National Preparedness Month Activities

Office of Preparedness and Emergency Management
Massachusetts Department of Public Health
2015

- Know Plan Prepare Campaign
- Creative Development
  - Videos
    - Direct Appeal - https://youtu.be/ZkSpzOMByMw
    - Captain Chaos - https://youtu.be/T3NgP-n0gUo
  - Reusable Tote bag
- Call to Action
- Media Buy
2016

- Know Plan Prepare Campaign
  - Continued Marketing of Last Year’s Videos
  - Reusable Tote Bag Revision
- DigitalMass Opportunity
- Media Buy
• Revised DOT Billboard

• Animated Videos -
https://twitter.com/MassEMA/status/756474259246092288
Questions

Samantha Stone

samantha.stone@state.ma.us