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Insights from the FEMA's 2023 National Household Survey on Disaster Preparedness

The FEMA survey is helpful in identifying where CERT should focus our recruiting efforts. There is no big surprise; low income, minority populations. But when we sign up a neighborhood group to give a disaster prep presentation, we get a diverse group.

So I try to address them at the common denominator; basic human needs and care for family and neighbors. One of the biggest motivators in becoming prepared is to visualize what they would experience in a disaster; earthquake, fire, flood, power outage, etc. How would they care for themselves and their family?

Overall, it is a SWOT analysis; strengths, weaknesses, opportunities and threats. Any questions, please let Rich Saito know. See the full [survey](#) here.