



# **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. Promote cross-cultural perspectives of being in a “ready state” that encourages the public to be part of response as well as recovery.

Level 1 - Ready phase provides tips and templates for helping the public with a variety of preparedness topics.

***Who are our vulnerable populations at Level 1?***





## 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 phase, particularly when messaging continues to imply “be ready to evacuate.”

Messaging needs to stress actions that must be completed in this phase, 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!

Take the “PLEASE” out of the message. 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!

***This bill does not amend the State of Alaska “Right-to-Stay” law.***



# Management Action Points

Operationalized

**Ready**

**Set**

**Go!**

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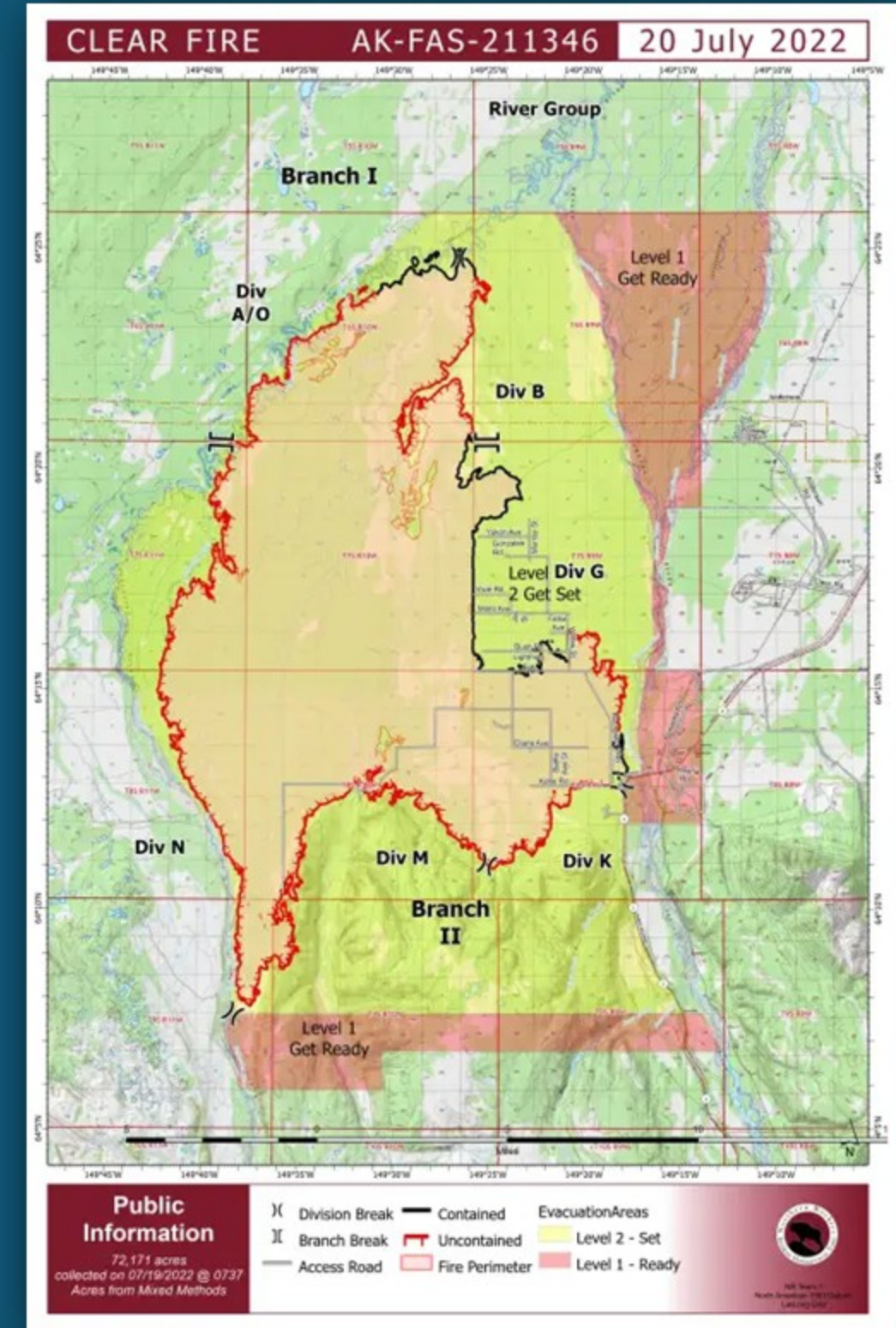
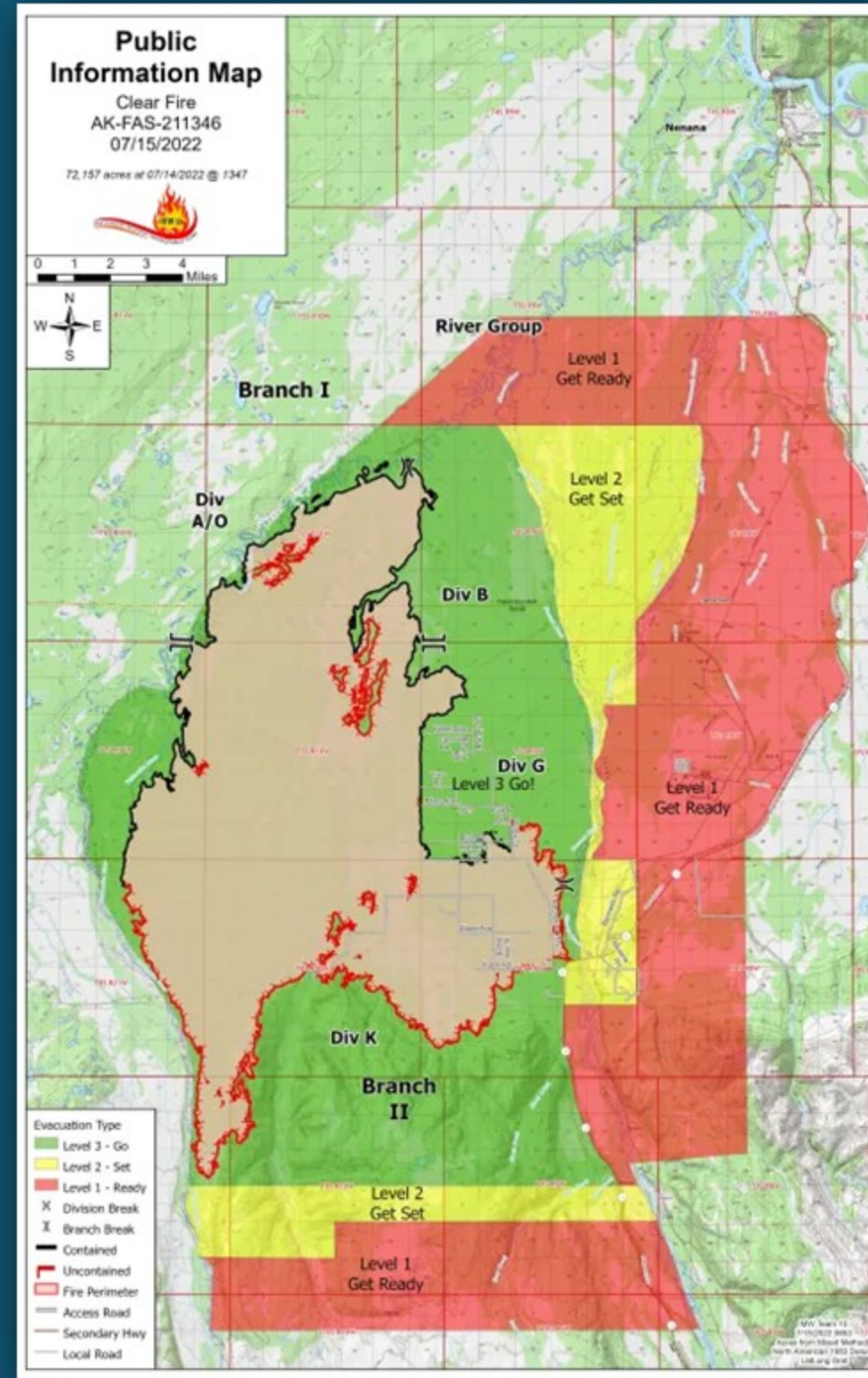
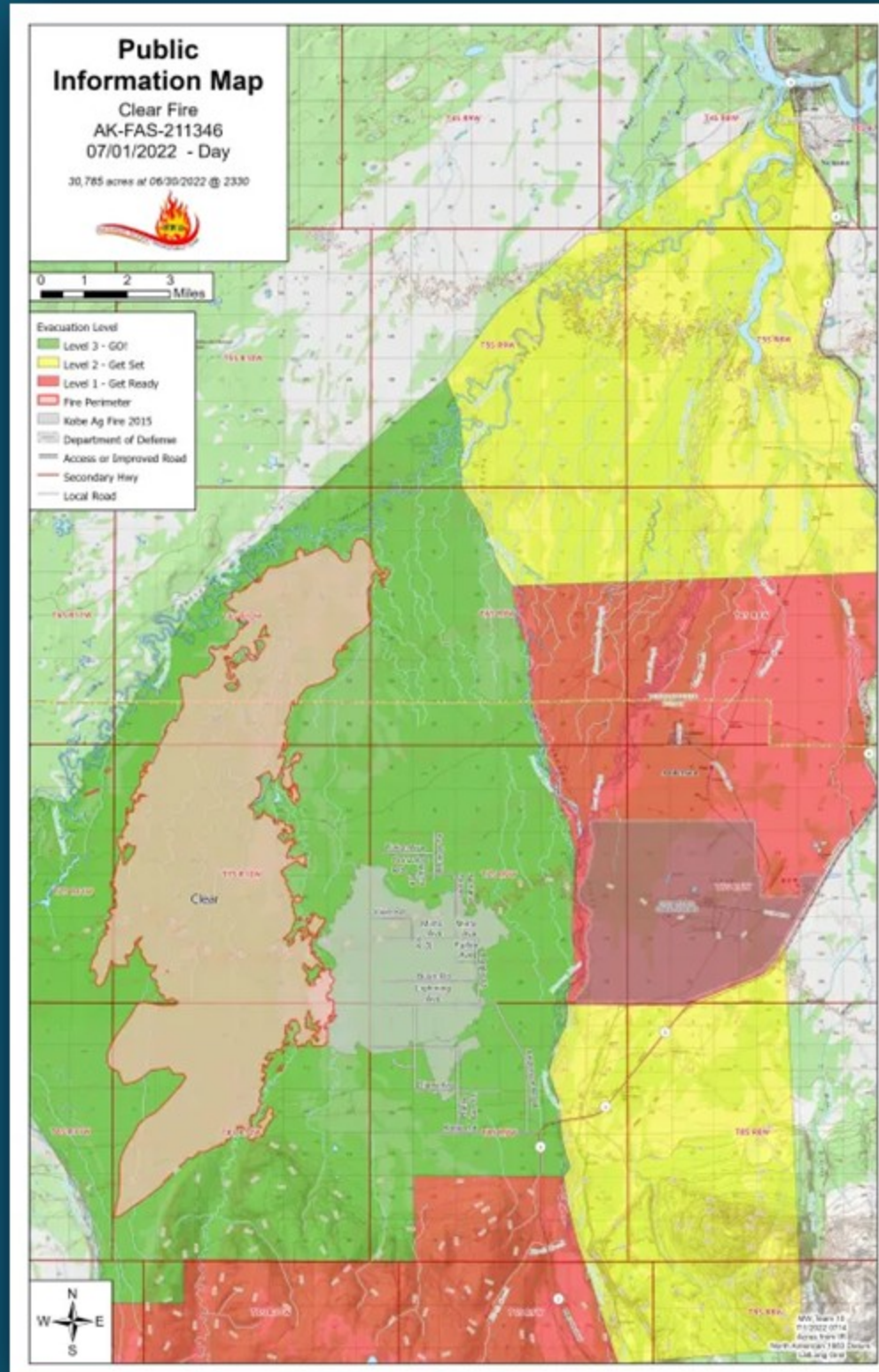
Level 1

