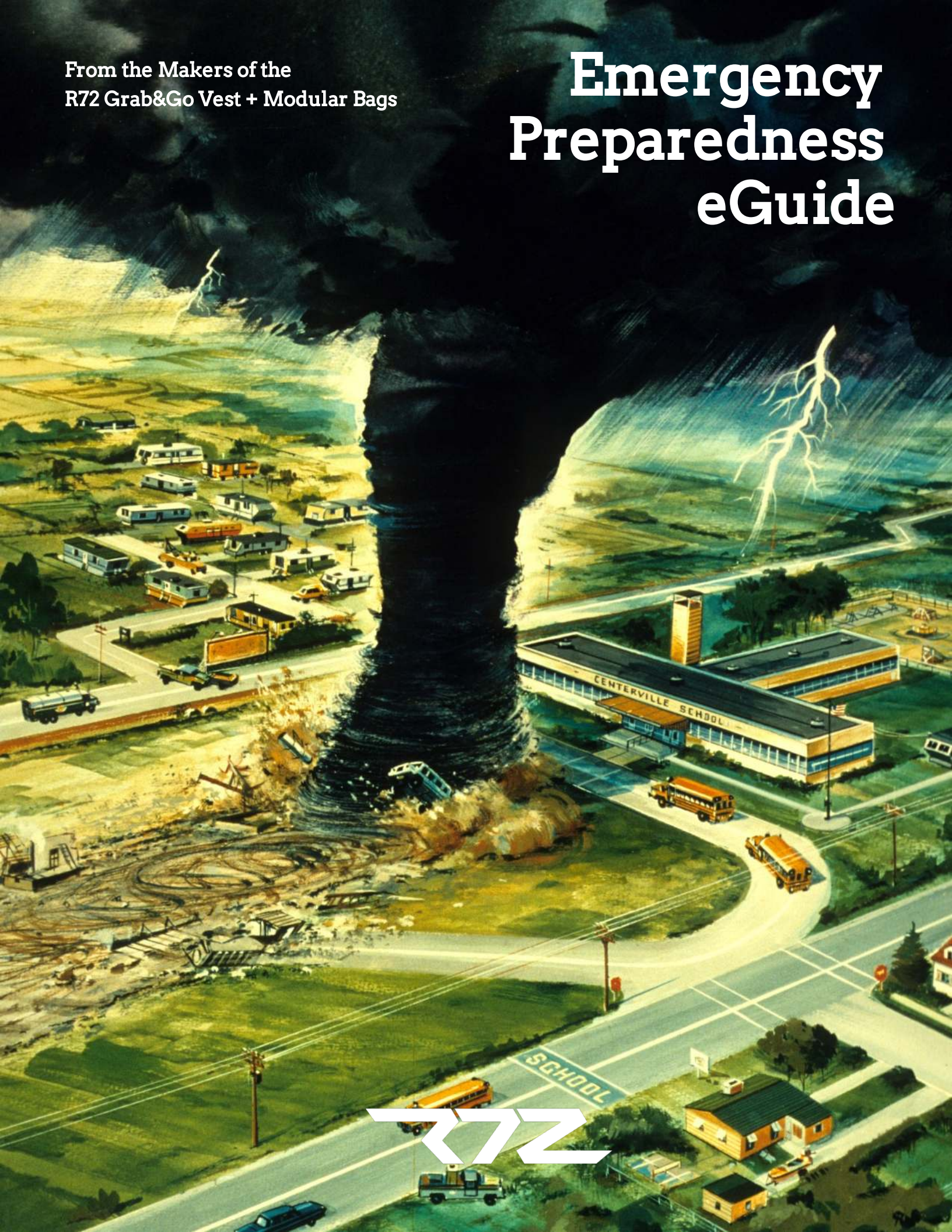


From the Makers of the
R72 Grab&Go Vest + Modular Bags

Emergency Preparedness eGuide



R72

LIVE. PREPARED.

R72's mantra is: LIVE. PREPARED.

We simply believe and promote that part of living our best lives also involves being prepared for emergencies.

