

Everything  
Connects with



# Ready OR NOT



## An Emergency Preparedness Program

*In the last year a record-breaking number of weather-related disasters hit in the United States\*, yet over 56% of American households are unprepared for an emergency\*\*, even for those that regularly occur in their area.*

### YOU CAN'T EDUCATE PEOPLE IN A CRISIS

The time to prepare for an emergency is not in the middle of one. Being prepared means having a plan before disaster strikes. When households are not prepared before a crisis, crucial resources, time and effort are wasted during a crisis. Resources are better spent **before an emergency**, preparing households to know what to do, who to turn to, and what to have on hand.

Children are one of the strongest advocates for positive behavior change in the home. When students are educated about what to do in an emergency, they bring their knowledge home and **kick start household emergency preparedness** before a crisis happens. As school outreach education experts, NTC specializes in inspiring students to spread positive behaviors in their households.

NTC's **READY OR NOT** is a K-5 customizable educational outreach program dedicated to emergency preparedness. It provides a key to unlocking the **efficient use of emergency resources** and prepare households for potential emergencies.

\*NOAA National Centers for Environmental Information (NCEI) U.S. Billion-Dollar Weather and Climate Disasters (2021).

\*\*Key findings National Household Survey, Individual and Community Preparedness Division FEMA (2021)

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## AN INTERACTIVE EDUCATIONAL PROGRAM

**READY OR NOT** is a fun, engaging program delivered to students and educators through NTC's interactive learning tools. The outreach focus is on school-aged children and their parents, which results in scores of students, their families and communities becoming ready for the type of potential emergencies that occur in their area. **READY OR NOT is customizable to any region** in the country and can include messaging on any emergency or geo-specific community. **READY OR NOT** can also be enhanced with customizable **emergency preparedness kits**.

We employ live actor-educators to **inspire preparedness in the home**. Students are engaged to become active participants in educational offerings that encourage the adoption of **behaviors that make a difference**.

**READY OR NOT** supports students and educators with the following educational points:

- The difference between a disaster, emergency and hazard.
- What a family communication plan is.
- How to create a family emergency plan.
- Who to seek for help in an emergency.

## IN-CLASS AND TAKE-HOME MATERIALS

**READY OR NOT** includes the **Family Preparedness Guide**, a handbook to assist household preparation with:

- An emergency kit checklist
- A family evacuation plan
- A family communication plan

## EDUCATIONAL ENGAGEMENT EXPERTS

NTC is an implementer of education outreach programs for companies and corporations, government agencies, first-response organizations, municipalities and associations. Through our multi-platform creative content and award-winning customer engagement we create **effective community outreach** initiatives that makes an emotional connection to effect real change in communities.



## RESULTS THAT COUNT

**READY OR NOT** creates a powerful impact that transform the school community into emergency preparedness experts, establishing a ripple effect into households and across whole communities. Our highly visible and **scalable programs** have consistently demonstrated **measurable ROI** for our clients. Through social norming and behavior change science **READY OR NOT** is a cost-effective way for emergency preparedness resources to reach the school, household and community levels before a crisis hits. NTC puts **emergency preparedness messaging** to work in the community.

**For more information email:**  
[mmartin@ntccorporate.com](mailto:mmartin@ntccorporate.com)  
[www.ntccorporate.com](http://www.ntccorporate.com)



*The National Theatre for Children (NTC) is a woman-owned, award-winning educational outreach provider that creates live events in schools, livestream performances, standards-aligned educational materials, teacher training, graphic novels and more to teach, entertain and inspire students, families and educators on behalf of organizations that want to make a difference in their communities.*

*Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.*