

# WHAT IS **RED ST/CK** **R E A D Y**

In the spring of 2005, the East Baton Rouge Parish Mayor's Office of Homeland Security and Emergency Preparedness began to formulate a new and innovative public education campaign. While working on this project, Louisiana experienced Hurricanes Katrina and Rita, which gave us additional input through lessons learned from first responders directly impacted by our nation's worst national disaster.

"Baton Rouge" is French for "Red Stick" and being "Red Stick Ready" allows us to coordinate messages with the national *Ready* campaign, and build community pride in our ability to respond. Recognized as a national best practice, the "Red Stick Ready" campaign encourages the community to take personal responsibility with the necessary items and plans in place when a disaster or emergency strikes.

Through the professionalism of our first responders and the caring response of our citizens, Baton Rouge is not just ready -- we're Red Stick Ready!