Over the past 5 years, all 50 States in America have declared disasters. According to America's *Federal Emergency Management Agency (FEMA)*, half of the nation's families have no disaster plan in place. The statistics are equally shocking across the world, so R72 is focused on inspiring people to pursue adventures while also preparing for emergencies.

Designed for up to 72-hour relaxing getaways OR immediately following unexpected emergencies when 72-hour kits matter the most, R72's unique products provide readiness resources and peace of mind. The innovative multi-functionality that you'll experience with R72 vests, bags and gear for adventures and emergencies will provide the greatest return on the investment you're making in yourself and your families.

This R72 eBook expands on the condensed **R72 72-Hour Kit Guide** and includes essential preparation steps, many of which you can gradually incorporate into your daily life. You'll learn invaluable principles and skills that may save your life and perhaps the lives of others too.

By failing to prepare, you are preparing to fail.

– Benjamin Franklin



Human Motivations

Over many decades in the 20th century, American psychologist, *Abraham Maslow* contended that human beings are generally motivated by a *hierarchy of needs*, where more basic “deficiency needs” must be more or less met prior to higher “growth needs,” as illustrated below in what is also referred to as the *happiness pyramid*:



Leading up to the last decade before his death in 1970, Maslow added other happiness motivators, but preserved the 3 foundational motivators of Physiological, Safety, and Love and Belonging.

Arguably, these 3 motivators are the main principles of survival. Let's briefly visit each of the 3 foundational human needs in the context of emergency preparedness.

Physiological Needs

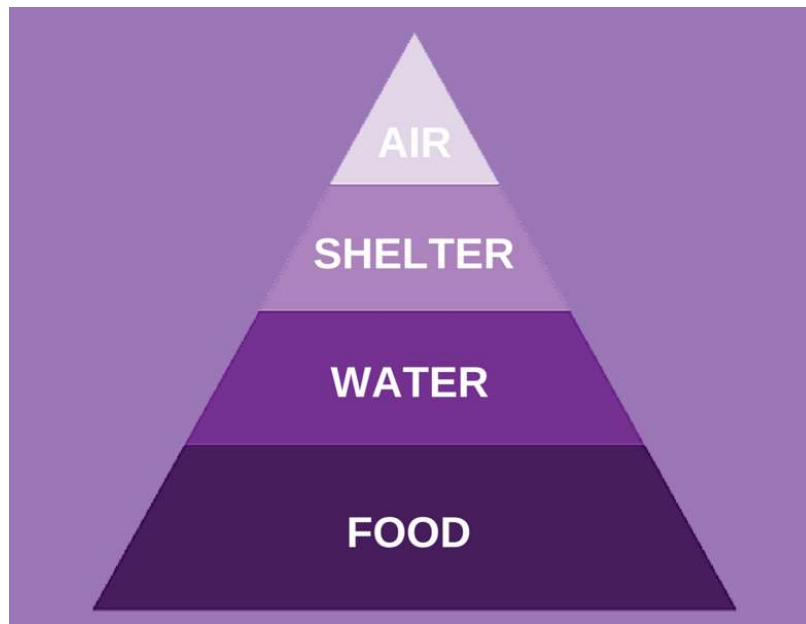
Commit to memory the [Rule of Threes](#), an easy-to-remember list of priorities crucial to survival.

Humans can survive:

- **3 minutes** without breathable **AIR**
- **3 hours** without **SHELTER** (in extreme cold or heat),
- **3 days** without drinkable **WATER**, and
- **3 weeks** without **FOOD**.

Important: These time estimates are generous, due to increasing sedentary lifestyle and waning fitness levels – how many today can hold their breath for a minute? Try responsibly.

Knowing the average human body's limitations is half the survival and preparedness battle.



With the Rule of Threes in mind, let's dive into each physiological need.

Air

The worldwide shortage of facemasks and ventilators that resulted from the global COVID-19 pandemic reminds us how fundamental air is to our well-being. Air is the invisible, elastic mixture of gases – mostly nitrogen, oxygen, and smaller amounts of other gases that surrounds the earth and forms its atmosphere.

