



Ready, Set, Go!

Standardized Evacuation Messaging



Statewide Standards

Standardizing wildfire evacuation messaging across Alaska will minimize confusion during public alert and warning phases, helping save lives. Standardized evacuation maps clearly demonstrate closed areas, something that becomes even more important when there are multiple wildfires in close proximity across the landscape.

Level 1

Ready

An emergency may exist in the area

Level 2

Set

Evacuation of the area is imminent

Level 3

Go!

A dangerous hazard exists ...
Evacuation now!



BE AWARE. BE PREPARED

1 READY **2 SET** **3 GO!**

TAKE STEPS NOW TO PREPARE FOR EMERGENCIES AND HAZARDS.

Protect Your Home

How will I receive emergency alerts and warnings?

Create A Plan

Where will I go for shelter in an emergency?

Gather Supplies

How do I prepare my household to be self-sufficient for 7 days?

Create Connections

How will my family communicate during an emergency?

Level 1 – Be Ready

Be aware
Be prepared
Be in a “ready state”
Being ready may be realized from many different perspectives.

Encouraging the public to be part of response as well as recovery starts with preparedness.



KNOW WHEN IT'S TIME TO GO

1 READY **2 SET** 3 GO!

BE READY TO EVACUATE

Have your **bags packed** and your **plans made**.

Go now if **you** or a **loved one** need **extra time!**

Move **livestock** or **recreational vehicles**.

Level 2 – Get Set

Often the public cannot decide when to evacuate during Level 2, particularly when messaging continues to imply “be ready to evacuate.”

Messaging needs to stress actions that must be completed, i.e. bags packed, plans shared, shelter location identified.

Level 2 - Set also encourage early evacuation for those that need extra time to leave the area.

Leaving early isn't just for folks with mobility issues, who or what else should leave now?



GO! EVACUATE NOW!

1 READY

2 SET

3 GO!



Grab your keys,
kits and Go!



Follow
recommended
evacuation
routes.



Go to your
nearest shelter
or away from
the danger.



Stay
Alert!

Level 3 – Go!

The urgency of leaving an evacuated area must be clear, concise and assertive. Keeping the public out of the evacuated area can also be challenging.

GO now! Evacuate the area now!

