What to do to
Make it Through

Educational Toolkit

Web content for agencies

Purpose: The following web content is recommended for local agencies to post to their web pages. The goal is to provide greater awareness of the campaign and drive traffic to the campaign website: www.makeitthrough.org. As a result, the intent of this content is to provide a brief overview of the campaign and local resources, without duplicating content that will be provided on the campaign website.

Guidelines for posting:

I. Homepage
   a. At minimum, add web button with logo that will link to www.makeitthrough.org .
   b. Post the short paragraph provided on the next page about the campaign.
   c. Ensure local resources are linked to campaign information.
   d. Home page should be succinct, easy to navigate and well organized.
   e. Use color, clean lines, and eye catching graphics to engage viewers. Avoid using multiple fonts and multiple colors – this will distract from the key message.

II. Links
   a. Provide links to *What to do to Make it Through* website and social media pages.

III. Local resources
   a. Feature key local preparedness and emergency response resources including training programs, CERT, emergency contact information, community hubs or an alert system.

IV. Examples
   a. Take Winter by Storm, City of Shoreline – Campaign information with an emphasis on local resources is posted to the City's Emergency Management home page. http://www.cityofshoreline.com/index.aspx?page=48
   b. Take Winter by Storm, Seattle City Light – Campaign information targeted to preparation for power outages. http://www.seattle.gov/light/neighborhoods/nh4_twbs.asp

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Suggested web content:

What to do to Make it Through [insert logo]
Catastrophes can happen at any time. Preparing for three days will help you make it through many of the disasters you'll face in the Puget Sound region—including major storms and even small earthquakes. However, to make it through a major catastrophe—like Hurricane Katrina or the Japan earthquake—you'll need to be prepared for longer—at least 7 to 10 days. Local agencies across Puget Sound are teaming up to educate and encourage citizens to prepare for catastrophic events with a regional campaign, ***What to do to Make it Through***.

To learn the three most important things you can do to survive a catastrophe and start planning, visit: www.makeitthrough.org.

Why prepare?
Catastrophes can happen at any time. Imagine you are at work, on the road, or at home – how would you communicate with loved ones during a catastrophe? Are you prepared to survive without essential services for 7 to 10 days? Having a plan could save your life and protect those around you during a catastrophic event.

Local resources
[insert agency] has many local resources available to help you prepare for a disaster. [insert bulleted list of local training programs, emergency contact information, alert system, etc.]

Recommended links:
- www.makeitthrough.org
- Social media links:
  - Facebook Fan Page: http://www.facebook.com/makeitthrough
  - Twitter: @MakeItThroughWA
- Training programs (examples: http://www.kitsapdem.org/kprep.aspx ; http://www.co.pierce.wa.us/pc/abtus/ourorg/dem/trngmain.htm; http://www1.co.snohomish.wa.us/Departments/Emergency_Management/T_n_E.htm)
- Fire department
- Police
- Emergency alert system/radio/etc.
- Transit agencies
- Federal resources
- Red Cross
- Preparedness classes (e.g. http://www.kitsapdem.org/classes.aspx)
- Community Emergency Response Training
- Community services (e.g. http://www.caer-mp.org/community.html