



# bReady Radio Campaign

**Project Name:** bReady Radio Campaign

**Grade Level:** 9-12

*All bReady lesson plans are designed with the purpose of increasing students' awareness of disaster and emergency preparedness.*

**Purpose:** To educate students about emergency and disaster preparedness.

**Materials needed:** Computer with internet access

**Duration:** 2 class periods to create campaign and enough time to demonstrate campaign to the class

## **Instructions:**

- The teacher should inform the students that they will be creating a one minute radio campaign about emergency and disaster preparedness.
- The teacher will divide class into even groups.
- The teacher will tell the students to explore an emergency and disaster preparedness.
- Students can choose to look at a specific disaster: **Some choices include Biological Threat, Blizzards, Chemical Threat, Earthquakes, Explosions, Extreme Heat, Fires, Floods, Influenza Pandemic, Landslides, Nuclear Threat, Radiation Threat, Thunderstorms, Wildfires, Winter Storms & Extreme Cold, etc.** Provide information about the disaster, the outcomes of the disaster/emergency, and how to prepare for it.
- Students can choose to look into the process of creating a bReady Kit: **Students should focus on items to include in kit, expiration dates of items and how often to replace items, items specific to a particular disaster/emergency/region, winter preparedness, car preparedness, etc.**
- Tell the student to use their own creativity and problem solving in order to fully analyze the issue. Encourage students to choose the most important information to include in the 1 minute radio spot.
  - The students may find information or ideas on the following websites:
    - o SD's disaster/emergency preparedness website [www.bReadySD.com](http://www.bReadySD.com)
    - o The SD Department of Health website [www.state.sd.us/doh/](http://www.state.sd.us/doh/)
    - o Federal Emergency Management Agency website <http://www.fema.gov/>
    - o National Government's Ready website <http://www.ready.gov/>
    - o American Red Cross disaster preparedness website [http://www.redcross.org/services/disaster/0,1082,0\\_500\\_00.html](http://www.redcross.org/services/disaster/0,1082,0_500_00.html)

**Adaptations:** Use the information to make a brochure or flyer.

**References:** [www.bReadySD.com](http://www.bReadySD.com)

