



# KNOW PLAN PREPARE

You and your family can be ready for emergencies. Visit [mass.gov/KnowPlanPrepare](http://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 (OPEM) 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.

## **Digital Media Buy**

This year we will be placing a media buy for the month of September that is 100% digital/social. Traditional television has limitations, and the landscape of how people interact with and watch TV is changing. Social media outreach affords a number of benefits, including:

- tremendous reach to targeted audiences
- flexibility to react and respond to real-time data to make immediate adjustments for better engagement
- opportunities for interaction and feedback between organizations and consumers
- online communities whose members engage with each other through the use of branded messaging as well as user generated content

This year's **Know Plan Prepare** media buy will use the following platforms:

- Facebook
- Instagram
- Google Display
- YouTube
- Pinterest
- Snapchat

A combination of static and video ads will showcase existing OPEM materials, and be placed across the six platforms.

## **Preparedness Items**

This year's campaign features all of the print materials from last year, along with two new items. Current materials include:

- Know Plan Prepare brochure (available in English, Spanish, and Portuguese)
- Know Plan Prepare rack card
- Fred the Preparedness Dog activity book
- Disaster Preparedness: For Seniors By Seniors brochure
- Know Plan Prepare tote bag

For new materials, we have:

- Know Plan Prepare emergency document bag (made available in May of this year)
  - Printed in English on one side, Spanish on the other
  - Provides a list of key documents and files that people should make copies of to have readily available in the event of an emergency
  - Serves as a great way to store these copies, and can be kept alongside all of the other items people include in their emergency supplies kits
- Know Plan Prepare booklet – A Personal Planning Tool for Individuals Who Have Access and Functional Needs
  - 8-pg booklet that follows a CMIST framework and provides space for people to record their personal needs in the categories of communication, medical needs/maintaining health, independence, service/support, and transportation
  - Available in print and as [fillable pdf](#)

All of these materials can be ordered through the [Massachusetts Health Promotion Clearinghouse](#). While the new booklet has not been delivered yet to the Clearinghouse, it should be there by 8/30, and is available for pre-ordering.

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

## **Community-Based Initiative**

This year's community-based initiative is unconventional in that we're not partnering with and targeting specific populations to make them aware of our preparedness materials. Rather, we'll be piggybacking on our digital/social media buy and using Snapchat to engage with users of the app to create user generated and shared content through the use of a Know Plan Prepare filter.

App users take a picture or video, add the custom emergency preparedness filter, and then share with friends, bringing greater awareness of the Know Plan Prepare message to more people. The Snapchat audience skews younger than our traditional target audience, and many Snapchat users engage in a variety of popular social media platforms, enabling our message to spread far and wide and giving us significant cross-platform exposure.

We have identified a list of MA-based events during the month of September that target popular family events and based on geography and users of the app, our filter will be made available as an option.

These events include:

Event	Date	Time
Big E opening weekend	Day One: 9/14	9am-10pm
	Day Two: 9/15	9am-10pm
Boston Local Food Festival	9/15	11am-5pm
King Richard's Faire opening weekend	Day One: 9/1	10:30am-6pm
	Day Two: 9/2	10:30am-6pm
Brimfield Antique Show	Day One: 9/7	8am-8pm
	Day Two: 9/8	8am-8pm
Phantom Gourmet Food Festival	9/21	12pm-4pm

## **Web Resources**

DPH continues to maintain one central web page at [mass.gov/KnowPlanPrepare](http://mass.gov/KnowPlanPrepare) to provide information, tips, and links for the public. The preparedness [checklist](#) included in the Know Plan Prepare brochure 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 including graphics, banners, and press release templates.

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 and Twitter 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 which 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'll also be tweeting daily using the Department's [Twitter page](#), loosely following FEMA's planned weekly themes, and strongly encourage you to retweet our messages to your followers if your organization maintains its own Twitter account.

## **Questions**

Please contact Samantha Stone at [samantha.stone@state.ma.us](mailto:samantha.stone@state.ma.us).

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