



You and your family can be ready for emergencies. Visit mass.gov/KnowPlanPrepare 

Emergency Preparedness Month provides an opportunity to raise awareness for the important work being done to ensure our communities are safe, healthy and ready for emergencies. The Massachusetts Department of Public Health (DPH) Office of Preparedness and Emergency Management is sponsoring a statewide campaign to encourage Massachusetts residents, families and communities to make plans and prepare for public health and medical emergencies, threats, and disasters. Be sure to read on for more details about this year's planned activities!

TV & Media Buy

We are finalizing a media buy for the month of September that will feature a combination of TV spots and Facebook ads for the social media component. The media buy has been structured in a way that will provide good market saturation and widespread reach across the Commonwealth, including: broadcast TV in Boston and Springfield; and cable TV in Worcester, Cape Cod, and the Berkshires (on Spectrum).

This year's **Know Plan Prepare** campaign again will spotlight the two 30-second TV ads that have aired the past two years: the [direct appeal](#) that features a range of diverse people in various settings explaining how they prepare for emergencies, and the popular [Captain Chaos](#), who brings various disasters to families only to find that his destructive efforts are thwarted by prepared family members. The ads should begin airing on TV September 1st and run throughout the month.

The Facebook component of the buy will include two streams of targeted outreach; in the first, we will feature ads in English, Spanish, Portuguese, Haitian Creole, Chinese, and Vietnamese, to women ages 25-54 in Massachusetts who use Facebook in those languages, and provide a link to download a preparedness checklist in the respective language; and in the second, we'll test engagement with end users through use of our innovative, animated shorts that were created a few years back, like [this](#) one – we will push specific ads to certain demographics such as seniors, pet owners, families, etc. based on the content of the video.

Preparedness Items

For this year's campaign, we have reordered the reusable grocery tote. The tote is a great way to educate and remind people about preparedness, and campaign participants are encouraged to place in the bag copies of the Know Plan Prepare brochure, the Disaster Preparedness for Seniors by Seniors brochure, the MA Responds recruitment trifold, and any other preparedness materials you'd like to pass along to the public. We again have the Know Plan Prepare brochure available in English, Spanish, and Portuguese this year.

We will have copies of the Fred the Preparedness Dog Activity Book available, a material that was very popular and moved very quickly last year.

All of the above-mentioned materials, with the exception of the MA Responds brochure, can be ordered through the [Massachusetts Health Promotion Clearinghouse](#). MA Responds brochures can be ordered via this [order form](#) and emailed to jcoggin@mms.org.

Please note that printed paper materials have been delivered to the Clearinghouse, and the bags are expected to be delivered during the first week of September.

FEMA also maintains a media library and has hard copies available of some of its printed EP publications. That order form can be found [here](#).

Community-Based Initiatives

This year's community-based initiatives will be concentrated on two different populations: seniors and kids. With regard to seniors, we are outreaching to the Massachusetts Councils on Aging (MCOA) as well as the Village to Village Network which will be sending out via their respective email blasts, a brief overview of the importance of preparedness for seniors, a reference to the *Disaster Preparedness: For Seniors By Seniors* brochure, as well as a link to order materials. The newsletter for the COA should reach the 350 municipal councils and senior centers across the state, and the Village to Village Network should reach close to 2000 seniors in Massachusetts.

In terms of outreach to kids, we will be partnering with the Girl Scouts of Central and Western Massachusetts. This Girl Scouts group has agreed to post on its Facebook page, a brief summary of the importance of preparedness, a link to order materials, and our Direct Appeal video. About nine years ago, the Girl Scouts of the USA partnered with FEMA in an effort to: motivate young women to become leaders in their communities in emergency management and response; raise public awareness about personal preparedness, training and volunteer service opportunities; and encourage the FEMA Citizen Corps councils and Girl Scouts councils to work together. There's also an opportunity for Girl Scouts to earn an Emergency Preparedness Patch through completion of a few preparedness-related community-centered activities.

If you're interested in partnering in some community-level recruitment and/or educational opportunities with these particular groups, we recommend connecting with your local senior centers and Girl Scout troops to see what level of interest there might be in having these groups host a meeting. Our print materials are relevant to these two populations and would be great take-home resources to help inform and prepare seniors, kids, and their household members.

Web Resources

DPH continues to maintain one central web page at mass.gov/KnowPlanPrepare to provide information, tips, and links for the public. The preparedness [checklist](#) included in the ads' call to action remains available on the site. It is posted as a fillable pdf, and individuals can enter their personal information, print copies, and save it to their computers so that they can modify it at any point in time should their information change. The web page also provides resources to support local, regional, and state preparedness initiatives for you to use with your community or organization.

We have a number of preparedness videos on our campaign page, including the direct appeal, Captain Chaos, and a suite of animated shorts, which can be viewed [here](#). If you're interested in sharing any of them on your website, blog, or social network, click on the white arrow in the top right corner of each video to share. From this screen, you can directly share on your Facebook, Twitter, and Google+ accounts. For more options, including obtaining the embed code to place the video on your organization's web page, click on the three dots under the url for more options. This will open the video in YouTube. Under the video are additional options to share, embed, or email. If you're unclear on how to embed videos onto your website, talk with your organization's website administrator.

We continue to have graphics and banners associated with the campaign available for incorporation into your organization's social media accounts. There's also a button for the Know Plan Prepare campaign that can be added to your webpage which will direct users to DPH's campaign webpage. The social media and press release templates on the following page, <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/partner-organizations.html>, also have been updated to reflect the specifics of this year's campaign.

Questions

Please contact Samantha Stone at samantha.stone@state.ma.us.

Thank you for all of your efforts that support making our communities more resilient and able to respond to emergency events.