Ready Your LA Neighborhood Toolkit Handbook
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WHO SHOULD USE THIS TOOLKIT?

This toolkit has been developed for the City of Los Angeles' community-based organizations to help Ready Your LA Neighborhood (RYLAN) workshops within their communities.

By sharing our pre-formatted social media posts, email templates, and website messaging, your organization can help City of Los Angeles residents prepare for emergencies. All promotional materials, including pictures, can be found here.

Please share these resources with your constituents as you see fit.
ABOUT THE RYLAN WORKSHOP

The Ready Your LA Neighborhood (RYLAN) workshop is an initiative of the City of Los Angeles Emergency Management Department (EMD) designed to help Los Angeles City residents prepare for any emergency. The RYLAN workshop provides the tools necessary to prepare and organize neighborhoods to respond together in the first hour after an emergency in order to reduce injuries, protect their property and the environment, and most importantly, to save lives.

You and Your Neighbors Will:
- Create a Neighborhood Response Plan
- Complete a Skills & Equipment Inventory
- Complete a Neighborhood Contact List that maps out those most vulnerable in the neighborhood
- Plan to conduct a walk-through in your neighborhood

At the end of the meeting, you and your neighbors will be more prepared with:
- A neighborhood response plan
- A neighborhood map, floor plan, or contact information spreadsheet
- An OK/Help card

The RYLAN workshop is now available both in-person and online, so residents can host this beneficial workshop in the comfort of their own home.
HOW CAN I HOST A WORKSHOP?

Any resident of Los Angeles City can host the RYLAN workshops.

You can visit [readyla.org/workshops](http://readyla.org/workshops) and submit your information if you are interested in hosting a workshop. Once you submit your information, you will receive an email from EMD with the next steps and links to the associated materials. The materials will help you facilitate the program for your community, and an EMD staff will be available to support your efforts at every step.
The City of Los Angeles has a population of approximately 4 million residents. During a major disaster, emergency responders cannot be everywhere immediately. Often times your neighbors will be the first one to help.

By hosting and completing the RYLAN workshop, you and your neighbors will be more prepared to be your own first responders. Also, by being prepared as a neighborhood, you are now part of the response effort to the emergency.
SOCIAL MEDIA POSTS

Posting about the RYLAN Program on social media is a great way to build awareness about the workshops. To make posting easy, we’ve provided messages and image options seen on pages 8 to 11. Please click here to download the high-resolution graphics. Simply copy and paste to Twitter, Facebook, and Instagram.
The first hour after an emergency could be the most important hour of your life. Get your neighborhood prepared by facilitating a Ready Your Neighborhood workshop this month. Learn more at readyla.org/workshops.

#ReadyYourLANeighborhood
Having an emergency plan is crucial. Ready Your LA Neighborhood Workshops will help you create a neighborhood emergency plan: including which neighbors have medical training, where gas valves are located, and who needs additional help. readyla.org

#ReadyYourLANeighborhood
First responders may not be there during the first hour after an emergency. At ReadyLA's workshops, you'll learn strategies for communicating with neighbors, helping your family, and providing aid to others.

Sign up today at readyla.org/workshops.

#ReadyYourLANeighborhood
FB/IG/Twitter Copy Option 2:

Having an emergency plan is crucial.

Ready Your LA Neighborhood Workshops will help you create a neighborhood emergency plan: including which neighbors have medical training, where gas valves are located, and who needs additional help.

readyla.org

#ReadyYourLANeighborhood

FB/IG:

Twitter:
EMAIL & NEWSLETTER MESSAGING

Emails and E-newsletters are other great ways to promote the RYLAN Program.

We prepared three messages. The long email is intended to be sent as a standalone promotional email, while the short emails can be included in monthly newsletters.
**Long Email Template:**

**Headline:** Introducing Ready Your LA Neighborhood—Now Online! Emergency Preparedness Workshop

**Preview Text:** Join the City’s Free Emergency Preparedness Workshop to Prepare Your Neighborhood.

**Body:**

Hi [Name],

Did you know that the first hour after a disaster is the most important time to save lives, reduce injuries, and limit property damage? With wildfires becoming more frequent, it is crucial that all Los Angeles City residents are aware of the proper emergency preparation methods to ensure their own safety and the safety of their loved ones.

One such way to prepare for an emergency is to host a Ready Your LA Neighborhood (RYLAN) workshop offered by the City of Los Angeles Emergency Management Department (EMD) in your neighborhood. RYLAN is a FREE program that informs you of the steps to take immediately after a disaster to help keep you, your family, and your neighborhood safe. The RYLAN workshop provides the tools to prepare and organize your neighborhood to respond together in the event that first responders cannot reach you in the critical first hour. By preparing with your neighbors, you gain the added comfort of having a support system during an emergency.

The RYLAN workshop is now available online so you can organize either a virtual or in-person workshop for your neighborhood in the comfort of your own home. Visit the website at [www.readyla.org](http://www.readyla.org) to learn how you can run a workshop in your neighborhood. For questions, please send an email to emdcommunications@lacity.org.

It’s never too early to be prepared. Join RYLAN and start your emergency prep today!

Sincerely,

[Name]
Short Email Template 1:

**Headline:** Be Prepared for Any Emergency - Neighborhood Workshops!

**Body:** Did you know that the first hour after a disaster is the most important time to save lives, reduce injuries, and limit property damage? Host a FREE online Ready Your LA Neighborhood (RYLAN) workshop and learn the steps to take immediately after a disaster to help keep you, your family, and your neighborhood safe. Visit the website to learn more.

Short Email Template 2:

**Headline:** Strengthen Your Community with Ready Your LA Neighborhood Workshop - Now Online!

**Body:** You can’t always predict when disaster will strike, but you can be prepared for when it does. Sign up to learn more about hosting a FREE online or in-person Ready Your LA Neighborhood (RYLAN) workshop to prepare your entire neighborhood to come together and respond to emergency situations. Visit the website to learn more.
Depending on your e-blast or e-newsletter format, we encourage you to incorporate any of these four images to enhance the messages.

All images can be found here.
We encourage you to include the following messaging about the RYLAN program on your website. When posting, please also include EMD and RYLAN's Logos which can be found here.

**Copy Option 1:**

Did you know that the first hour after a disaster is the most important time to save lives? Host a FREE Ready Your LA Neighborhood (RYLAN) workshop and learn what steps to take immediately after a disaster to help keep you, your family, and your neighborhood safe.

**Copy Option 2:**

You can’t always predict when disaster will strike, but you can be prepared for when it does. Sign up to learn more about hosting a FREE online or in-person Ready Your LA Neighborhood (RYLAN) workshop to prepare your entire community to come together and respond to emergency situations.
The RYLAN brochure contains comprehensive information about the program. Your organization is encouraged to share it online or print it out to your constituents.
The FAQ sheet contains the most asked questions about the RYLAN workshop. Feel free to share this with your constituents to address any questions or concerns they may have.
RYLAN AND EMD LOGOS

You can view and download the RYLAN and EMD logos here to be included in your original promotional material for the RYLAN program. Please note, the EMD logo must always be accompanied by the RYLAN logo.
CONTACT INFORMATION

The City of Los Angeles Emergency Management Department

If you have any questions, please call EMD at 213-484-4800 or email at emdcommunications@lacity.org.

visit www.readyla.org for more information.

Link to all assets.

Follow us on Social Media!

@ReadyLA