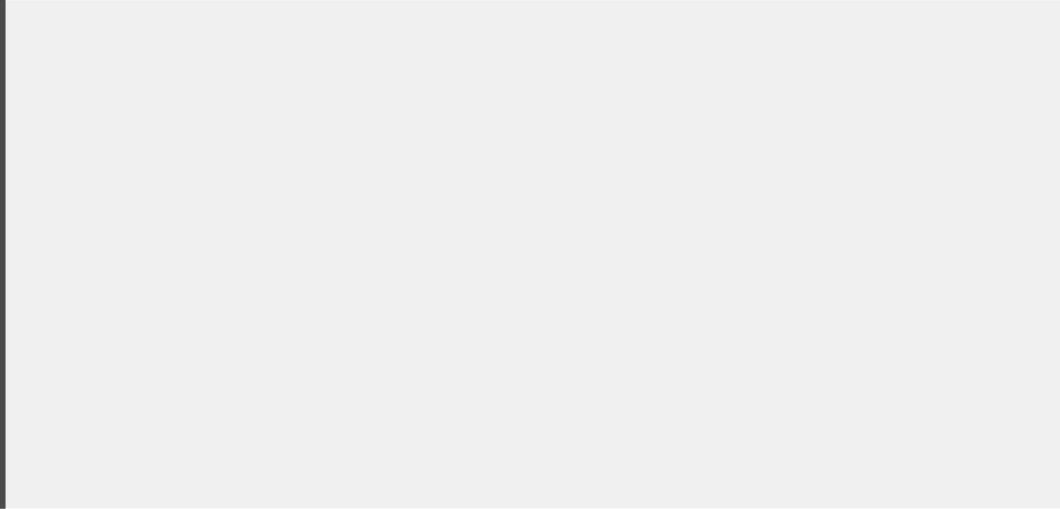
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*This video highlights the importance of informing everyone about this initiative. Point out that some of the program benefits include the use of the Red Cross Seal and ability to claim membership in an Red Cross approved program. The greater the awareness of this important initiative, the easier it will be to build a culture of safety.*

**Transcript**

*Deciding to sponsor a preparedness program at your facility is a key step toward building a culture of safety and security, which will benefit both your internal operations and your relationships with your extended community.*

*Begin by making this program visible to your staff, and then eventually to the other groups who have a stake in your continued operation and success. These stakeholders include everyone from your staff’s household members - to vendors, business partners, and others who rely on you for services and support.*

*There are many effective and low cost ways in which you can make this program and its benefits known to your staff.*

*Promotional techniques might include placing posters and written announcements around your facility; articles in newsletters, postings on Facebook and write-ups on an internal website.*

*Mentioning this initiative at an all staff meeting is very effective and gives you an opportunity to discuss the reason behind the program. Explain what this program will mean to the safety and security of those who work at your facility. Mention the benefits that will flow from knowing that when a disaster strikes, your staff and their families will be better prepared to cope with the challenges that arise. Use the meeting to open a dialog with your staff around the topic of preparedness and help educate them on how they can contribute to the program’s success.*

*Be sure to include reference to the Red Cross* ***Ready Rating Program*** *as part of your promotional initiative. Point out that by becoming a member of the* ***Ready Rating Program*** *you have joined over 10,000 other U.S. institutions which, like yours, recognize the importance of preparedness planning. Explain how the* ***Ready Rating Program*** *provides feedback on how to continually become better prepared. In recognition of this ongoing commitment to improvement, your organization has the right to claim membership in this Red Cross sponsored program and display the* ***Ready Rating*** *seal at your facility and online.*

*You’ve made an important commitment to the health and safety of your staff, and the continued operation of your organization. Now take the next step and spread the word. You may be delighted with the feedback you get, as well as some of the suggestions offered on how to make your program even better.*

*For more information on the benefits of preparedness and ideas on how to promote your initiative, periodically visit the* ***Ready Rating Resource Center****. Make the* ***Ready Rating*** *newsletter available to all of your staff and watch for announcements of new tools and material that will help you grow and refine your program. The Red Cross is continually adding to the* ***Ready Rating*** *site and some of these new items can help you make your preparedness program visible to your staff and other stakeholders.*