Management Action Points

Operationalized

Ready

Set

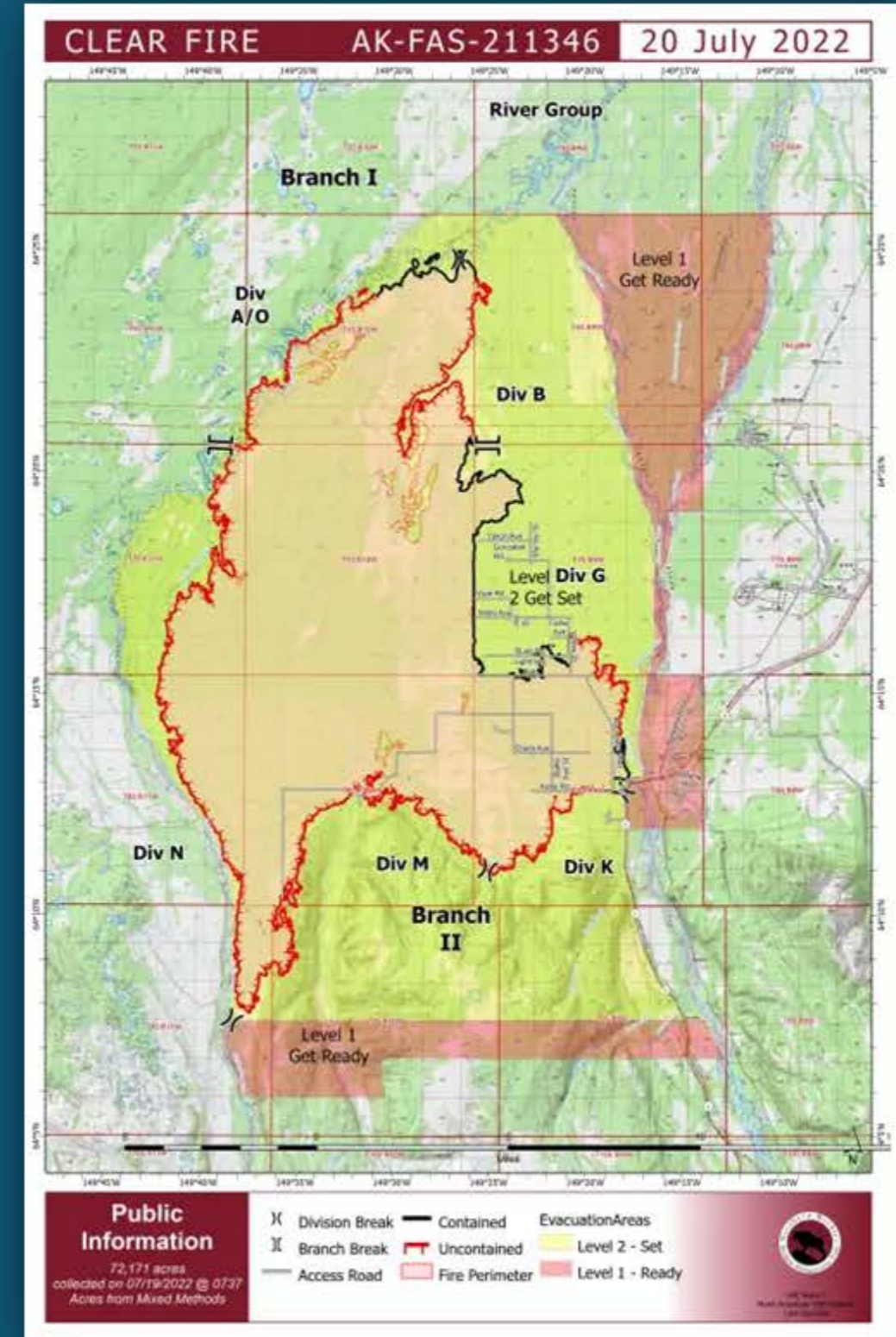
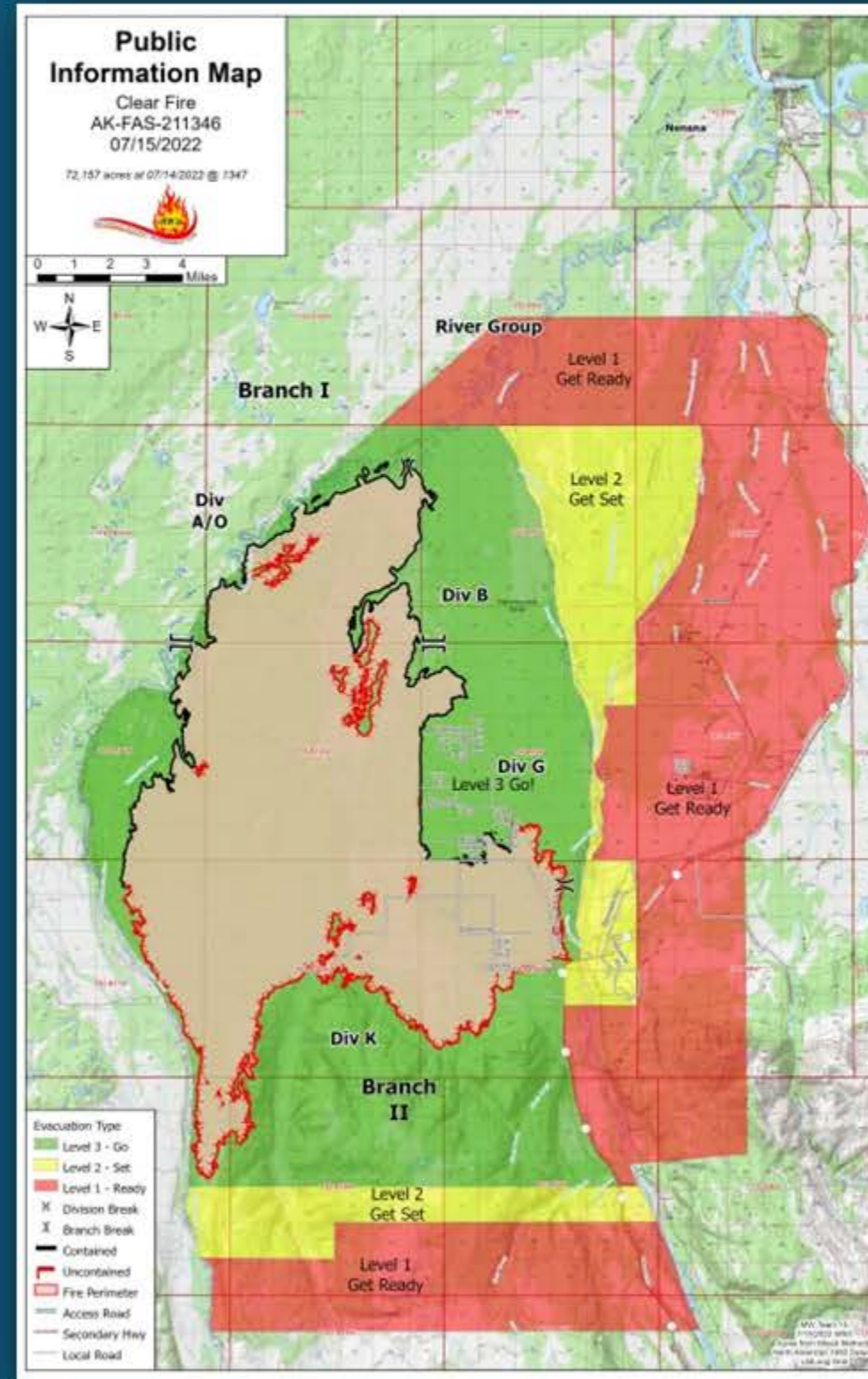
