

Public Service Announcement

Approximate Length: 60 seconds

If a disaster of any kind strikes your family, it could be financially devastating. The American Red Cross suggests that you take some key steps to ensure that you can minimize the financial impact of a disaster by being prepared.

Be prepared for the possibility of a disaster! CPAs and financial planners have the experience and expertise to help you protect your family before disaster strikes.

For more information on planning or recovering from a disaster, or to review the comprehensive disaster recovery guide, please visit www.redcross.org or contact your local American Red Cross chapter or [State Society/CPA Firm Name] at xxx-xxx-xxxx.

Click here to download a Word version of this document.

- **Making A Disaster Plan.** To prepare yourself to best handle a disaster, you need a family disaster plan—one that the entire family understands.
- **Protecting Your Property.** Think about ways you can avoid or reduce property damage if a disaster were to strike.
- **Protecting Your Income.** When preparing for the possibility of a disaster, you need to consider how it may affect your job.
- **Protecting Your Health and Life.** If you or a family member is injured in a disaster, coverage such as medical insurance, disability policies and long-term care could quickly become your most important assets.
- **Protecting Your Records.** Two ways to protect your records and other irreplaceable items from disaster is to store them in a bank safe deposit box or a home safe.
- **Protecting Your Loved Ones.** Imagine that you could take only one suitcase or pack a single carload in the event of a disaster. What would you take, how would you leave your home, where would you rejoin your family, and who would you call if you became separated?

360 Degrees of Financial Literacy

360 Degrees
of Financial Literacy
AICPA

