



Press Release

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Students at Kennedy Elementary School in Janesville Learn How to Be Prepared for Disasters & Emergencies

STEP Program Teaches Kids How to Assemble Emergency Kits and Develop an Emergency Plan with Their Families

JANESVILLE, Friday, March 17, 2017 – With severe weather season this spring fast approaching, nearly 100 students at Kennedy Elementary School learned today how to be prepared to respond in the event of a disaster or emergency.

The students are participating in the STEP, or Student Tools for Emergency Planning, program. The statewide program teaches 5th graders how to be prepared for various emergencies and disasters, including blizzards, tornadoes, flooding and storms. The program also shows students how to put together an emergency kit and develop an emergency plan with their families.

“With little to no warning, emergencies and disasters can happen to anyone at any time, and that’s why we think it is so important to prepare our students,” said Principal Allison DeGraaf. “We’re excited to bring the STEP program to our school and give our students the tools and knowledge they need to have confidence and respond appropriately in an emergency situation.”

Students heard from officials from Rock County Emergency Management, Wisconsin Emergency Management and AT&T, as well as State Representative Amy Loudenberg, about actions they can take to be prepared in an emergency or disaster situation.

“When an emergency happens, it is important that our young students also know how to respond and act quickly to help save lives,” said Rep. Loudenberg. “Not only does the STEP program educate students about emergency preparedness, it also encourages them to share that information and develop emergency action plans with their families.”

The 2017 STEP program is supported by a \$10,000 donation from AT&T and a \$10,000 donation from the Wisconsin Wireless Association. AT&T has a long-standing commitment to disaster preparedness and business continuity, and is the first company in the nation to earn U.S. Department of Homeland Security (DHS) certification for disaster preparedness. Since 2012, AT&T has provided \$68,000 total to support the STEP program in Wisconsin.

“We know how critical it is to be ready and prepared to respond in the event of a disaster or emergency,” said Scott T. VanderSanden, president of AT&T Wisconsin. “Not only are we proud that our network operations are state-of-the-art when it comes to performing during and after a disaster, but we are also proud to help prepare Wisconsin families to respond to emergencies through our support of the STEP program.”

Teachers are provided with all STEP materials at no cost to the schools, including instructor guides, DVDs and copies of student handouts. All students participating in the program also receive an emergency kit to take home, which includes a flashlight. The basic lesson is only one hour of instruction, but teachers can expand the lessons to cover eight hours of materials.

Wisconsin became the first state in the Midwest to teach the STEP program. Over 40,000 students have participated in STEP since the program began during the 2010-11 school year. Another 12,000 students are expected to participate in the 2016-17 school year in 160 schools around the state.

For more information on the STEP program, please visit <http://readywisconsin.wi.gov/STEP/default.asp> to view a STEP video and download a brochure, or contact Tod Pritchard at tod.pritchard@wisconsin.gov or 608-242-3324.

The AT&T Wisconsin Innovation & Investment Award program provides funding to organizations and programs that improve the community by advancing education, enhancing the environment, promoting economic development, or delivering other community services.

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