Simply put, air is the most important thing on this planet of mortals. Very literally, without air, no living thing can exist. As vital as it is, we often take air for granted. The *World Health Organization* [reports](#):

Ambient air pollution accounts for an estimated 4.2 million deaths per year due to stroke, heart disease, lung cancer and chronic respiratory diseases. Around 91% of the world's population lives in places where air quality levels exceed WHO limits. While ambient air pollution affects developed and developing countries alike, low- and middle-income countries experience the highest burden, with the greatest toll in the WHO Western Pacific and South-East Asia regions.

To ensure the quality of the air you and your family are breathing, consider stocking the following items in preparation for emergencies and disasters:

- ✓ **Respirator masks.** If there is a shortage in your community or not near your home when emergencies hit, here are a few alternatives:
 - Makeshift masks - sew clean fabric to form a mask, wash often
 - Handkerchief or towel - make it moist for extreme and short-term use
 - Bandana or Scarf
 - T-shirt - wrapped around your head
- ✓ **Face shield or eye protection.** Covering your nose and mouth isn't enough. Many airborne viruses and impurities can also enter through your eyes.
- ✓ **Air sprays and disinfectants.** Examples may be sanitation mist or alcohol wipes.
- ✓ **Air purifiers.** Not all air purifiers are created equal – shop the labels to make sure all kinds of impurities are filtered out.

Emergency Preparedness eGuide

Lastly, make sure your home is properly ventilated. As often as the weather allows, open windows and let air circulate around freely. While stuffy indoor air is not, in itself, a serious concern, homes without proper ventilation can develop serious air quality problems. Stagnant indoor air, combined with airborne contaminants like dust mites, pollen, viruses, bacteria, pet dander, tobacco smoke and other volatile organic compounds (lead, radon, asbestos, etc) can pollute the air in your home and possibly lead to moderate to severe conditions like heart disease and cancer.

**During annual flu seasons and global pandemics,
medical experts encourage us to avoid
touching our faces –**

Remember: No-To-Yo-Mo-No

“No Touching Your Mouth and Nose”

STOP THE SPREAD OF GERMS

Help prevent the spread of respiratory diseases like COVID-19.

**Do not touch
your eyes, nose,
and mouth.**



cdc.gov/coronavirus

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Water

Water is another of life's basic necessities. Our bodies are composed primarily of water. The [United States Geological Survey](#) reports that on average, each person uses about 80-100 gallons of water per day, primarily for indoor home uses.

It is particularly important to store up sufficient water ahead of emergencies because it is used for hydration, cooking, cleaning, and hygiene. During natural disasters where community water wells may be contaminated, plan to ration water you've stored safely. Make clean water your goal:

- ✓ **Boiling Water.** Whether you rely on tap water, deep wells, or even rivers, it's always best to boil water for at least 10 minutes to prevent water-borne illnesses, like diarrhea.
- ✓ **Purifying Water.** Purification or disinfection tablets are designed to kill viruses and bacteria in water. Purification tablets are typically comprised of chlorine dioxide or iodine. Note that while these tablets can be effective, it is not suitable for pregnant women and individuals with shellfish allergies.

Storing/Purifying water using bleach – warning: too much bleach can lead to poisoning. Follow the liquid bleach method:

1. Add 16 drops (around 1/4 teaspoon) of bleach per gallon of water.
2. Mix the treated water thoroughly
3. Let water sit for at least 30 minutes before consuming
4. If it does not have a slight bleach odor, repeat dosage and let water stand another 15 minutes before consuming.

Filtering Water. A commercial water filter may be the easiest and most effective way to filter sediment, metals, pathogens, and other impurities from water.

Keep in mind that boiling and purifying water using tablets or bleach only kills microbes and pathogens. They don't remove hazardous chemicals and sediments. Water filters do remove sediments, bacteria, and chemicals. However, most filters don't remove viruses. Consider combine the methods above to produce clean & safe water. **Again, make clean water your goal... and lots of it!**

Food

When disaster strikes, food becomes scarce. Although the human body can survive 3 weeks without food, it's best to not wait until you are hungry or when your energy is exhausted before finding food. It is nearly impossible to keep a sane mind on an empty stomach. To survive, make sure you're eating something substantial at least once a day.

