Centers for Disease Control and Prevention
Office of Public Health Preparedness and Response

National Preparedness Month - 2017

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Health Communications Specialist

May 11, 2017
OPHR’s Social Media Channels

CDC Emergency - Twitter

Dr. Redd - Twitter

CDC Emergency - Facebook
Background

2016
...and the survey says?

58,688

85,000

16%

30%

87
2016 Twitter Chat

@CDCemergency

@DrReddCDC

#NatlPrep
### National Preparedness Month 2017

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**TIME TO PLAN!**
National Preparedness Month 2017
Week One

READY.....

Videos ...Tasty style

Preparedness ‘hacks’

Ready Wrigley mobile app
Week Two

STEADY.....

- Keep your kit up-to-date
- Create a calendar to download
- Tips on how to maintain your plan and your kit
Week Three

SHOW.....

Show us where you go

#SafeAndWellSelfie

Share your the plan
Special event – Evacuate the room
Interactive
Facebook360 live
National Preparedness Month 2017
Next Steps

- Follow up email
- Send ideas to CDC
- Launch first week of September
Questions?
Thank you!

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770-488-5651

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.