



Students at New Lisbon Elementary School 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

NEW LISBON, Monday, March 11, 2019 – With more severe weather expected this spring in Wisconsin, nearly 50 5th graders at New Lisbon 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 program, which stands for Student Tools for Emergency Planning. The statewide program, run by Wisconsin Emergency Management (WEM) and sponsored by AT&T and the Wisconsin Wireless Association, teaches students how to be prepared for various emergencies and disasters, including blizzards, tornadoes, flooding, storms and fires. The program also shows students how to put together an emergency kit and develop an emergency plan with their families.

“We know that emergencies and disasters can happen to any one of us at any time – often with little to no warning,” said Principal Mark Toelle. “That’s why we need to do our part to prepare our students. The STEP curriculum gives our 5th graders the tools and confidence they need to respond in an emergency situation.”

Students heard from officials with Wisconsin Emergency Management, the New Lisbon Fire Department and AT&T, as well as State Representative Tony Kurtz, about actions they can take to be prepared in an emergency or disaster situation.

“Getting students excited about emergency preparedness is the goal of the STEP program,” said Maj. Gen. Don Dunbar, Wisconsin’s adjutant general. “We want students to bring the emergency preparedness information they learn in the classroom back home, so they encourage their families to put together their own disaster plan and disaster kits to better prepare for emergencies.”

The STEP program is being funded this year through a \$7,000 contribution from AT&T Wisconsin and a \$7,000 contribution from the Wisconsin Wireless Association.

“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. 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.

“STEP is a great way to give our 5th graders not only the tools and information they need, but also the confidence to respond quickly and appropriately in a disaster or emergency,” said State Representative Tony Kurtz. “The program also encourages students to share the importance of disaster preparedness with their families and communities, so we all can be better prepared should the unthinkable happen.”

Wisconsin became the first state in the Midwest to teach the STEP program. Over 65,000 students have participated in STEP since the program began during the 2010-11 school year. Another 10,000 students are expected to participate in the 2018-19 school year in 150 schools around the state.

For more information on the STEP program, please visit <https://readywisconsin.wi.gov/step/> to view a STEP video and download a brochure, or contact Andrew Beckett at andrew.beckett@wisconsin.gov or 608-242-3211.

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 \$85,000 to support the STEP program in Wisconsin.

Additionally, AT&T is investing in its network in Wisconsin to benefit public safety and first responders on [FirstNet](#) – public safety’s dedicated communications platform. FirstNet is being built with AT&T in a public-private partnership with the First Responder Network Authority. It is designed to help first responders in Wisconsin and across the country connect to the critical information they need – when they need it – so they can keep themselves and the communities they serve safer.

***About AT&T Communications**

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**Based on GWS OneScore Sept. 2018. Excludes crowd sourced studies.

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