kit filled with at least a three-day supply of food, water and other supplies, such as medical records, owner's documentation, cat litter and other necessary sanitary items and medication.
- Keep a list of emergency phone numbers (veterinarian, local animal control, animal shelters, Red Cross, etc.).

[DESCRIBE YOUR ORGANIZATION, MISSION STATEMENT, WEB SITE, ETC.]

FOR IMMEDIATE RELEASE:
[DATE]

FOR MORE INFORMATION:
[NAMES AND NUMBERS]

[YOUR ORGANIZATION] URGES WILDFIRE PREPARATION FOR PETS

Describe what your organization is doing in this situation _____

For animal owners in the possible path of the wildfires, _____ offers the following tips for ensuring the well being of your companion animals.

- Do not leave your pets behind.
- As rescue officials may not allow you to take your pets if you need to be rescued, do not wait until the last minute to evacuate.
- Securely fasten a current identification tag to your pet's collar. It's a good idea to include a phone number of a friend or family member so someone who finds your pet will be able to reach someone who knows you.
- Carry a photo of you and your pet for identification purposes.
- Transport pets in secure pet carriers and keep pets on leashes or harnesses.
- Because most emergency shelters do not admit pets, call hotels in a safe location and ask if you can bring your pets. Ask the manager if a no-pet policy can be lifted during the disaster.
- If you and your pets cannot stay together, call friends, family members, veterinarians or boarding kennels in a safe area to arrange foster care.
- Be sure to pack your pet's emergency supply kit filled with at least a three-day supply of food, water and other supplies, such as medical records, owner's documentation, cat litter and other necessary sanitary items and medication.
- Keep a list of emergency phone numbers (veterinarian, local animal control, animal shelters, Red Cross, etc.).

[DESCRIBE YOUR ORGANIZATION, MISSION STATEMENT, WEB SITE, ETC.]

FOR IMMEDIATE RELEASE:
[DATE]

FOR MORE INFORMATION:
[NAMES AND NUMBERS]

[YOUR ORGANIZATION] REMINDS RESIDENTS ABOUT CARING FOR YOUR PETS IN HOT WEATHER

As the summer heat approaches, here are some preparedness tips to consider when caring for your pets:

- Never leave pets in a car, even with the windows down. The inside of a car can reach temperatures in excess of 150 degrees in a matter of minutes.
- If possible, pets should be kept indoors during excessive heat.
- If keeping a pet outside, make sure that pets have adequate shelter from the sun and plenty of fresh water at all times.
- Plan outside activities with your pets during the cooler parts of the day: early morning and evening. Limit the outside activity of your pets during the heat of the day.
- During hot weather, sidewalks and pavement radiate excessive amounts of heat and can be too hot for the pads of your pet's paws. Consider that if the sidewalk is too hot for you to walk barefoot, it is too hot for your pet to walk on.
- Allow access to the coolest part of your home. If you don't have air conditioning, or you turn it off while at work, make sure your pet can get to a cool place, such as a basement.
- Take extra precautions in hot weather for dogs that are elderly, overweight or snub-nosed.
- Always have a disaster plan in place for you, your family and your pets.

Additional pet safety information can be accessed through [insert local info here]

[DESCRIBE YOUR ORGANIZATION, MISSION STATEMENT, WEB SITE, ETC.]

FOR IMMEDIATE RELEASE:
[DATE]

FOR MORE INFORMATION:
[NAMES AND NUMBERS]

[YOUR ORGANIZATION] REMINDS RESIDENTS ABOUT CARING FOR YOUR PETS IN COLD WEATHER

In many areas, winter is a season of bitter cold and numbing wetness. Help your pets remain happy and healthy during the colder months by following these simple guidelines.

- Don't leave dogs outdoors when the temperature drops. Most dogs, and all cats, are safer indoors, except when taken out for exercise. Regardless of the season, shorthaired, very young, or old dogs and *all* cats should never be left outside without supervision. Short-coated dogs may feel more comfortable wearing a sweater during walks.
- No matter what the temperature, wind-chill can threaten a pet's life. A dog or cat is happiest and healthiest when kept indoors. If your dog is an outdoor dog, however, he/she must be protected by a dry, draft-free doghouse that is large enough to allow the dog to sit and lie down comfortably, but small enough to hold in his/her body heat. The floor should be raised a few inches off the ground and covered with cedar shavings or straw. The house should be turned to face away from the wind, and the doorway should be covered with waterproof burlap or heavy plastic.
- Pets that spend a lot of time outdoors need more food in the winter because keeping warm depletes energy. Routinely check your pet's water dish to make certain the water is fresh and unfrozen. Use plastic food and water bowls rather than metal; when the temperature is low, your pet's tongue can stick and freeze to metal.
- Warm engines in parked cars attract cats and small wildlife, which may crawl up under the hood. To avoid injuring any hidden animals, bang on your car's hood to scare them away before starting your engine.
- The salt and other chemicals used to melt snow and ice can irritate the pads of your pet's feet. Wipe the feet with a damp towel before your pet licks them and irritates his/her mouth.
- Antifreeze is a deadly poison, but it has a sweet taste that may attract animals and children. Wipe up spills and store antifreeze (and all household chemicals) out of reach. Better yet, use antifreeze-coolant made with propylene glycol; if swallowed in small amounts, it will not hurt pets, wildlife, or your family.
- Always have a winter disaster plan in place for you, your family and your pets.

Additional pet safety information can be accessed through [insert local info here]

[DESCRIBE YOUR ORGANIZATION, MISSION STATEMENT, WEB SITE, ETC.]