Level 2

Level 3

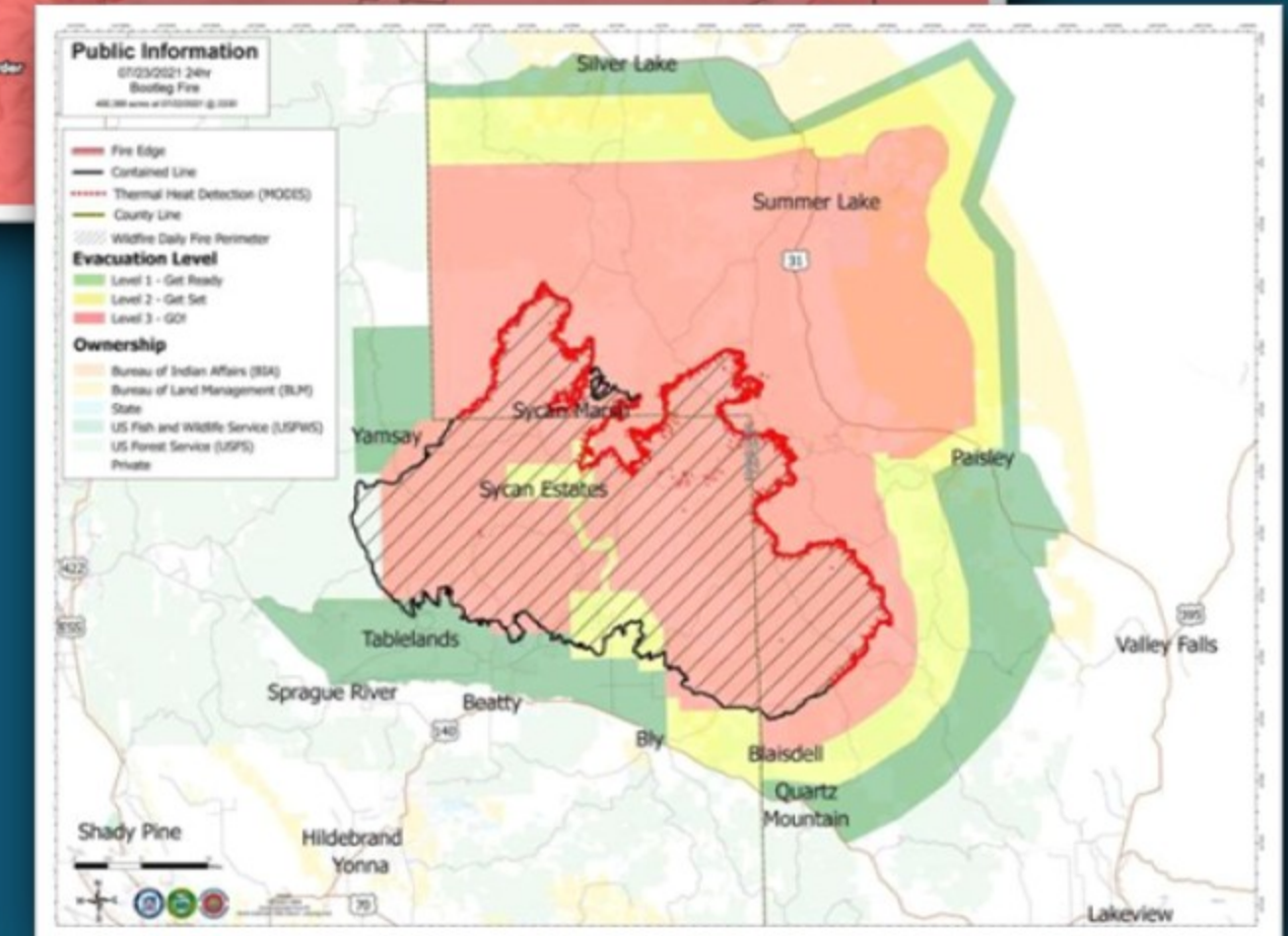
