**Washington County Health Department (MD):**

Attached is the flier for last year’s Washington County Citizens’ Emergency Preparedness Day, held in conjunction with National Preparedness Month. We are adding more activities this year, e.g., mini seminars every 30 minutes, with topics such as personal preparedness, active shooter, Zika/mosquito control/other EIDs, etc. We have many wonderful partners here in Washington County dedicated to this event, especially Lowe’s Home Improvement Store on Wesel Boulevard here in Hagerstown and their employees who host the event at their facility. A lot of preparedness information is shared, with numerous opportunities for attendees to learn how they can volunteer in their community, handouts of items needed for personal preparedness kits, all combined in a fun event for the family. More than 500 attended last year's event and expect to increase that number this year.

Elaine Rose, Strategic National Stockpile (SNS) Coordinator, Washington County Health Department

Phone: 240.313.3355 Email: elaine.rose@maryland.gov

**Northwest Healthcare Response Network (WA):**

Considering doing a Twitter campaign where people are asked to post pictures of their disaster kits or elements of their disaster kits with a specific hashtag so submissions can be tracked.

Loni Syltebo | Marketing & Communications Manager| Northwest Healthcare Response Network

Tel: 425-988-2898 | Cell: 206-471-8655 | loni.syltebo@nhrn.org

**Michigan Department of Health & Human Services:**

Working with students to create preparedness month promotional materials: goal is to have the materials be all inclusive. This is helping get some fresh ideas and the students are excited to help out.

Kerry Chamberlain, Outreach, Evaluation & Exercise Liaison, Emergency Preparedness & Response

MDHHS 517-335-9845 chamberlainK2@michigan.gov

**Massachusetts Department of Health:**

The Office of Preparedness and Emergency Management at the Massachusetts Department of Public Health will be kicking off the second year of its Know Plan Prepare campaign September 1. Campaign messaging will tell folks that preparedness is a work-in-progress and encourage them to take a gradual approach by thinking about their family’s circumstances and needs. Last year we created a fun, animated 30-second video and introduced a character named Captain Chaos who tries to bring various disasters to families, only to find that his destructive efforts are thwarted by family members who are prepared. Themes introduced in the video include creating an emergency kit, having and executing an emergency evacuation plan, and protecting yourself and your family by getting a flu shot. The video was part of a month-long media buy with one of the local network affiliates. Response with kids was great – as focus groups suggested –and also with adults who found the campy humor and over-the-top Captain
Chaos to be endearing. He will be back this year! Additionally, residents were provided with a reusable tote bag with the Know Your Plan logo and a checklist. As part of last year’s campaign, one of the useful tools and resources provided to residents to help them begin taking those small, achievable steps towards being prepared was a reusable tote bag with the Know Plan Prepare logo and a checklist of emergency kit items that serves as a reminder for people to pick up these goods while they’re out shopping. The tote bag was a tremendous hit among our various local health, healthcare and volunteer organization partners, and for this September, we’ve increased the number of bags. For additional exposure and education, we utilize social media by tweeting multiple times daily during September to the Department’s 23,000+ followers and provide tweets and Facebook posts to our partner organizations to include in their own social media accounts. We also partner with the Massachusetts Department of Transportation during September and take advantage of their electronic billboards, posting campaign graphics directing them to a website for more information.

Samantha Stone, Risk Communication Coordinator, on behalf of John Jacob
Massachusetts Department of Public Health, 617-624-5095, samantha.stone@state.ma.us

**New Hampshire Department of Health & Human Services:**

In past years we have worked with our local public health networks (we do not have county public health in New Hampshire) to do a drill. We created a press release about Emergency Preparedness Month that they could send to their local media outlets and social media posts they could use. We put out a request for information during the week that they knew was coming but did not know when or for what to measure how long it took for them to respond. Some regions tried out their reverse 911 notification systems by sending preparedness messages. Some players posted information on their town or organization websites. Then we asked them to take metrics and report back, such as how many retweets they got, how many hits on a webpage, how many bounce backs on a phone tree, how many media outlets picked up a story, etc. This was a way to get an important message(s) out, engage the networks/communities in practice, look for metrics to measure success, and fulfill some grant requirements. Of course there are many other tasks that could be included and the players could be city public health, hospitals, fire companies, etc. It took a little coordination but always seemed valuable and appreciated.

Nicola L. Whitley, Communications Office, NH Department of Health and Human Services
603-271-9388 Nicola.Whitley@dhhs.nh.gov

**Cook County Department of Health (IL):**

Cook County Department of Public Health serves 125 municipalities and 2.5 million people in suburban Chicago. We just shot a commercial focused on family preparedness with CBS set to air in August, September (Preparedness Month) and October for our "Be Aware. Get Prepared. Take Action." campaign. The commercial will as gently as possible remind people what could happen (natural, manmade or biological - tornado, bombing or outbreak) and shows a family building an emergency supply kit and reading our brochure which includes a family communications plan. The call to action is to
visit [www.preparedcookcounty.com](http://www.preparedcookcounty.com) for more information which will take people to the emergency preparedness landing page on our actual website. We will be making improvements to that webpage prior to campaign launch. The commercial will be prominently featured, along with our 8-page booklet (in 5 languages). [http://www.cookcountypublichealth.org/files/pdf/publications/english-booklet-062613.pdf](http://www.cookcountypublichealth.org/files/pdf/publications/english-booklet-062613.pdf). We are also planning two other campaigns related to West Nile and Zika viruses. We will air CBS television commercials and improve our web content. The landing page for that will be [www.fighthebitecookcounty.com](http://www.fighthebitecookcounty.com) and take people to mosquito bite prevention information and how to protect against the diseases they carry, such as WNV and Zika. There will be buttons for WNV and Zika that will take visitors to those respective pages, where we will describe local, state, national risks for each and who is at greatest risk. For Zika we are mostly focused on women who are pregnant or planning to become pregnant and their partners who might be considering/planning travel to Zika-affected areas. We have written communications briefs and message maps for each campaign. The Zika campaign will also include airing the CBS commercials in doctors’ offices on Health Media Network and serving them to people on their cell phones using geofencing/geotargeting if they are within a 5 mile radius of malls and grocery stores where will have Zika prevention posters. We will also have ads on Google targeted at people searching for Zika or pregnancy related topics; as well as ads on Twitter and Facebook. We will use Google Analytics to measure visits to our website, keyword searches, etc.

Kimberley Conrad Junius, Health Communications Specialist, Cook County Department of Public Health
708-633-8328 (phone) [kjunius@cookcountyhhs.org](mailto:kjunius@cookcountyhhs.org)

**Kerry Shearer/Periscope Early Adapter**

Kerry reminds us that this topic is a perfect use for Periscope and Facebook Live. Members can do livestream demos showing viewers what to put into an emergency kit and answering their questions.