

INITIATIVE SPOTLIGHT

PSEMA Foundation Signal & Shield Camp Initiative

YOUTH SAFETY | PUBLIC-PRIVATE PARTNERSHIP | PREPAREDNESS OUTREACH

THE CHALLENGE

Millions of children attend camps across the United States each year, yet many camps lack reliable emergency alert systems. Cell networks and power-dependent technologies often fail during severe weather. Following the July 4, 2025 flooding tragedy at Camp Mystic in Texas, the need for hardened, automatic, always-on warning systems became impossible to ignore.

THE APPROACH

Julie Kay Roberts, founder of the PSEMA Foundation, launched the Signal & Shield Camp Initiative in August 2025 to equip youth camps nationwide with NOAA Weather Radios and preparedness resources. The initiative was built around hardware delivery, preparedness training, and national partnership, with support from the American Camp Association, American Logistics Aid Network, and Midland Radio.

THE IMPACT

The initiative established a national model for delivering radios, training, and preparedness guidance together. It demonstrates the ability to turn a visible preparedness gap into a structured, partnership-driven initiative with national reach, clear implementation logic, and a life-safety mission.

RELEVANT CAPABILITIES

- YOUTH SAFETY • NONPROFIT LEADERSHIP
- PARTNERSHIP DEVELOPMENT • PROGRAM DESIGN
- PREPAREDNESS MESSAGING • DISASTER READINESS

NATIONAL PARTNERS

American Camp Association

CAMP NETWORK & REACH

American Logistics Aid Network

DISTRIBUTION & LOGISTICS

Midland Radio

NOAA WEATHER RADIO HARDWARE