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September 21, 2009

Dannah Peck
Outreach Director
Sherry Matthews Advocacy Marketing
200 South Congress Avenue
Austin, Texas 78704
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Dannah,

We've asked you and your colleagues at Sherry Matthews Advocacy Marketing to implement an outreach campaign to reinforce the importance of individual and family preparedness in the event of a disaster or emergency. As you know, we're building on the "Ready or Not? Make a Plan" assets DSHS already has in place to help families make a plan and build a disaster kit.

As we've discussed, a disaster falls into one of three categories:

1. Naturally-occurring event (hurricane, influenza pandemic, flood, wildfire, drought, tornado)
2. Violence and terrorist attack (biological, chemical, radiological threats)
3. Accidental disaster (hazardous materials incidents nuclear power plant emergency).

We have asked you to reach out to city and county emergency management teams, local health departments' public health preparedness groups; faith-based organizations and Boy and Girl Scouts of America. We are asking that potential partners:

- post the "Ready or Not?" logo and link to www.TexasPrepares.org on their home page or emergency preparedness page (For Spanish speakers, we have TexasPrepara.org.)
- send emails to staff and public about "Ready or Not?" and the need for being prepared
- tweet about "Ready or Not?" if the organization has a Twitter account

We appreciate the work you have done thus far in building partnerships. We are pleased you were able to work with the Texas Department of Public Safety and the Texas Department of Transportation, who emailed their employees the "Ready or Not?" message. You got us into social media when DPS and the Texas Association of Hospitals twittered the "Ready or Not?" message to their followers. We gladly provided materials for the Capital-Area Council of Governments for their local meeting. Finally, we understand you have many additional potential partnerships in the works, including the National Safety Council, the Texas Department of Agriculture and others.

Please continue your outreach efforts on our behalf, emphasizing those with county and local impact.

Regards,

A handwritten signature in black ink that reads "William Ayres". The signature is written in a cursive, flowing style.

William Ayres
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