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New Yorkers recognize that preparing for an emergency can be the key to surviving one," New York University Center for Catastrophe Preparedness & Response Associate Director Tim Raducha-Grace said. "However, our findings indicate that many citizens still lack critical emergency supplies, training, and well practiced plans."

"This survey shows that preparedness messages are reaching, educating and helping New Yorkers, yet it tells us that additional activities, programs and communications are needed to reinforce the 'be prepared' message and to help the remaining residents understand the importance of emergency planning," Bischoff added. "More good news is that most New Yorkers expressed a desire to receive information that explains effective emergency planning and we will continue to expand our efforts to provide them with clear, easy-to-follow preparedness instructions for individuals and families."

The findings also include:

- A majority of New Yorkers polled are likely to follow the city's guidance in a catastrophe: 79 percent in Queens are likely to follow evacuation orders from city government, while 91 percent would follow orders to stay in their homes during a catastrophe.

- 57 percent of Queens residents polled say they are prepared for an emergency that would require them to evacuate their homes and leave the immediate area for up to three days, yet 62 percent indicated that they don't have emergency go-bags ready with the necessary supplies to take with them.

- Those respondents with emergency go-bags—supplies used in the case of an evacuation—indicated that many are incomplete.

In response to this survey, the American Red Cross in Greater New York is committed to helping every household in New York City prepare for emergencies. ARC/GNY's planned action includes:

- Expand the number of Ready New York and Prepare New York programs in all boroughs.

"Ready New York" is a free two-hour event dedicated to preparing individuals and families for emergencies. Attendees receive a 45-minute emergency preparedness presentation, followed by access to information supplied by emergency experts from the Fire Department, Police Department, and the New York City Office of Emergency Management (OEM). "Prepare New York" is a free 45-minute emergency preparedness presentation teaching New York City residents how to create a plan, build a supply kit and keep loved ones safe and informed during times of disaster. A schedule of events can be found at www.nyredcross.org

- Continue to educate the public on the importance of having readily accessible and updated home supplies for emergencies and for go-bags if evacuation or temporary relocation is necessary. ARC/GNY will continue to provide guidance about the supplies needed in a go-bag and will offer additional suggestions for disaster preparedness tailored to various segments of the population such

as senior citizens, children and having a bag ready for pets.

- Increase the dissemination of preparedness information to residents in all boroughs. ARC/GNY will aggressively broaden communication with citizens to help them respond to emergencies through programs offered by the Red Cross and those offered in schools and at community events. ARC/GNY will continue to be visible at public events to explain the way individuals and families can prevent, prepare for and respond to emergencies.

- Preparedness information will continue to be distributed on CDs and now also will be offered in DVD format and in multiple languages. Printed preparedness materials will be distributed in multiple languages.

- Increase the amount of preparedness information accessible on the ARC/GNY web site. A special Spanish language section with preparedness information will be created.

NYU has also announced that it will build on its existing research efforts to improve New York City preparedness by:

- **Assessing the preparedness of small and medium sized business in New York:**

In June, NYU and the ARC/GNY will release another comprehensive report on the preparedness of small- and medium-sized businesses in New York.

- **Initiating new research on urban preparedness:**

Recognizing NYU's unique characteristic of being one of the nation's premier research universities less than a mile from Ground Zero, NYU will launch a new project focusing on urban security issues.

- **Expanding catastrophic preparedness research on organizations and vulnerable populations:**

Building on existing research efforts on catastrophic preparedness, NYU will expand its efforts to help improve the preparedness of citizen groups and organizations.

For more detailed information on this survey and this new report, visit www.nyredcross.org/research or www.nyu.edu/ccpr.

The telephone survey of 1,000 adults age 18 and over living in New York City was conducted on behalf of CCPR and ARC/GNY by Princeton Survey Research Associates International between February 28 and March 15, 2006. The survey has a margin of error of plus or minus four percent.

The American Red Cross in Greater New York helps nine million people in New York City and Orange, Putnam, Rockland and Sullivan Counties prevent, prepare for and respond to emergencies. ARC/GNY provides immediate aid to more than 100,000 people affected by more than 3,000 emergencies a year, from fires and water main breaks to building collapses and blackouts. The Red Cross also helps New Yorkers stay prepared for emergencies by offering hundreds of health and safety courses on such subjects as first aid, disaster preparedness, swim safety and adult/child CPR throughout the region. Preparedness outreach programs are conducted in partnership with the New York City Office of Emergency Management (OEM) and sponsored by the New York City Council.

For more information, call 1-877 RED CROSS (1-877-733-2767), or visit www.nyredcross.org.

In response to the events of September 11, 2001, the U.S. Congress and the Department of Homeland Security provided funding to New York University to create university-wide, cross-disciplinary efforts to improve preparedness and response capabilities to terrorist threats and catastrophic events. Drawing on each of its 14 schools, NYU created the Center for Catastrophe Preparedness and Response (CCPR) and initiated projects ranging from medical capacity during crises to legal issues related to security to first responder trauma response, among other projects, with the intent of generating research-based recommendations for public decision-making.

New York University, located in the heart of Greenwich Village, was established in 1831 and is one of America's leading research universities. It is one of the largest private universities, and has among the greatest number of international students, and sends more students to study abroad than any other college or university in the United States. Through its 14 schools and colleges, NYU conducts research and provides education in the arts and sciences, law, medicine, business, dentistry, education, nursing, the cinematic and dramatic arts, music, public administration, social work, and continuing and professional studies, among other areas.

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donates a percentage of its revenues to the Children's Aid Society.

The Candy Confection, founded by Shantol Henry, 16, from Jamaica, a nonprofit school-based enterprise, provides students at Business Magnet H.S. with hands-on business experience and took First Prize in the Community-Based/School-Based Business category. Students create, package and sell the candy. Henry recently conducted a large market research study that resulted in a positive impact on the Candy Confection bottom line. The company's revenues are used in part to subsidize student participation in state and national business competitions.

The grand prize winner received a college scholarship of \$2,500, and the first-, second- and third-prize winners were awarded grants of \$1,500, \$750 and \$500, respectively. Each of the remaining winners received a \$150 grant, and an additional \$150 to defray the costs of setting up their exhibits at the Bank of America Youth Entrepreneur Exposition.

"Each of these kids is a testament to the power, potential and creativity of youth in today's marketplace. They are the future of New York City, and from what they have achieved at such a young age, not only through their business acumen but through their passion for their communities, I can say without a doubt, New York City's future is very bright," Peter H. Kostmayer, Citizens for NYC president, said. "This program could not have been possible without the support of Bank of America and its dedication to youth entrepreneurship and commitment to New York City's communities."

"Bank of America is proud to have helped found the Youth Entrepreneur Awards program and to have supported it over the past eight years as part of our overall effort to promote economic development and opportunity for today's youth," Alan Rappaport, Bank of America New York Market president, said. "Over 160 young people—America's next generation of business leaders—have benefited from the program since its inception and we are pleased to see them giving back to their communities in such an extraordinary way."

For more than 30 years, Citizens for NYC has been building stronger neighborhoods in every part of New York City. Through strategic grant making, this nonprofit organization funds nearly 300 projects in 111 neighborhoods including after-school programs, food pantries, community gardens, legal and tax referral services, neighborhood beautification, waterway and estuary revitalization and programs for new immigrants. For more information, visit www.citizensnyc.org or call 212-989-0909.



Photos Vinny DuPre