Below is “alt text” or alternative text to accompany each of the images in the toolkit. The text for each image corresponds to the image’s file name.

Alt text can be added to a Facebook or Twitter post so that the image in the post can be “read” by a screen reader. Screen readers are an essential tool for people who are blind or visually impaired, and can also be useful to people who are illiterate or have a learning disability. AzEIN recommends adding alt text to all images shared on social media.

Click here for instructions on how to insert alt text in a Facebook post: <https://www.facebook.com/help/214124458607871> Note: Facebook will tell you that your alt text is too long. Ignore it.

Click here for instructions on how to insert alt text in a Twitter post: <https://help.twitter.com/en/using-twitter/picture-descriptions>

Feel free to reach out to Maegan at maegan.pardue@azdema.gov or 602-501-0218 with any questions.

**Alt Text For Graphics**

**Ready\_Set\_Go\_Summary.png**

Graphic with a blue background. The text on the graphic provides a summary of the Ready, Set, Go! Program and what each step means. Ready means prepare now. Set means be alert. Go means evacuate! Learn more at ein.az.gov/ready-set-go

**Ready\_Set\_Go\_LogoTagline.png**

Graphic with a blue background. The text on the graphic reads: Ready, Set, Go! Prepare now. Be Alert. Evacuate! For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_LogoTagline\_URL.png**

Graphic with a blue background. The text on the graphic reads: Ready, Set, Go! Prepare now. Be Alert. Evacuate! On a separate line, the URL ein.az.gov is included. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_READY\_explanation.png**

Graphic with a blue background. The text on the graphic reads: Ready: Prepare now. This means: Be aware of the hazards that can threaten your community. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_READY\_explanation-eng-span.png**

Graphic with a blue background. The text on the graphic reads: Ready: Prepare now. This means: Be aware of the hazards that can threaten your community. Below, the same text is repeated but in Spanish. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_SET\_explanation.png**

Graphic with a blue background. The text on the graphic reads: Set: Be Alert. This means: Know there is significant danger in your area. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_SET\_explanation-eng-span.png**

Graphic with a blue background. The text on the graphic reads: Set: Be Alert. This means: Know there is significant danger in your area. Below, the same text is repeated but in Spanish. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_GO\_explanation.png**

Graphic with a blue background. The text on the graphic reads: Go! Evacuate! This means: danger in your area is imminent and life-threatening. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_GO\_explanation-eng-span.png**

Graphic with a blue background. The text on the graphic reads: Go! Evacuate! This means: danger in your area is imminent and life-threatening. Below, the same text is repeated but in Spanish. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_READY\_instructions.png**

Graphic with a blue background. The text on the graphic reads: Ready: Prepare now. This means: Be aware of the hazards that can threaten your community. Register with your country/tribal emergency notification system. Follow your county sheriff’s office on social media. Build an emergency go kit and make a family communication plan. Stay updated on news and weather. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_SET\_instructions.png**

Graphic with a blue background. The text on the graphic reads: Set: Be Alert. Consider voluntarily relocating to a shelter or family/friend’s home. Grab your emergency go kit. Stay updated on news and information from public safety and public health officials. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_GO\_instructions.png**

Graphic with a blue background. The text on the graphic reads: Go! Evacuate! This means: Know there is significant danger in your area. Evacuate immediately to a shelter or family/friend’s home. If you choose to ignore this advisement, you must understand emergency services may not be able to assist you further. Follow instructions from emergency personnel, stay on designated evacuation routes and avoid closed areas. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_wildfirepreparednesspictures.png**

Graphic with a blue background. The text on the graphic reads: Being READY for wildfires in Arizona. Pictures of fire, prepared pets, brush clearing, and campfires are below. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_floodpreparednesspictures.png**

Graphic with a blue background. The text on the graphic reads: Being READY for floods in Arizona. Pictures of flooded homes, sandbags, emergency supplies, and prepared pets are below. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_set\_wildfire\_pictures.png**

Graphic with a blue background. The text on the graphic reads: Being Set to evacuate a wildfire in Arizona. Pictures of fire, prepared pets, emergency plans, and news updates are below. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_set\_flood\_pictures.png**

Graphic with a blue background. The text on the graphic reads: Being SET to act during a flood in Arizona. Pictures of flooded homes, prepared pets, emergency plans, and news updates are below. For more information visit ein.az.gov/ready-set-go.

**Ready\_Set\_Go\_go\_pictures.png**

Graphic with a blue background. The text on the graphic reads: Be ready to GO! If officials make the announcement for your community. Pictures of a packed vehicle, firefighters, roaring flood waters, and prepared pets are below. For more information visit ein.az.gov/ready-set-go.

**RSG-#readysetgoaz.png**

Graphic with an image of a forest fire taken at dusk. Flames are visible against a darkened sky. The text in the foreground reads “#ReadySetGoAz.” For more information visit ein.az.gov/ready-set-go.

**RSG-BeAlert.png**

Graphic with tall pine trees with smoke around them in the background. The text in the foreground reads, “BeAlert.” For more information visit ein.az.gov/ready-set-go.

**RSG\_BW\_general.png**

Graphic with a black and white landscape photo of saguaros. The text in the foreground reads, “Ready, Set, Go!” For more information visit ein.az.gov/ready-set-go.

**RSG-floodedroadway.png**

Graphic with a photo of a flooded roadway and a road closed sign. The text in the foreground reads, “Ready, Set, Go!” For more information visit ein.az.gov/ready-set-go.

**RSG-GoMeans.png**

Graphic of a pine tree forest with visible flames, illuminated by fire. The text in the foreground of the graphic reads, “Go means.” For more information visit ein.az.gov/ready-set-go.

**RSG-Make a plan.png**

Graphic with a snow-capped peak in the distance and smokey pine trees in the foreground. The text in the graphic reads, “Make a plan today to act when disaster strikes.” For more information visit ein.az.gov/ready-set-go.

**RSG-preparetoday.png**

Graphic with tall pine trees with smoke around them in the background. The text in the foreground of the graphic reads, “Ready, Set, Go! Prepare today to act fast in an emergency.” For more information visit ein.az.gov/ready-set-go.

**RSG-readymeans.png**

Graphic with a photo of a pine tree forest with visible flames, illuminated by fire. The text in the foreground of the graphic reads, “Ready means.” For more information visit ein.az.gov/ready-set-go.

**RSG-setmeans.png**

Graphic with a photo of a large plume of smoke coming from the mountains. The text in the foreground of the graphic reads, “SET means.” For more information visit ein.az.gov/ready-set-go.

**RSG\_HaveTheirBacks1.png**

Photo of wildland firefighters walking into the forest, equipped to fight a fire. In the foreground, words read “Have Their Backs.” For more information visit ein.az.gov/ready-set-go.

**RSG\_HaveTheirBacks2.png**

Photo of a line of wildland firefighters walking into the forest, equipped to fight a fire. In the foreground, words read “Have Their Backs.” For more information visit ein.az.gov/ready-set-go.