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When Phones Fail, NOAA Weather Radios Don't New Campaign Targets Camp Safety

National campaign seeks to close critical warning gaps at youth camps nationwide, ensuring life-saving alerts reach staff and campers year-round.

SOUTHLAKE, TEXAS — September 2, 2025 — The Private Sector Emergency Management Association (PSEMA) Foundation, in collaboration with the American Camp Association (ACA), the American Logistics Aid Network (ALAN), and Midland Radio, announced the *Signal & Shield Camp Initiative*, a nationwide effort to ensure more than 12,000 camps across the U.S. with NOAA Weather Radios and preparedness resources.

Camps are a cornerstone of youth development and outdoor education, yet many operate in rural or remote areas with limited cell coverage or internet access. A NOAA Weather Radio provides a direct, automatic connection to National Weather Service alerts, ensuring warnings are received instantly, even when other systems fail.

"This campaign is about honoring lives lost and protecting those entrusted to our care," said Julie Kay Roberts, CEO of the PSEMA Foundation. "By building a community of preparedness and closing gaps in early warning, we're giving camp leaders the resources they need to make informed decisions, so families can have greater peace of mind."

From Roberts' perspective on preparedness to the daily reality of camp leaders, the initiative is about making safety both practical and actionable for every community.

"Nothing is more important than the safety of children at camp," said Henry DeHart, interim president/CEO, American Camp Association. "The *Signal & Shield Camp Initiative* will allow every camp to have access to the critical tools and training they need to be ready for severe weather, even in the most remote locations. By strengthening preparedness resources and training, we are helping ensure that campers, staff, and families can focus on what camp does best - creating life-changing experiences in a safe environment."

That sense of shared responsibility extends beyond campgrounds to the broader network of organizations that keep communities safe.

“Early warning saves lives, and NOAA Weather Radios are a reliable lifeline when cell service fails. Through this partnership, ALAN is leveraging our logistics network to move these radios quickly and efficiently to camps across the country, so staff have the alerts they need to act fast and keep kids safe. We’re proud to stand with the PSEMA Foundation and partners to turn preparedness into action,” said Kathy Fulton, Executive Director, American Logistics Aid Network (ALAN).

The campaign has a fundraising goal of **\$600,000** to equip 12,000 camps with NOAA Weather Radios and provide preparedness materials that support camp leaders in strengthening safety culture and decision-making.

Launched in early August, the campaign will feature a major push this month in conjunction with National Preparedness Month and continue throughout the year into next summer’s overnight camp season, working to ensure more camps are equipped and trained before hazards strike.

Join the effort. The PSEMA Foundation welcomes corporate sponsors, foundations, and individual donors to help meet the \$600,000 goal, equipping camps and strengthening preparedness nationwide.

Learn more or contribute: www.psema.org/foundation/signal

Partner Background

About the PSEMA Foundation

The Private Sector Emergency Management Association (PSEMA) Foundation is a 501(c)(3) nonprofit dedicated to strengthening community resilience before, during, and after disasters. From severe weather to supply chain disruptions, the Foundation mobilizes private-sector expertise and resources to close preparedness gaps and support community safety nationwide.

About the American Camp Association (ACA)

The American Camp Association is the leading organization for camp professionals in the United States, representing thousands of camps and programs nationwide. ACA sets the standards for health, safety, and program quality in organized camps, ensuring millions of children, youth, and families have safe and enriching experiences in outdoor education and youth development.

About the American Logistics Aid Network (ALAN)

The American Logistics Aid Network is a nonprofit that harnesses supply chain expertise and resources to deliver disaster relief. By connecting private-sector logistics providers with nonprofit and government partners, ALAN ensures critical goods such as food, water, and medical supplies reach communities in crisis quickly and efficiently.

About Midland Radio

Midland Radio is a U.S.-based manufacturer and innovator of two-way radios, weather alert radios, and emergency communication technology. With a long history of providing reliable communication tools, Midland partners with organizations across the country to improve public safety, expand severe weather alerting, and equip communities with life-saving technology.