



Fact Sheet

October 31, 2008

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***LISTO* CAMPAIGN**

Launched in December 2003, *Listo* is a national public service advertising campaign designed to educate and empower Hispanic Americans to prepare for and respond to emergencies including natural disasters and potential terrorist attacks. The goal of the campaign is to get the public involved and ultimately to increase the level of basic preparedness across the nation.

- *Listo* and its English language version *Ready* ask individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies that could occur and their appropriate responses.
- The campaign's messages have been distributed through: television, radio, print, outdoor and Internet public service advertisements (PSAs) developed and produced by The Advertising Council; brochures; www.listo.gov and www.ready.gov Web sites; toll-free phone lines, 1-800-SE-LISTO and 1-800-BE READY; and partnerships with a wide variety of public and private sector organizations.
- Since its launch, the *Listo* Campaign has generated more than \$34.8 million in donated media support. As of October 31, 2008, www.listo.gov has received more than 29.5 million hits and 911,000 unique visitors, and more than 2.5 million *Listo* materials have been requested or downloaded from the Web site.
- A national survey of Hispanic Americans conducted by The Ad Council in August 2008 found that although there is still a long way to go before all Americans are adequately prepared for emergencies, there have been indications of progress:
 - An increasing proportion of Hispanic Americans call themselves 'very' or 'somewhat' prepared for a disaster – an increase from 36 percent in 2005 to 53 percent in 2008.
 - From 2005 to 2008, the proportion of Hispanic Americans who report that they have taken *any* steps to prepare rose 15 points, from 27 percent to 42 percent. There were also several notable increases in key preparedness behaviors among Hispanic households nationwide:
 - Created a family emergency plan: 24 percent in July 2005 to 32 percent in 2008.
 - Put together an emergency kit: 39 percent in 2005 to 45 percent in 2008
- The Department has also created extensions of the *Listo* Campaign, as well as materials for specific segments of the Hispanic population. *Listo Negocios* helps owners and managers of small- to medium-sized businesses prepare their employees, operations and assets in the event of an emergency. *Listo Niños* is a tool to help parents and teachers educate children ages 8 - 12 about emergencies and how they can help get their family prepared. Homeland Security, AARP, the American Red Cross, the National Organization on Disability and the National Fire Protection Association have also created emergency preparedness information for seniors and Hispanic Americans with disabilities and special needs.

- The Department highlights public emergency preparedness through National Preparedness Month, a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. In 2007, 1,800 national, regional, state and local organizations participated in National Preparedness Month by distributing information, hosting events and sponsoring activities across the country to promote emergency preparedness. National Preparedness Month 2007 consisted of four themed weeks that focused on different areas of emergency preparedness, including: back-to-school (*Ready Kids*); business preparedness (*Ready Business*); multicultural preparedness (*Listo Campaign*); and home and family preparedness, including pets, older Americans and those individuals with disabilities and special needs (*Ready America*).

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