While hoarding is never encouraged, accumulating adequate food storage is highly recommended. Many people foolishly believe that during emergencies governments, non-profits, or grocery stores can be the source of all food needs. In fact, all these organizations recommend long-term food storage. The U.S. Government provides valuable food preparation guidance via regularly updated websites, like <https://www.ready.gov/food>. At the very least, they recommend:

1. Building, storing, and maintaining a three-day (72 hours) supply of non-perishable food.
2. Choosing foods that you and your family will eat.
3. Remembering special dietary needs.
4. Avoiding foods that will make you thirsty

Other Considerations for Procuring Food

1. *Farming*. Consider planting basic crops that you can consume whether or not an emergency occurs. Don't have gardening land? No problem. Search online for [indoor gardening guides](#).
2. *Hunting*. Hunting, including fishing and trapping, is an invaluable survival skill, but not everyone is up for developing the skill. Technological advances make it easier than ever to learn how to hunt with the right tools. Remember to research your local hunting regulations.

Food Preservation

If the electricity goes out, how do people preserve food? Here are 3 common ways:

1. **Canning.** The process of heating food sealed in a can or jar to destroy any bacteria that could cause spoilage. Air is forced out of the container, vacuum sealing it completely.
2. **Drying.** Food contains water – drying food using a dehydrator, the sun, or a fire removes moisture from food to aid in its preservation.
3. **Salting.** Everybody has salt on their table, but not everyone knows of salts use to preserve food, especially meat. Before refrigeration, it was common to use the “curing” technique to keep meat from spoiling. “Smoking” meat has the same effect as salting does – both keep bacteria away from meat.



Shelter

Having adequate shelter during emergencies that occur during extreme heat or cold conditions, is a matter of life or death and leads to the risks of hypothermia (drop in body temperature) and heat stroke (body dehydration). In other situations, proper shelter also protects from bugs and/or predators.

Shelter starts with the clothing you wear. Human skin alone cannot withstand the elements. We need suitable covering and layering. If you are expecting a natural disaster, like a hurricane, dress appropriately and with purpose – it might be a while before you can change clothes again.

If your home or apartment survives the emergency, remain with everything you've prepared and implement your emergency preparedness plan. Stay as comfortable and warm as possible. If you need to build an outdoor shelter, construct only enough to shelter the number of people in your party and your gear. Smaller shelters help preserve body heat.

If applicable, plan to leverage your vehicle(s) as shelter. Include extra clothing and blankets.

Other considerations:

- Plan and practice for different hazards. Different disasters call for different emergency preparedness needs.
- Communicate plans with family members and friends. Identify safe places and meeting spots.
- Think of “out of town” contacts who could take you in if evacuated.
- Plan for individuals with disabilities and other special needs.
- Plan for your pets – never leave them behind during emergencies.
- Visit <http://www.ready.gov/> for additional considerations.

Medications & First Aid

Plan for ample medical supplies for the family. If you or someone in your family requires special medication, seek approval from your physician for advanced prescriptions – consider expiration dates on medication.

In your preparedness efforts, plan to carry remedies to address common illnesses:

- ✓ Pain relievers
- ✓ Decongestant, cough suppressant, and flu relief medicine
- ✓ Antidiarrheal medicines
- ✓ Antihistamine (allergies)
- ✓ Antacids (heartburn and indigestion)
- ✓ Other special medications and ongoing treatments

Study up on first aid best practices. You never know when you may be a bystander to an accident where your awareness may potentially save lives. Learn how to use first aid kits. Essentials include:

- | | |
|-------------------------------------------------------|----------------------------------------------------------------------|
| ✓ sterile gauze and eye dressings | ✓ thermometer - preferably digital |
| ✓ bandages | ✓ skin rash creams, such as hydrocortisone or calendula |
| ✓ plasters in a variety of different sizes and shapes | ✓ cream or spray to relieve insect bites and stings |
| ✓ safety pins | ✓ antiseptic cream or antibiotics ointments- petroleum jelly will do |
| ✓ disposable sterile gloves | ✓ antihistamine cream or tablets |
| ✓ tweezers | ✓ distilled water for cleaning wounds |
| ✓ scissors | ✓ eyewash and eye bath |
| ✓ alcohol-free cleansing wipes | |
| ✓ sticky tape | |



Tools & Equipment

The following tools and equipment serve valuable purposes during emergencies.

