



**American Red Cross**  
Oregon

**Get Ready!**

**VISION:** *Get READY! is a strategic initiative that will save thousands of lives through multi-year preparedness efforts in communities, businesses, schools and with individuals in Oregon and SW Washington*

**GOAL:** **Serve as a leader, provider and convener for preparedness in Oregon bringing communities together to collaborate, plan, resource and execute full-scale disaster readiness plans**

**Objectives:**

Develop 300 community profiles to identify risks and vulnerabilities, demographics, community assets, partners and stakeholders necessary for a strong resilience plan

Work in 50 communities to build specific, sustainable resilience plans

**GOAL:** **Reduce the impact of disasters by motivating people to take action and prepare**

**Objective:**

Teach 25,000 individuals basic preparedness, 30 percent of whom are at high risk due to age, disability or economic/ethnic/geographic circumstance. By 2018, teach 300,000 individuals annually.

Increase the number of individuals trained in CPR and First Aid to increase survival rates for people experiencing, local disasters, catastrophic disasters and emergencies.

**GOAL:** **Increase the Oregon Red Cross capacity to respond to disasters and emergencies**

**Objectives:**

Build organizational partnerships that increase economies of scale and outcomes by developing 16 new local partnerships with NGOs and governments

Gain new partners in mission delivery and increase community volunteers resulting in an increase of service capacity by 30 percent by 2018.

**GOAL:** **Raise preparedness at the employee and customer level as a topline issue in the business community**

**Objective:**

Implement and develop an Industry Leaders in Preparedness program that will provide leadership for best practices in preparedness

**COST:** **Estimate of \$1 – 1.5 million annually to cover training, marketing, meeting facilitation and community building, travel, prepositioning supplies and staffing**