



Douglas A. Ducey
GOVERNOR

STATE OF ARIZONA DEPARTMENT OF EMERGENCY AND MILITARY AFFAIRS

5636 East McDowell Road
Phoenix, Arizona 85008-3495
(602) 267-2700 DSN: 853-2700



Major General Michael T. McGuire
THE ADJUTANT GENERAL

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Public Information Contact:
Ethan M. Riley (602) 464-6303
Aprille Slutsky (602) 464-6258

Public Safety Campaign Says “It Doesn’t Take a Genius” to Prepare for Emergencies

PHOENIX— In this day and age of reality television, it’s easy to get the wrong impression of emergency preparedness; to feel overwhelmed by the idea of preparing for all hazards.

Questions of “what does it mean to prepare” and “am I capable of preparing” are the focus of a three-month public service announcement (PSA) campaign from the Arizona Department of Emergency and Military Affairs (DEMA) called *It Doesn’t Take a Genius*. The campaign includes bilingual radio and TV PSAs, billboards and social media content (#ItDoesntTakeAGenius).

The campaign, which begins this month, parodies the confusion and frustration that can result from dramatizations of emergency preparedness. *It Doesn’t Take a Genius* assures audiences of their ability to successfully prepare for and respond to the impacts of a disaster, reminding them that “it doesn’t take a genius to prepare for emergencies, just the smarts to know you should.”

The PSAs refer audiences to the *It Doesn’t Take a Genius* webpage, <http://go.usa.gov/3wDm4>, where they can find information on how to Make a Plan, Build a Kit, Be Informed and Inspire Others.

“Arizonans shouldn’t be intimidated by the phrase ‘all-hazard emergency preparedness,’” said DEMA Deputy Director Wendy Smith-Reeve. “Basic preparedness is easily achievable, instantly actionable and doesn’t require a big investment of time or money or that you be a survival expert.”

In its simplest form, preparedness comes down to four simple steps:

- Write a [family communication plan](#) that includes an Out-of-Town contact.
- Build a kit with enough nonperishable food, potable water and supplies to last at least three days.
- Be informed of local hazards and emergency plans, and identify [trusted sources of information](#).
- Inspire others by your preparedness example.

It Doesn’t Take a Genius is the second PSA campaign produced by DEMA this year. DEMA launched *Have Their Backs* in April 2015. Those PSAs and billboards asked Arizonans to “have the backs” of wildland firefighters by taking steps to prepare their homes and businesses for the risk of wildfire.

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Visit the Arizona Emergency Information Network at www.EIN.az.gov for official emergency updates, preparedness and hazard information, and multimedia resources. Arizonans can also fan, follow and subscribe to AzEIN on [Facebook](#), [Twitter](#), [Blogger](#) and [YouTube](#).