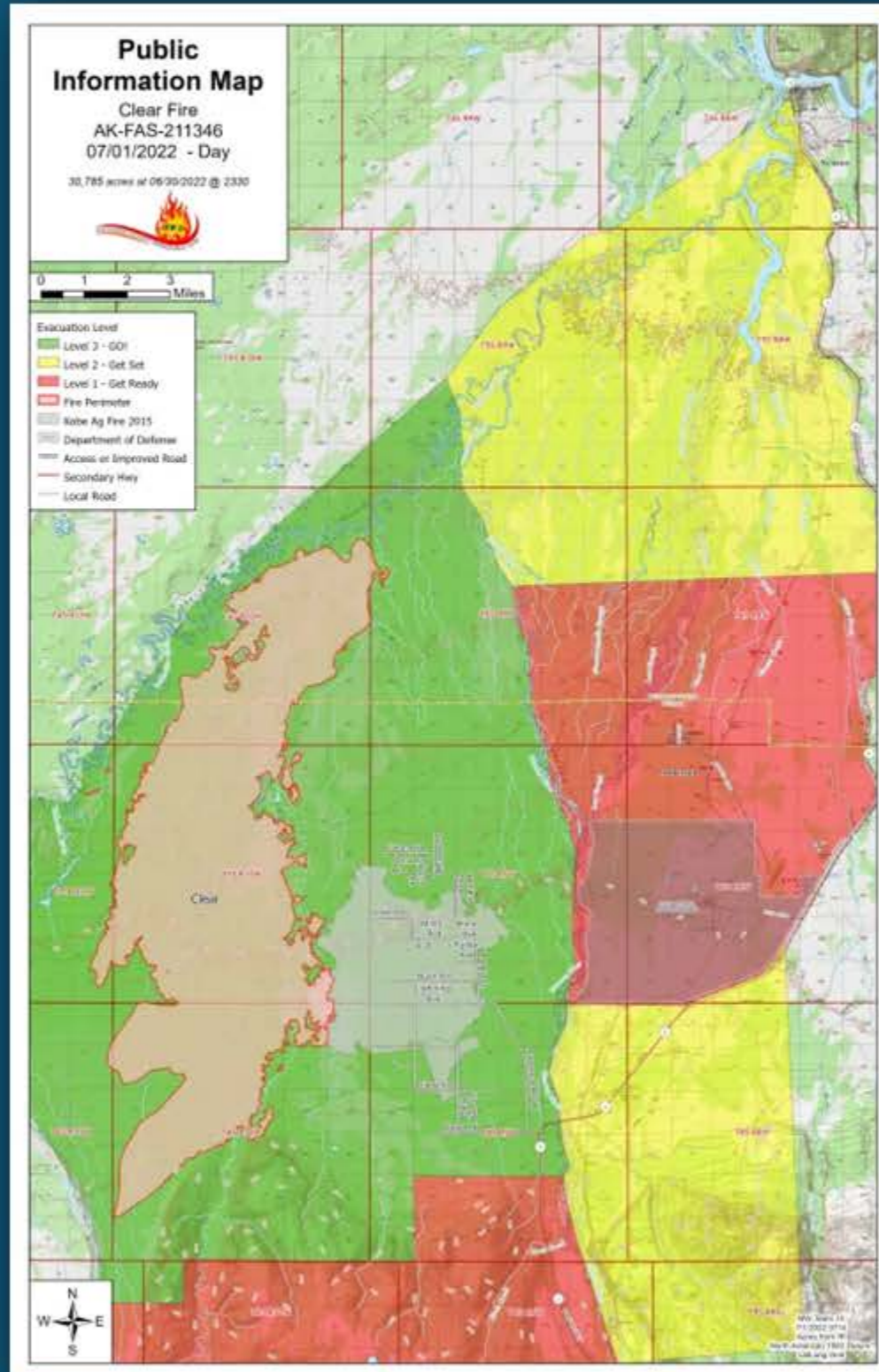
Go!