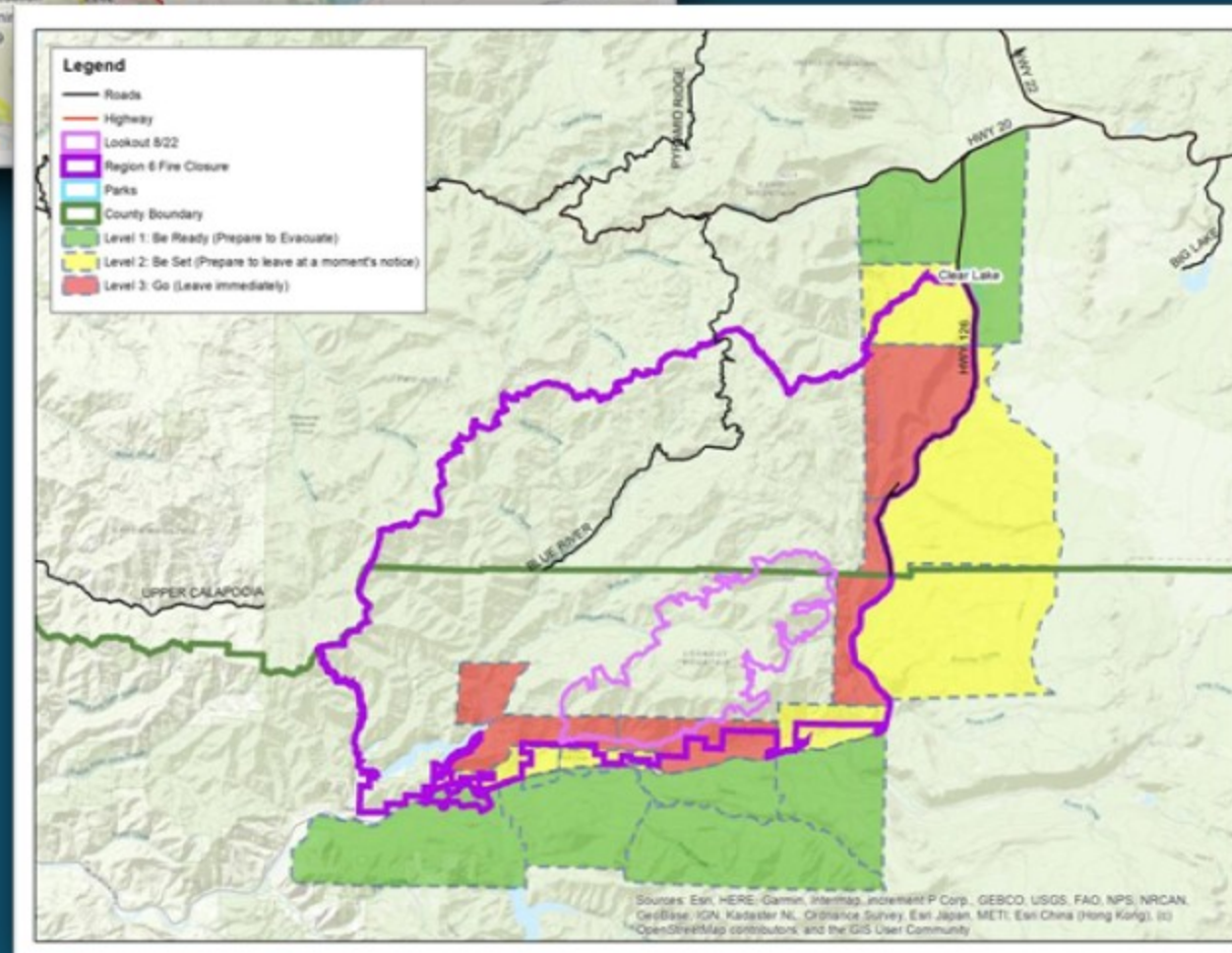
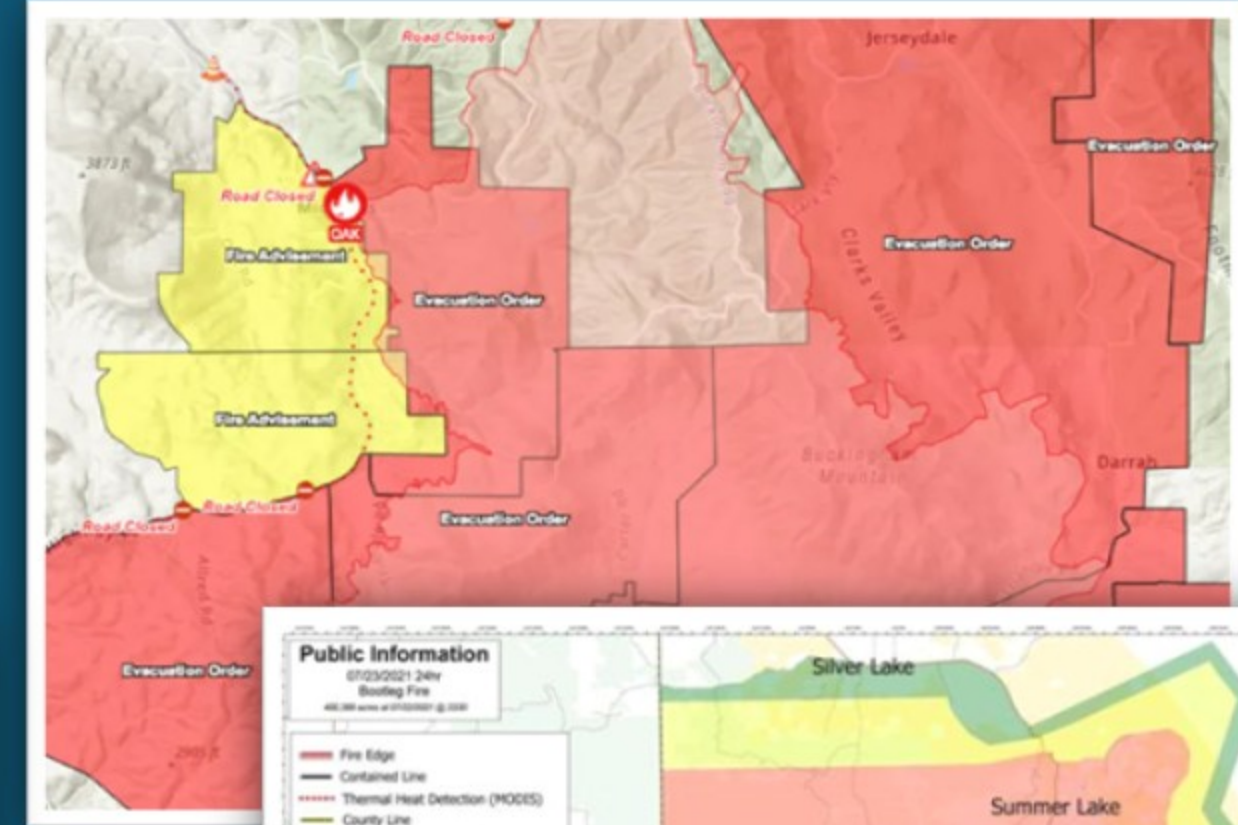
