



Goal: Make American Families 'Prepared, Not Scared'<sup>TM</sup>

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## Safe America Announces National 'Drill' for 9/11

The Safe America Foundation has announced a plan to conduct a series of drills across the country this September 11 in an attempt to heighten grassroots preparedness by individuals and families.

The effort – spearheaded by a coalition of non-profit agencies which Safe America has formed – will focus on getting individuals to pledge to 'practice' how they'd respond to an emergency situation with their families on 9/11.

*More than 1 million people in over 10 states are already expected to 'drill,' with demonstration projects planned in San Diego, Salt Lake City, Chicago, Atlanta, Washington, DC and across Florida, Maine, Pennsylvania, Kentucky, Michigan and Ohio.*

Former Secretary of Transportation Norman Mineta, who is Honorary Chairman of the program, announced the 'Drill Down for Safety' project along with corporate sponsors and non-profit agencies. Included in the kick-off were executives from UPS, Motorola, Office Depot, Booz Allen Hamilton and Allstate along with leaders from FEMA, the American Red Cross, the International Association of Emergency Managers (IAEM), the National Association of Emergency Managers (NEMA), the National Association of Government Communicators (NAGC), the National Association of State EMS Officials (NASEMSO) and the National Association of EMTs (NAEMT).

"Safe America is championing this project because we believe we need to shift the attention from what Government can or can't do to what individuals and families can do on their own," Mineta observed. "If individuals are trained, they are just as likely to survive on their own than if they wait for first responders to arrive."

Mineta noted that among the drills will be projects to:

- Test how special needs populations can be evacuated
- Determine the best way to communicate to youth in high school and colleges using texting on wireless devices, plus
- Shelter people-in-place in a corporate headquarters

Companies sponsoring drills include Motorola and UPS, which are planning to execute campaigns on their campuses while encouraging their employees to drill at home.

"We believe this is unique – and timely – in helping America be ready to handle any emergency – weather-related or pandemic," said UPS Foundation President Ken Sternad. "We're pleased to support this drill and will look at providing funding and in-kind resources so we can test not only UPS abilities to

survive any local disaster intact but help the country recover quickly and return to ‘normal’ more rapidly.”

The project, based in Chicago, is being planned by a 40-person Safe America Task Force that former Department of Labor Assistant Secretary Neil Romano; former Delta Air Lines Executive Vice President for Operations/Safety Mac Armstrong; Booz Allen Hamilton Senior Vice President Mike McConnell; Hill & Knowlton Vice Chairman Norm Mineta; and IAEM President Russ Decker; Motorola Broadband Applications Senior Director Scott Propp; and Travelers Insurance Regional Vice President Robert Schurke; CNA Vice President William Phillips; Office Depot Foundation President Mary Wong; and Washington, D.C. Fire Chief Dennis Rubin.

“Our goal is to take some of the responsibility for surviving any disaster and put it on the shoulders of people who can do the most to help – those living in the path of storms and disturbances,” said Foundation President & CEO Len Pagano. “No matter how hard Government at all levels try, it cannot make everyone secure. It’s up to all of us to recognize that safety starts with us – and it begins before the first storm clouds appear on the horizon.”

Safe America is working with FEMA to make those who want to drill have both advanced training and education before 9/11. An enhanced web site, linked to other sites such as FEMA, will be introduced in early July. The [www.safeamerica.org](http://www.safeamerica.org) website will provide weekly podcasts and help both NGOs, communities and the ‘average American Family’ prepare for a short practice that helps them rehearse how they’d contact people in an emergency and what their first actions might be.

The program was kicked off in Washington with the U.S. Chamber and its Business Center for Civic Leadership. Others participating in promoting the ‘9/11 Drill Down for Safety’ project include Allstate, Liberty Mutual, the national PTA and media such as USA Today and CBS Television Stations.

The launch of the program coincides with President Obama’s designation as 9/11 being a day of service and remembrance. Pagano noted that selecting the day was designed to honor those who died eight years ago in New York, Pennsylvania and Washington, D.C. while fulfilling the purpose of ‘National Preparedness Month.’

“We believe that the idea of doing something to avoid a devastating catastrophe – and keeping families intact and businesses running – is a fitting tribute to those who were lost during 9/11,” Pagano observed. “Our goal is to make Americans aware that being prepared is the best way to avoid being scared in an emergency – and with a possible bounce-back of pandemic flu this fall, the preparedness practice is a very timely step in having a plan, stockpiling emergency supplies and being ready to take shelter – or evacuate.”

For more information, contact Pat Wilder at (770)-973-7233.

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