Level 1

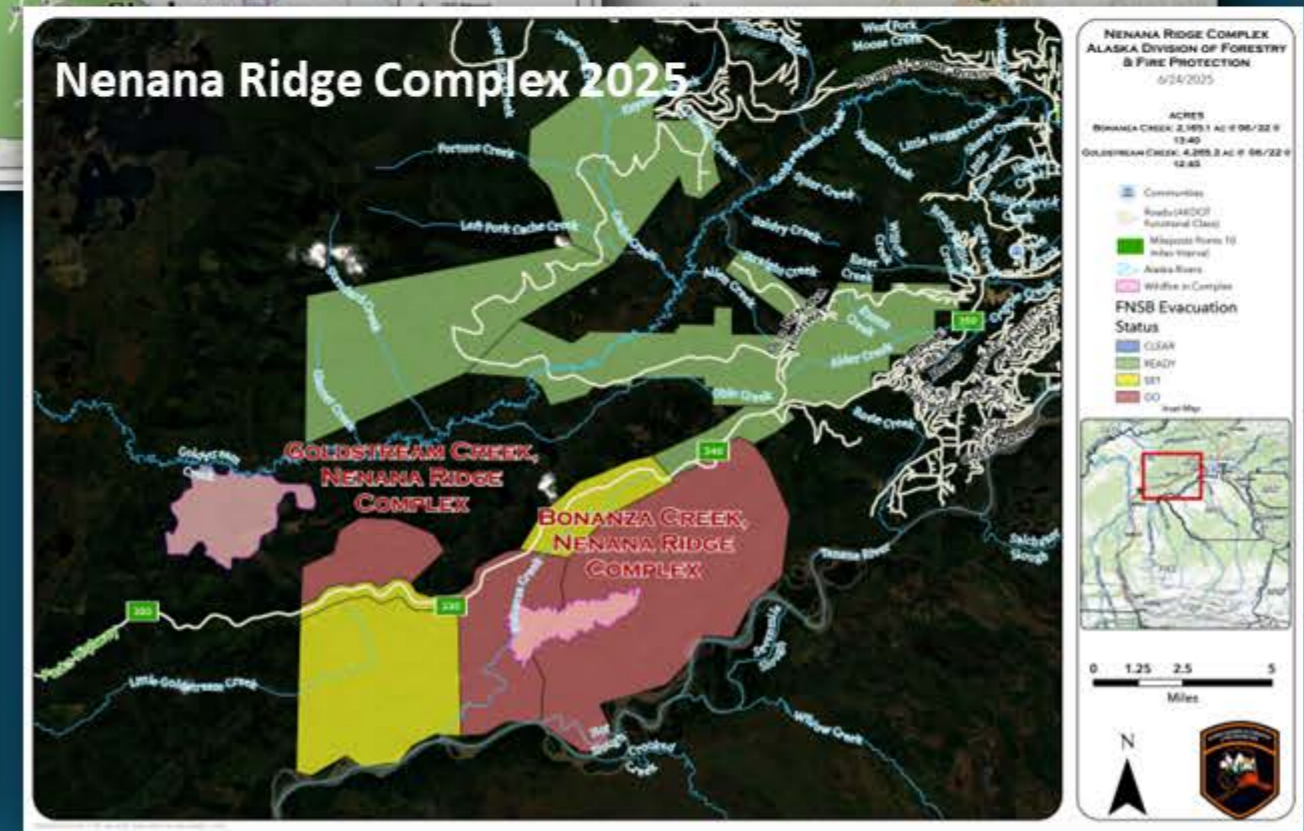
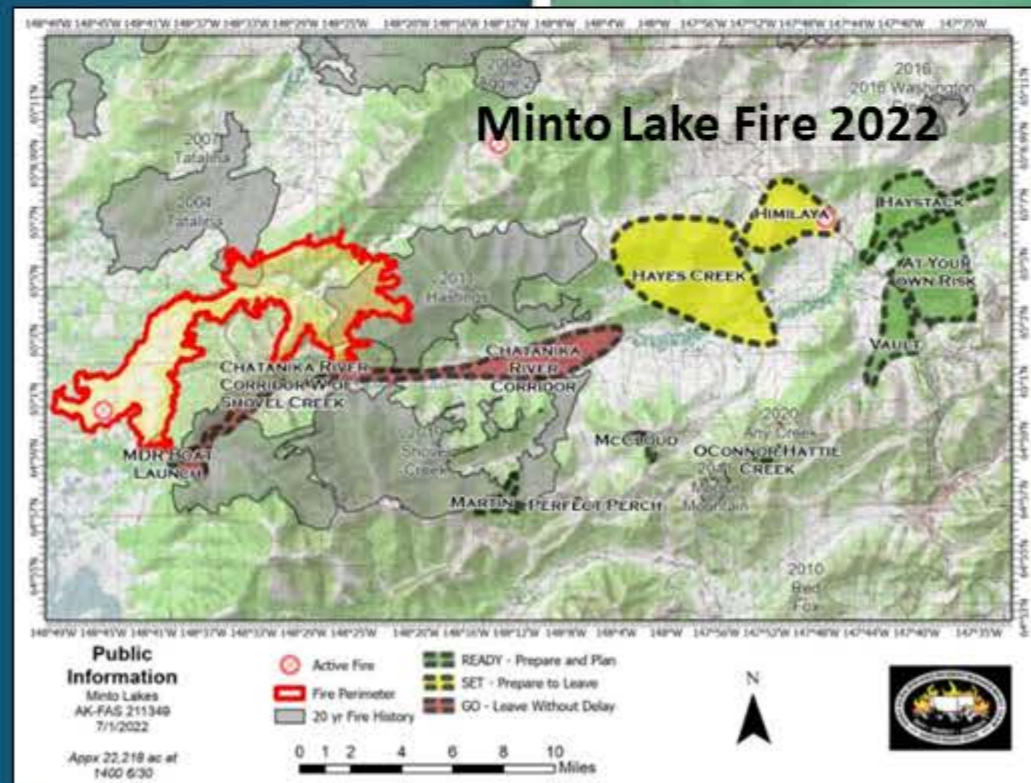
