

prepare fair!

..... Planning Guide

A toolkit to plan a preparedness event in your community.



 **MIREADY**
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Prepare Fair Introduction

This guide helps local emergency management agencies, police, fire, and emergency medical service providers, elected officials, Citizen Corps Councils, state, tribal and other local leaders to implement a successful Prepare Fair in their communities.

Prepare Fair Overview

A Prepare Fair is a large community event that brings together local, state and federal partners to share free information and resources on how residents can recover from and/or prepare themselves and their families for an emergency or disaster. The event takes place in September, which is National and Michigan's Preparedness Month, in a large open outdoor space to provide room for vehicle displays and activities.

Purpose

The purpose of this National Preparedness Month event is to raise awareness about the potential hazards in the state and what residents can do to prepare for and recover from them. State, local and non-profit agencies work together to disseminate information and preparedness resources to the residents in your area.



Create a Timeline

**March/
April**

- Select "Prepare Fair" location
- Start searching for sponsors and partners

- Confirm location and sponsors/partners
- File grant paperwork, additional funding resources, etc. (if applicable)
- Check for permit requirements, required procedures, notification to city councils, etc.
- Select promotional materials required for event
- Create budget proposal
- Determine State EM and FEMA involvement

May

June

- Order promotional materials required for event
- Hold first committee meeting
- Draft event flyer
- Create online survey for exhibitors to register (Google Forms is free)
- Meet with party supplier (tables, chairs and food tent) about location and supply needs
- Coordinate event speakers/entertainment (if applicable)
- Research billboard, radio, and newspaper options

July

- Send first invitation (beginning of month)
- Visit event location for walk-through
- Draft Communications Plan
- Send invite letters (mail or email)
- Receive location map (with booths) from party supply company
- Add Prepare Fair to website and America's PrepareAthon website
- Coordinate hotel arrangements (if applicable)
- Determine food needs and who will cook and serve? (Salvation Army loves to do this)
- Send reminder invitation (end of month)
- Invite public officials

August

- Send final registration reminder
- Staffing, schedule/assignments/carpool (if applicable)
- Send informational bulletin to exhibitors
- Press Release, social media campaign

September

- Gather promotional supplies
- Select tool for metric gathering
- Promote event on radio/news channels
- Send staff information sheet
- Assign someone to take photos

At the event:

- Announce prizes, vendors, thank you's, etc.
- Provide music, etc. to create a "fair" effect
- Enjoy

Media Outreach

Invite local media to cover and/or participate in your Prepare Fair. Below are some additional ideas to consider when working with local media.

- Engage with your media partners during your planning process and consider creative ways to include them in activities on the day of the event.
- Review local coverage from the previous year, to see which reporters covered emergency management and preparedness topics, and reach out to them.
- Leverage all available forms of media, including radio, television, print, and online community publications, and develop a plan to use your social media platforms such as Facebook and Twitter.
- Be responsive to media requests and sensitive to deadlines; consider how your needs work into existing schedules.
- Monitor media coverage and document contact information for reporters who cover your event for follow-up and further relationship building.
- Invite local radio stations to do a remote broadcast from your event. They could also possibly provide the music backdrops to create a “fair” effect.



Sample Press Release

[YOUR AGENCY] Encourages Residents to Make an Emergency Plan during Michigan's Preparedness Month

Annual Prepare Fair in Your Town/City on Sept. XX

FOR IMMEDIATE RELEASE:

[CITY], MICH. [YOUR AGENCY] is urging Michiganders to prepare for emergencies and disasters by making an emergency communications plan with their loved ones during Michigan's Preparedness Month.

Throughout September, the [YOUR AGENCY] is joining federal, state and local governments—as well as private and public organizations—in supporting emergency preparedness initiatives and encouraging residents to take action to prepare. Agencies nationwide are uniting to encourage everyone to engage in preparedness actions at home, work, businesses, school, and places of worship.

[OPTIONAL QUOTE HERE]

Residents are also encouraged to know the hazards that affect their communities and build an emergency supply kit to meet their needs. Businesses are encouraged to prepare for emergencies and disasters by establishing an emergency preparedness program.

During an emergency or disaster, critical services—such as electricity, water service or access to grocery stores—can be impacted and response for police, fire and rescue personnel could be significantly delayed. This is why it is important that all households be self-reliant for at least three days by building an emergency preparedness kit supplied with food, water and medications.

To take preparedness into action and commemorate Michigan's Preparedness Month, the [YOUR AGENCY] is collaborating with [LIST PARTNERS HERE (if applicable)] to host the 20XX Prepare Fair. The Prepare Fair will take place from [TIME] on Sept. XX at the [LOCATION AND TOWN/CITY]. Emergency responders, nonprofits and preparedness organization from the [YOUR TOWN/CITY] area will be distributing free information and promotional items, as well as exhibiting emergency response vehicles.

Individuals attending the fair will learn about local emergency response agencies, how to develop a family emergency plan and how to create an emergency preparedness kit. Attendees will be also able to meet local first responders and volunteers. The event is free of charge and open to anyone. To learn more about preparing for emergencies and disasters and making an emergency preparedness plan, go to [insert your website if applicable], www.michigan.gov/miready or follow the MSP/EMHSD on Twitter at @MichEMHS.

Displays* may include:

- American Red Cross
- Local power/energy company
- Area Agency on Aging
- State emergency management office
- Local homeland security and emergency management
- Police department
- Fire department
- Ambulance services
- Do 1 Thing
- Institute of Population Health
- Department of Agriculture & Rural Development
- Humane Society
- Local food bank
- Secretary of State
- State Police
- SWAT
- MISS DIG
- National Weather Service
- Department of Public Health
- The Salvation Army
- United Way
- Veterans Affairs (VA)
- Community college
- Local Community Emergency Response Team (CERT)

*All Displays should be government or non-profit agencies, there should be no sales allowed.



Helpful hints:

- Create a flyer to be distributed throughout the area in stores, schools, churches, etc.
- Put a metric system in place to keep a count of attendees, for example raffle tickets can be given out to each attendee upon entering. Half of the ticket stays with the attendee to be used for the drawing and the other half can be kept for counting purposes.
- Hold a drawing for attendees to win preparedness items.
- Encourage first responders and the other organizations participating to bring a game or activity for attendees to take part in.
- Offer food and provide a food tent with table and chairs.
- Purchase hot dogs, buns and condiments and ask the Salvation Army or American Red Cross to cook and serve.



Sample Prepare Fair Layout:

- Align the vehicles around the fair area as a barricade between pedestrians and moving vehicles.
- Rope off fair area.
- Have plenty of trash cans.
- Provide a shady area for those hot or wet days.

