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Emergency Survival Program (ESP)
Fact Sheet

The **Emergency Survival Program (ESP)** is an innovative awareness campaign designed to help the public to prepare for earthquakes and other emergencies by encouraging them to take a different preparedness step each month of the year.

The ESP was approved by the County of Los Angeles Board of Supervisors in July 1988, based on a recommendation by the late Supervisor Kenneth Hahn. The Los Angeles County Office of Emergency Management designed the program, which was implemented in April 1989, as a year long campaign featuring easy and cost-effective monthly preparedness actions. It quickly expanded from a one County program to a regional campaign encompassing fifteen counties (Contra Costa, Kern, Imperial, Inyo, Los Angeles, Marin, Mono, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura), the Governor's Office of Emergency Services, Southern California Edison, the Southern California Earthquake Center and the American Red Cross.

Since its implementation, the ESP has shown explosive growth. Its outreach has increased to include millions of residents who receive the information each month. Several other states and foreign countries have also joined forces with the ESP. The media has been instrumental in airing the monthly public service announcements and emergency preparedness videotapes.

Campaign materials include annual calendars, posters, monthly Focus information sheets, special edition Bulletins, Family Steps to Survival guide, Activity Book For Kids, "Kid's Quake Club" Puppet Show and videotape, Neighborhood Preparedness "AWARE" Plan, Newsletter Articles and Public Service Announcement videotapes.

The ESP has been the recipient of numerous awards and it serves as a national and international model through its awards from the National Association of Counties and the International Association of Emergency Managers. It continues to receive high accolades from both the public and private sector. This massive, trend-setting community outreach program continues to establish itself as a major force in promoting emergency preparedness and awareness.