- ✓ Knife or blade
- ✓ Multitool
- ✓ Duct tape
- ✓ Whistle and mirror - signaling
- ✓ Flashlight or headlamp
- ✓ Rope - building shelter, securing things
- ✓ Saw
- ✓ Hatchet
- ✓ Trash bag / other waterproof containers
- ✓ Walkie-talkies
- ✓ Battery-powered radios
- ✓ Waterproof matches or matches in a waterproof container

Don't stop at the list above – whatever you decide to invest in, practice using them, consult with experts and friends, and make opportunities to sharpen your survival skills.

Friendly tip: You may feel the urgency to prepare for your physiological needs immediately. While important, please don't go into debt to acquire everything at once. This may lead to undue stress. Instead, pace yourself and your finances when compiling what you and your family need.

FEMA explains that preparing for emergencies includes four steps:

1. Get informed
2. Make a plan
3. Assemble a kit
4. Maintain your plan and kit

“Absorb what is useful, discard what is useless and add what is specifically your own.”

– Bruce Lee

Safety Needs

Below are tips to prepare to keep you safe during emergencies.

- ✓ **Be Confident - or at least seem confident.** Confidence is one of the keys to survival when chaos arises. Walk with purpose (brisk walk, if possible) and look people in the eyes. Not a naturally confident person? Fake it 'til you make it.
- ✓ **Situational Awareness.** Be alert, but not paranoid, and exist in the present. While outdoors and/or in public, eliminate distractions like phones or headphones – engage all your senses so that you are fully aware of your situation and surroundings.
- ✓ **Know Your Neighbors and Fortify Your Home.** Your city, town, or neighborhood may have an emergency or disaster plan in place. Reach out to local authorities to inquire of local evacuation centers and communication methods. Introduce yourself to new neighbors so that you can potentially collaborate in times of crisis.

According to the [United States Federal Bureau of Investigations](#) (FBI), property crime in 2018 happened across America every 4-5 seconds and violent crime occurs every 26-27 seconds.

Enhance your safety plans by:

1. **Keeping your home well-lit.** Darkness attracts unwelcome trespassers and gives them hiding places.
2. **Investing in a security system.** From doorbell and property cameras to alarm or CCTV's, options for security are plentiful. Shop around, as not all security systems require monthly subscriptions. Many solutions monitor your property while you are away from home and communicate seamlessly with personal mobile devices.
3. **Acting fast.** Program emergency contacts into your cell phone or have a list next to your landline phone, including local law enforcement and medical centers. "See something, say something."

Bonus: Dogs are not for everyone, but intruders hate dogs for two reasons - their bark and their bite. If your dog is intended as a guard dog, ensure proper training.

A Note on Love & Belonging

Surviving alone is hard. Nearly impossible hard. In times of disaster, we need our family, friends, and neighbors. Plan to serve others and be served. We may also need complete strangers. Most people are wonderful, civil, caring people – trust your gut when placing your trust in others.

Be good. Be kind. Be generous – in a natural disaster, know that you'll likely need help too.



United we stand, divided we fall.

– Anonymous

Pre-Planning

Time to create a plan. Plans need to be simple. Multiple hypothetical plans add unnecessary stress and may complicate already high-stress situations. You and those you care about need to be able to think clearly during crisis.

Ask yourself the following when developing plans:

- Will this plan help me and my family amidst chaos and frenzy?
- Is it easy to understand and idiot-proof?
- What alternative plans should we consider?
- Are we including all family members in the plan(s) - pets, too if applicable?
- What medical conditions, allergies, or dietary restrictions should we prepare for?
- Are the supplies included in the plan adequate for both the number of people in my family and the length of time – 24 hours? 72 hours? A week?

During the planning phase, start with a simple outline, highlight important information, and then make lists of items or supplies that you need. Adapt your plan to your own circumstances. Consider the plan a working document, one that can be updated regularly. Physically place the plan where it can be easily accessed. Digitally store a copy of the plan on computers, phones, and across family devices.

Disseminate the plan to all those involved. Solicit each individual's feedback and perspective. Help them see their potential role in unexpected emergencies. Agree now to not disagree or fight later when crisis arises.

