



Press Release

For more information, contact:

Jessica Erickson, AT&T
608-692-5340
jessica.erickson@att.com

Lori Getter, Wisconsin Emergency Management
608-242-3239
lori.getter@wisconsin.gov

Students at King Elementary in Green Bay 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

GREEN BAY, Monday, March 12, 2018 – With severe weather this spring fast approaching, nearly 75 students at King Elementary School in Green Bay learned today how to be prepared to respond in the event of a disaster or emergency.

The 5th graders are participating in the STEP program, which stands for Student Tools for Emergency Planning. The statewide program run by Wisconsin Emergency Management (WEM) 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.

“When a disaster or emergency happens, we all need to know how to respond, even our kids,” said Lisa Daugherty, a 5th grade teacher at King Elementary. “That’s why we think it’s so important to teach the STEP program to our 5th graders. They are at the perfect age to be ambassadors for emergency preparedness and take that information home to share with their families.”

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

The STEP program is being funded this year through a \$10,000 Innovation & Investment Award from AT&T Wisconsin and a \$10,000 donation 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, 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.

“STEP is a great program that helps our students be informed, be prepared and have a plan so they know what to do in an emergency situation,” said Representative Steffen. “Even better: STEP encourages kids to share that information with their families, so we all can be better prepared in our communities.”

Wisconsin became the first state in the Midwest to teach the STEP program. Over 52,000 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 2017-18 school year in 150 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 Joy Staab at joy.a.staab.mil@mail.mil or 608-242-3079.

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 \$78,000 to support the STEP program in Wisconsin through the AT&T Wisconsin Innovation & Investment Award program. The program provides funding to organizations that improve the community by advancing education, enhancing the environment, promoting economic development, or delivering other community services.

Additionally, [AT&T](#), in a public-private partnership with the First Responder Network Authority, has a plan to build, operate and maintain a highly secure wireless broadband network for Wisconsin's public safety community. FirstNet will bring advanced technologies that will help first responders save lives and protect communities during disasters and emergencies.

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