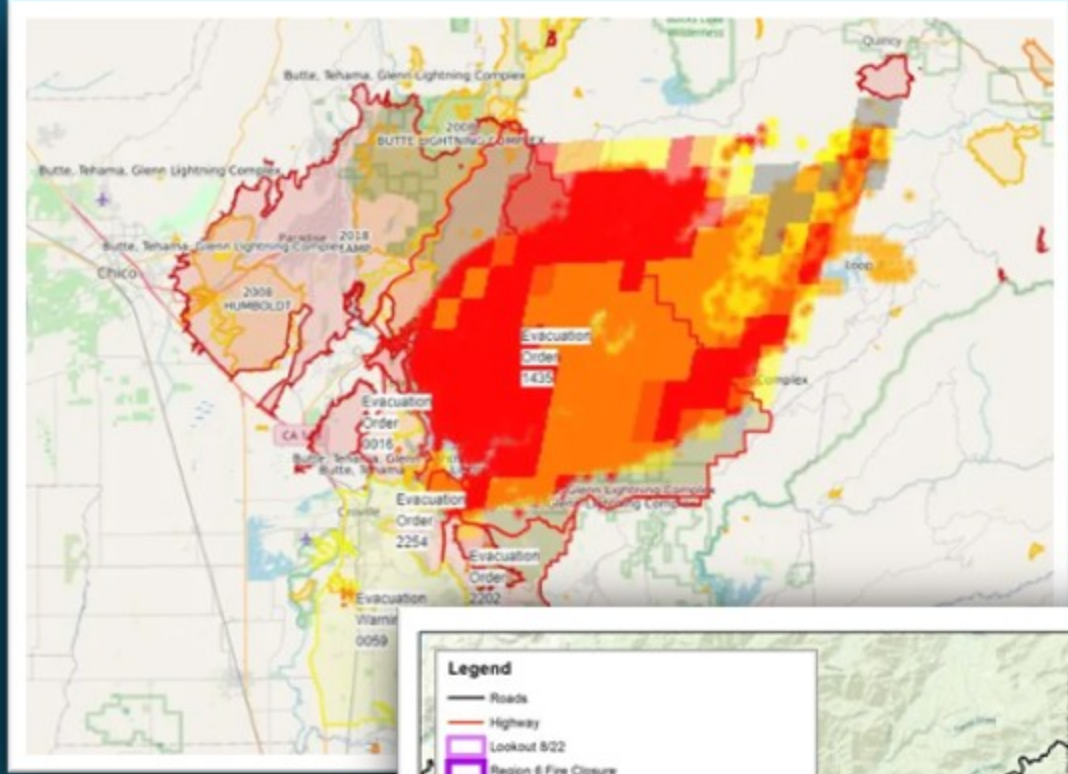


