

# Ready Wrigley Teaches Kids about Preparedness and Response



Photo credit: Stacey Brawner

Jack and Leila Brawner, ages 8 and 5, learning about preparedness from Ready Wrigley.

***Ready Wrigley engages children in learning about preparedness.***

*“Ready Wrigley helped my family finally have a communication plan for emergencies. We talked about it before, but the book gave us a fast and easy way to write everything down.”*

Jack Brawner, age 8.

*“Ready Wrigley books are so much fun!”*

Leila Brawner, age 5.

Ready Wrigley, the preparedness pup, is building capacity in children’s preparedness by inspiring youth readiness and promoting individual resilience. Endorsed by the American Academy of Pediatrics (AAP) and Save the Children, Ready Wrigley is making her way into the homes and classrooms of children across the United States. Launched in 2013, the activity book series follows Wrigley and her family as they prepare for the unexpected.

CDC designed Ready Wrigley to incorporate creative learning tools, such as coloring pages, word searches, knowledge checks, and guidance, for children of all skill levels and ages. The books are accessible to children, families, schools, camps, and community organizations online at [www.cdc.gov/readywrigley](http://www.cdc.gov/readywrigley). Four editions of Ready Wrigley are currently available: preparing for hurricanes, tornadoes, earthquakes, and winter weather.

Ready Wrigley can be used during elementary school science lessons on weather and earth science, or by pairing the preparedness activities in the books with school emergency drills. Incorporating Ready Wrigley into the curriculum teaches children how to prepare for unexpected weather events. An added benefit is that these lessons are often then shared with parents and guardians at home. Coupling science education in schools with actionable learning through Ready Wrigley is just one way to bring the preparedness message home.

CDC is expanding Ready Wrigley’s preparedness issues and reach. New topics will include helping individuals with special healthcare needs and preparing for other emergencies like wildfires and flooding. CDC recently launched a child-friendly Ready Wrigley mobile app in the Apple App Store.



In addition, partnering with Save the Children and AAP helps CDC reach a significantly broader audience and provides subject-matter expertise for future activity book development.

Partnerships multiply the effectiveness of interventions such as Ready Wrigley and CDC counts on exactly this type of community support to further its mission.



*Save the Children endorsed CDC's Ready Wrigley campaign, noting the importance of preparing youth for natural disasters. "Children should be taught about emergency preparedness from a young age," says Dr. Paul Myers, Save the Children's Director of Emergency Preparedness. "By instilling the importance of personal responsibility and safety through disaster education and planning, parents or guardians will help their children develop habits that could very well save their lives."*