Lastly, plan now to elect not to panic when the emergency hits. Choose to be the calm leader that reminds everyone that a plan was agreed upon and practiced previously. Choose composure.

**It is better to look ahead and prepare
than to look back and regret.**

– Jackie Joyner-Kersey

What to Prepare For

Disasters strike when you least expect it. They are indiscriminate and unpredictable.

What do you consider a disaster? Most people think of storms, tornadoes and floods. Remember, not all disasters are life-threatening and impact the masses... consider unexpected events like car accidents, flat tires, car wrecks, burglaries, reactions to allergies, etc.

Start preparing by building simple skills like basic first aid, CPR, and sewing. Then develop more advanced skills like starting fires without matches or a lighter.

Let's visit three disasters that warrant planning - blackouts, natural disasters, and pandemics. Of course, there are others like earthquakes and wildfires – the strategy here is to go through the practice of surviving some types of disasters and eventually adapt our plans for other types of emergencies.



Blackouts

Commonly referred to as 'power outages,' most blackouts are caused by severe storms or summer heatwaves. Eventually the electrical power does return to normal service, so patience is paramount.

When Category-4 Hurricane Maria struck Puerto Rico on September 20, 2017, it knocked the island home to over 3 million residents into a total blackout. Restoring electricity was very [slow](#) and [controversial](#) for the U.S. territory. The local government reported that it took 11 months to fully restore power. A similar crisis could happen again.

The food in your refrigerator and/or freezer can spoil within hours of a blackout. Consider acquiring the following items for blackouts:

- Battery-operated radio and clock
- Extra batteries and power sources - generators, power banks, etc.
- Physical copy of contact numbers - immediate and extended family, emergency lines, etc.
- Copies of important documents - expect no online services

Ultimately, the main goal during a blackout is to meet and maintain basic needs without electricity. If you have young children, consider toys and games that will keep them calm and occupied. Do you have family members overly hooked on technology screens? Consider implementing screen-free days so and set the expectation that during blackouts, devices won't have access to electricity or the Internet. Make a list of the things you do daily and think of ways to do them without electricity, if applicable.



Natural Disasters

Natural disasters continue to reach havoc across the world. While some natural disasters can be predicted by experts, forecasting is never 100% reliable. Don't wait until an emergency warning is issued before planning and procuring. Too often, grocery stores and gas stations are inundated by the masses when hurricane warnings are announced.

If evacuation orders are made by local governments, strictly adhere to their guidance, even if you feel your home is indestructible. Simply put, directives are made when storms have the potential to destroy both property and life. Evacuations are serious and a matter of life or death. Know where your local evacuation centers are and plan easiest travel routes.

Consider a 'bug-out' or 'grab-and-go' bag that includes survival essentials. Make sure your emergency bag is accessible at a moment's notice. The [R72 Grab&Go Vest + 8 modular bags](#) was designed specifically for this purpose.

State Emergency Response Teams (SERT) list the following as essentials to have during a natural disaster:

- ✓ Water and water containers - cups, flasks, etc.
- ✓ Water-proof containers - zip locks, garbage bags, etc
- ✓ Nonperishable food
- ✓ Flashlights and extra batteries
- ✓ NOAA weather radio
- ✓ First aid kit and medications
- ✓ Multitool - with can opener & blade
- ✓ Napkins
- ✓ Utensils
- ✓ Clothing
- ✓ Bank numbers
- ✓ Car, house, office keys
- ✓ Well-maintained vehicle
- ✓ Full tank of gas - properly stored
- ✓ Insurance & social security cards - copies
- ✓ Important documents - sealed in waterproof containers
- ✓ Pet food and water
- ✓ Pet identification
- ✓ Pet medical record
- ✓ Cash

Pandemics

A pandemic is a global illness without cures, remedies, or vaccines. COVID 19, or the coronavirus has already impacted numerous people across the world. Pandemics should not be taken lightly.

Previous outbreaks include typhus, tuberculosis, leprosy, malaria, yellow fever, measles, smallpox, influenza, and cholera. The Black Plague, HIV/AIDS, and the Scarlet Fever are a few notorious pandemics. Each of these killed millions of people around the globe. The Spanish Flu killed approximately 50 million people.