# Confused? Does Green = Closed?



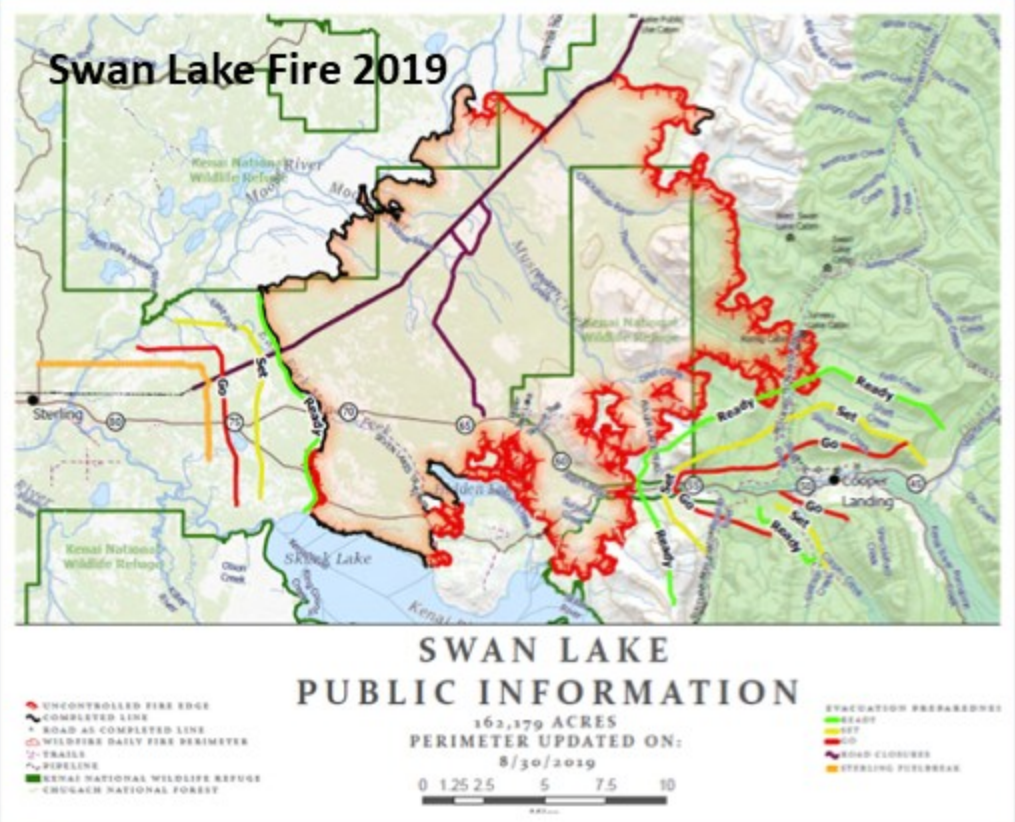
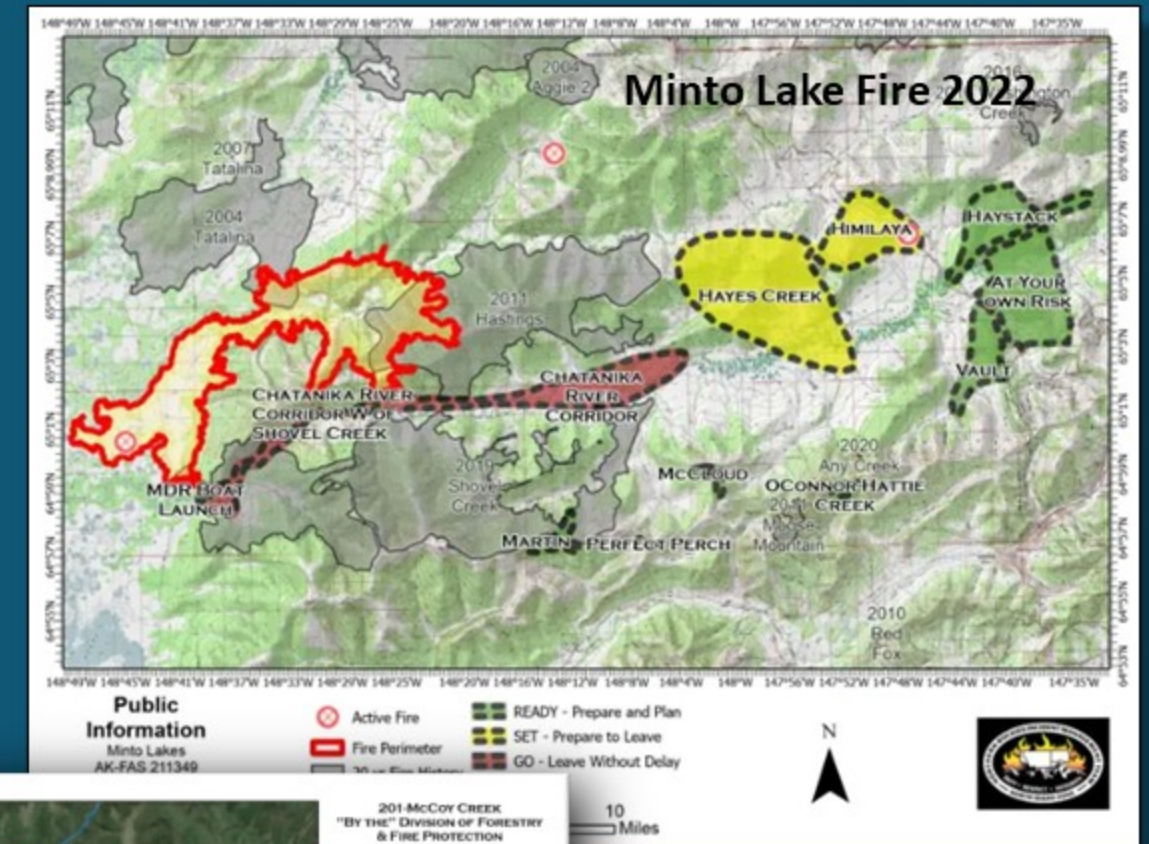
