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## PREPARE YOUR PEOPLE FOR AN EMERGENCY

### How you can promote *Get Prepared* and give people the tools to prepare

Australian Red Cross is dedicated to helping people in an emergency. Our people are particularly focussed on preparing people for an emergency and supporting them for recovery.

We all face emergencies: whether as large as a bushfire or as personal as a home accident. What we know is the more prepared people are, the less stressed they are and the better they recover.

As our partner, we recognise your staff, your members, volunteers or customers face emergencies too and preparing them means they're more likely to stay in control during a crisis.

Getting prepared isn't hard – it's about taking simple steps to make you safer. The *Get Prepared* app, co-created with general insurer IAG, is a personal tool you can promote as part of your commitment to making our communities safer, more resilient and more ready to work together in an emergency.

*Get Prepared* is free and moves the user through steps that are right for them and their family. Key contacts, handy checklists, and vital information is built into a personalised emergency plan that's at the user's fingertips for whenever they need it. *Get Prepared* is available for iPhone and Android devices and can be downloaded from your favoured app store.

As our partner, you and your people are an important part of the Australian Red Cross family. We care that they are prepared for an emergency.

This kit is designed to help you communicate a message of preparedness to your staff and encourage them to download and use *Get Prepared*. We have developed a suite of digital materials you can use on your staff or member intranet, payroll notices, supporter emails, brand website or social accounts.

This kit contains:

- Blog content for your website.
- Digital images and graphics for your website, emails and social media
- Social media posts
- A language guide to help you write your emails, social posts and other communications

Thank you for committing to prepare your people for an emergency.

Judy Slatyer,  
Chief Executive Officer  
Australian Red Cross