Is it even possible to prepare for a pandemic? Perhaps the COVID-19 experience we now know will prompt future preparations. In addition to preparations covered throughout this eGuide, consider acquiring extra of the following items:

- Hand sanitizer – the [CDC recommends](#) 80% ethanol or 75% isopropyl alcohol concentrations.
- Cleaning supplies - bleach, hydrogen peroxide, antibacterial soap, etc.
- Personal Protective Equipment (PPE) - masks, gloves, boots, gown, etc.
- Toiletry and hygiene supplies - skincare products, deodorants, shaver, etc.
- Blankets and clothing.



Onward

You are a step closer to being prepared.
You know how to plan.

While the electricity is on,
the Internet is live,
grocery stores are full,
and time is plentiful,
start planning now -
before urgency really sets in.

Do one thing today.

You got this!



Scan to see the
R72 Grab&Go Vest
+ Modular Bags
in action.

Our Favorite Emergency Prep Worksheets

- [American Red Cross](#)
- [Center for Disease Control](#)
- [Federal Emergency Management Agency](#)
- [Ready.gov](#)
- [Twenty Weeks to Preparedness](#)
- [American Public Health Association](#)
- [Emergency Prep for Small Businesses](#)
- [Preparing for Children with Special Nutrition Needs](#)
- [Simple 2-page checklist](#)
- [Pet Disaster Kit](#)
- [Earthquake Survival Checklist](#)

Part of living our best lives is being prepared for emergencies. When you are not using the Grab&Go Vest for your adventures, this guide will help you pack your vest with essential items should an emergency strike.



ESSENTIALS CHECKLIST

COMMUNICATIONS

Communication is key in an emergency. Two-way radios will help you communicate with friends and family while saved emergency preparedness apps on your mobile device can provide valuable information from local government officials such as rally points, areas to avoid, government assist areas, and other updates.

- Two- way radio
- Whistle
- Mobile Device
- Power bank



IMPORTANT TOOLS & DOCUMENTS

Keeping proper tools, documents, and other items in your Grab&Go Vest is essential.

- Carabiners
- Multi-tool
- Fixed blade or folding blade knife
- Waterproof flash light
- Compass with mirror
- Lighter
- Waterproof matches
- Duct tape
- Extra batteries
- Paracord
- Trail food/protein bars
- Driver's license & medical documents
- Passport
- Flash drive



FIRST AID

A first aid kit is essential for any adventure or emergency. All kits are different, and it is important to be familiar with the items in your kit. R72 recommends the following items in a basic first aid kit.

- Band aid & bandages
- Medical tape
- Face mask
- Water Sterilisation tablets
- Gloves
- Alcohol
- Prescription medication/personal medicine
- Neosporin
- Scissors
- Tweezers
- Personal medicine



HYDRATION

The recommended amount of water for human consumption is one gallon per day. It is also recommended to carry a drink that contains electrolytes.



- Bottled water
- Gatorade/Poweraide Hydration drink

Part of living our best lives is being prepared for emergencies. When you are not using the Grab&Go Vest for your adventures, this guide will help you pack your vest with essential items should an emergency strike.



ESSENTIALS CHECKLIST



FOOD/COOKING SUPPLIES

Foods high in protein, carbohydrates, and good fats can help maintain proper energy levels. Certain cooking supplies will be needed for food preparation.

- Life Straw/Portable water purifier
- Small mess kit or pot/pan
- Camp stove
- Thermos
- Utensils
- Canned/dried food/MRE (Meals ready to eat)

CLOTHES & HYGIENE KIT

Pack the right clothing for all types of weather. A three-day supply is recommended.

- Raincoat/Jacket
- Socks
- Gloves/Mittens
- Shirts
- Hat/Cap
- Seatshirt/Sweater
- Boots/Athletic Shoes
- Under garments
- Eyewear/Prescription glasses
- Toilet paper
- Toothbrush/Toothpaste
- Soap
- Shampoo
- Deodorant
- Lotion
- Comb/Hair brush
- Hand Sanitizer



SHELTER

Protect yourself from the elements.

- Tent/Tube Tent
- Sleeping bag/Blanket/Solar blanket