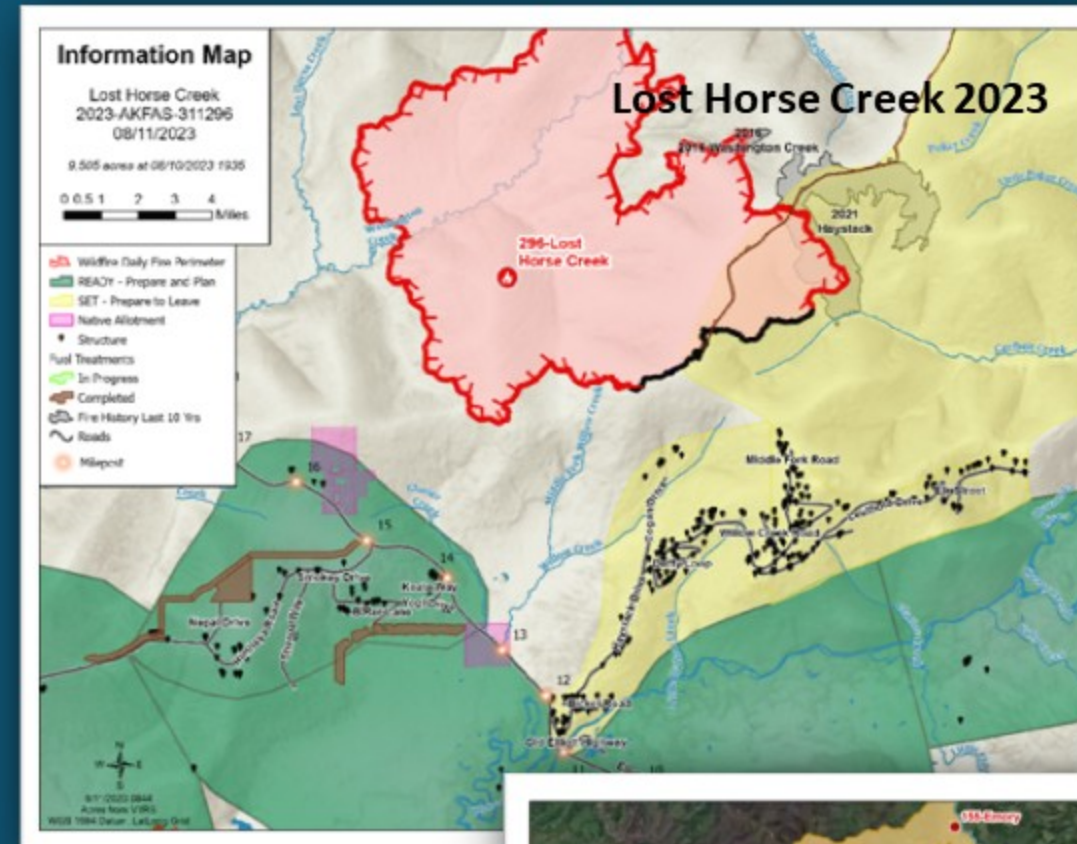
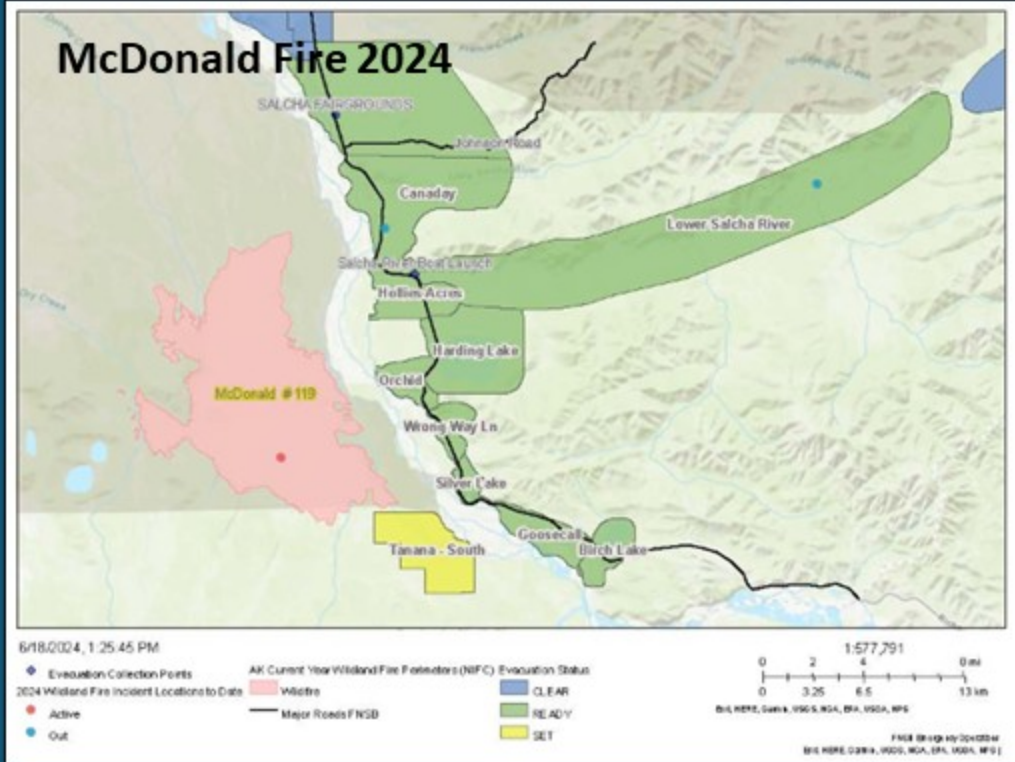