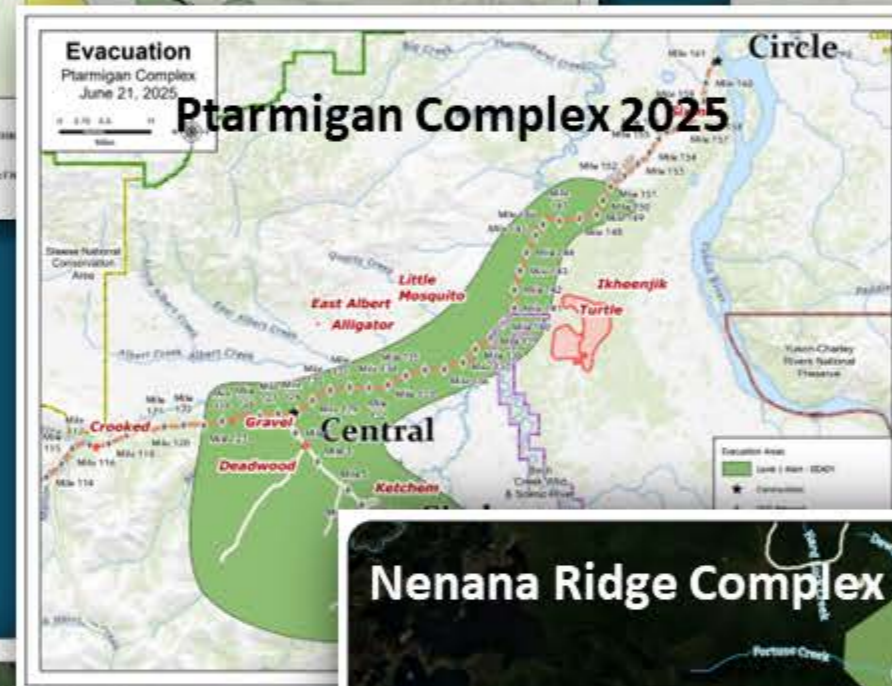
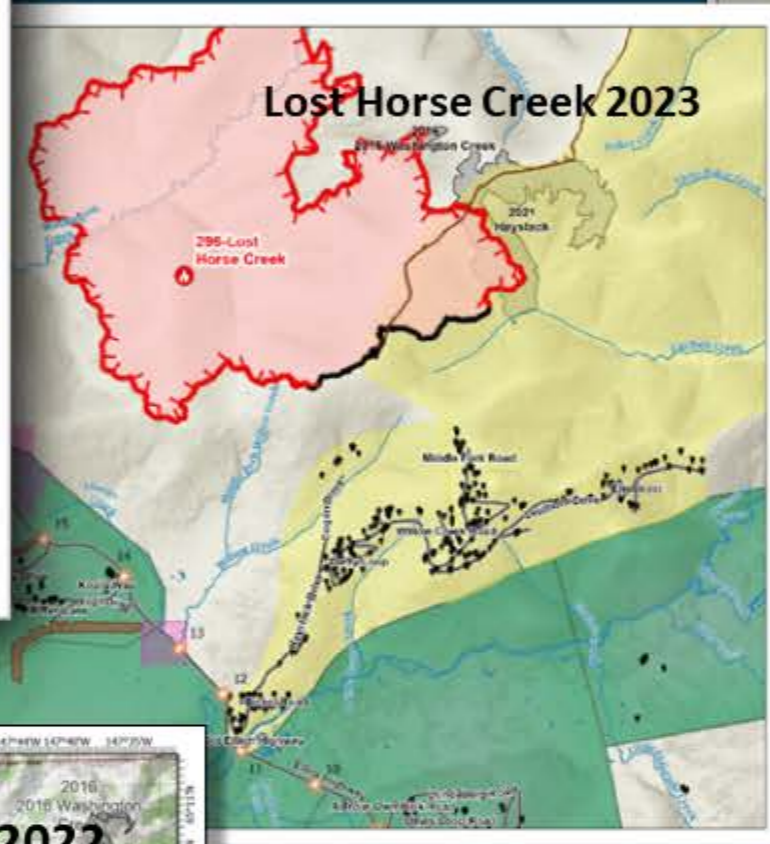
Level 2