# Closed Areas: Red = Danger. Stay Away!





# Closed Areas: Alaska Evacuation Examples



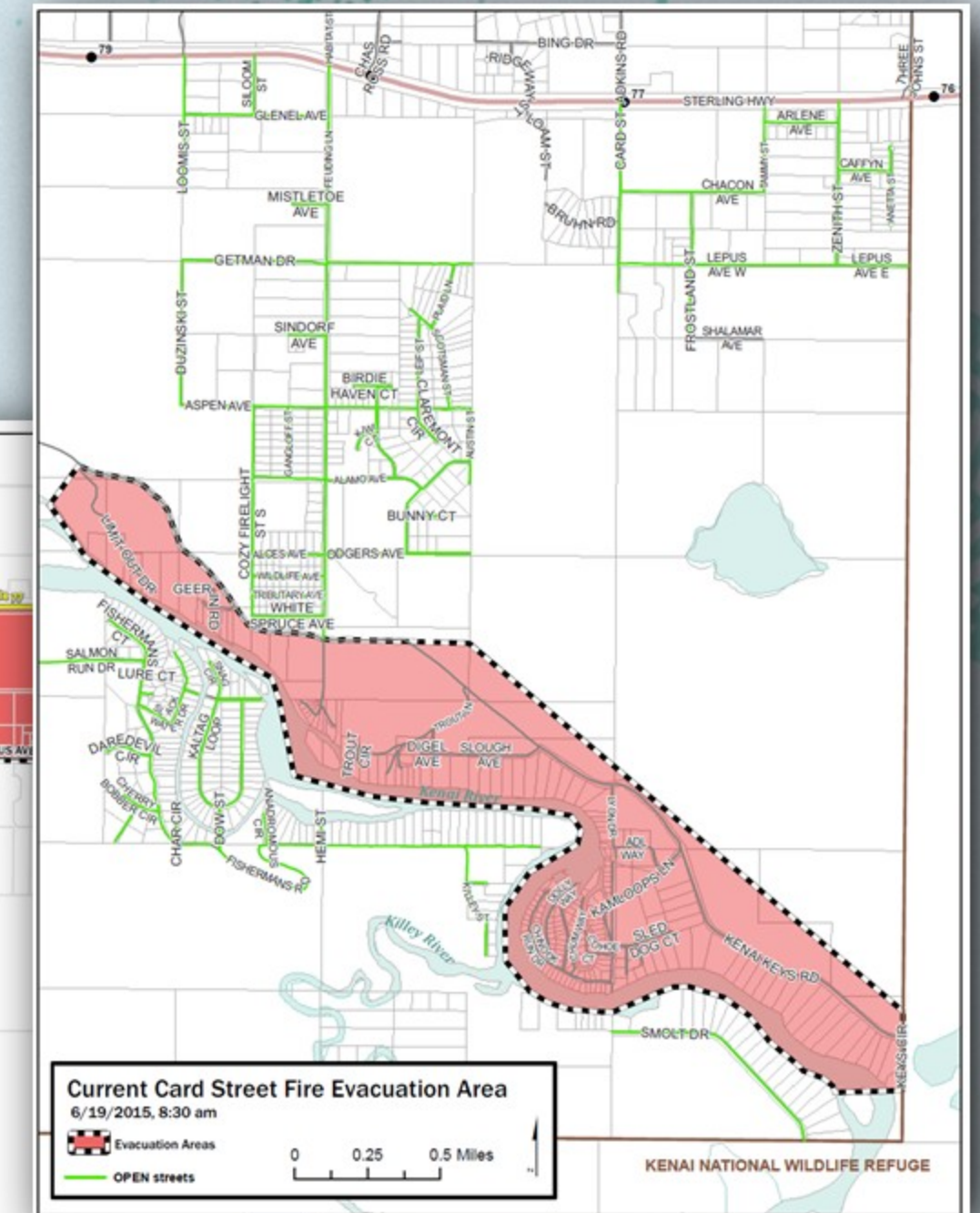
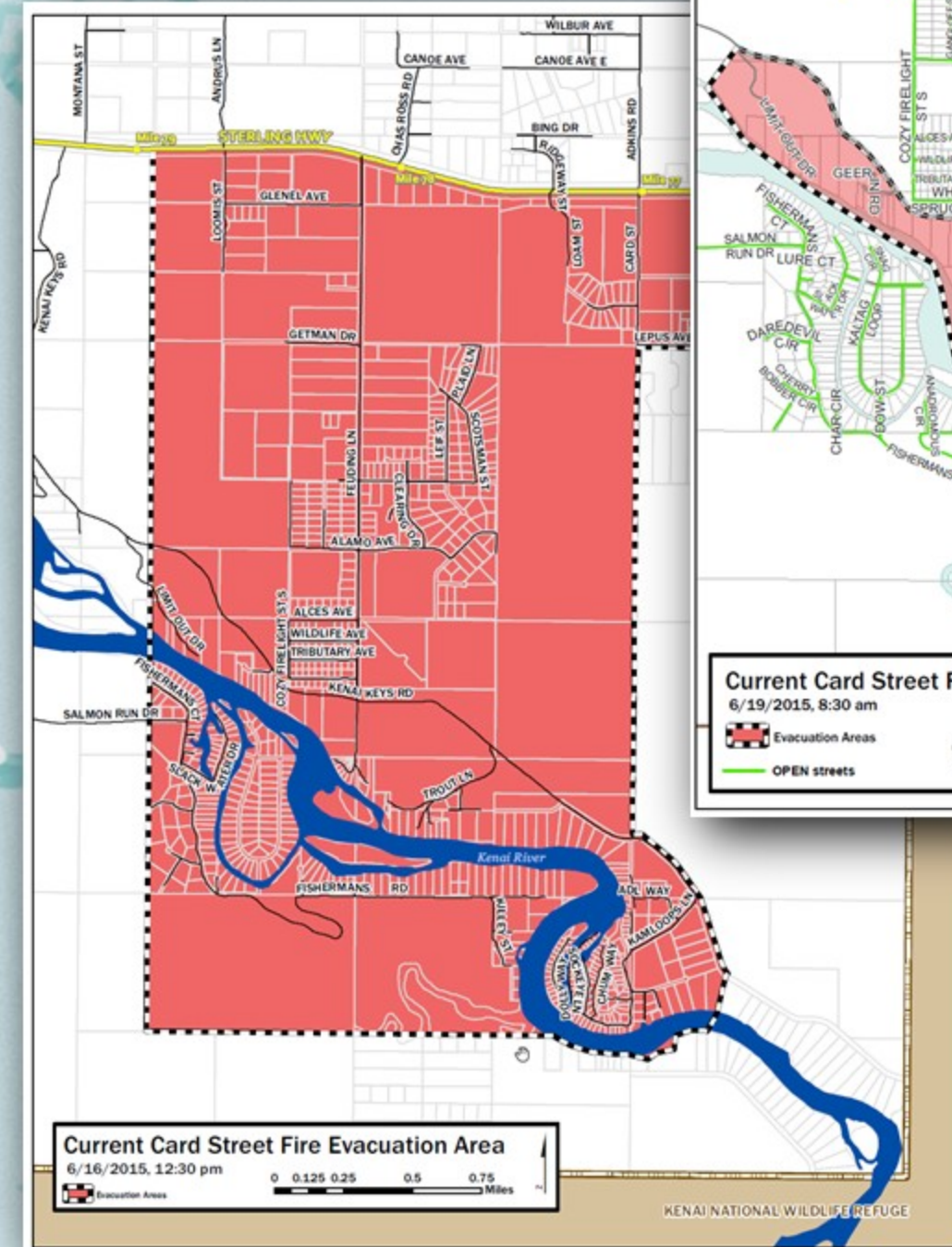


# Learn When to Return

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



Scan Me



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