Level 3

Confused? Does Green = Closed?



Closed Areas: Alaska Evacuation Examples

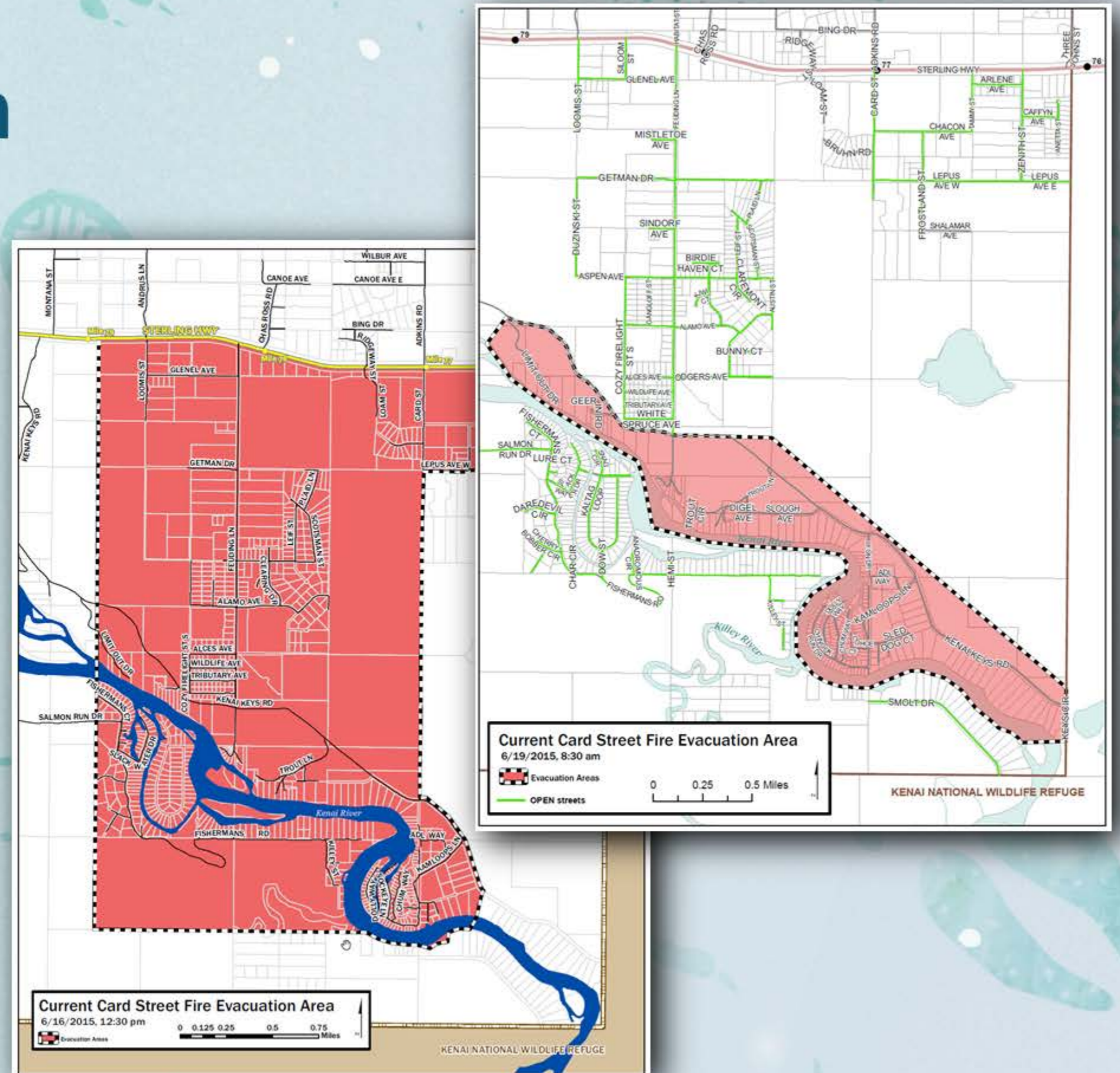


Learn When to Return

Areas or streets colored green indicate safe access for phased re-entry. Red indicates closed areas to the public.

Multiple resources utilized to distribute unified messaging, i.e. shelters, R911, radio, social media, phone trees, static media, traplines, etc.

Continued coordinated messaging with utility companies, solid waste, roads and other cooperators as neighborhoods are reopened.



Alaska Emergency Managers Association

Standardized Evacuation Mapping and Language



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