



# 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 again 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.

This year's **Know Plan Prepare** campaign will spotlight the two 30-second TV ads that were created last year: the [direct appeal](#) that features a range of diverse people in various settings explaining how they prepare for emergencies, and the very popular and oh so villainous [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 the first full week in September.

The preparedness [checklist](#) included in the ads' call to action remains available on the DPH campaign page. It is posted on the website 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.

For this year's campaign, we upgraded the reusable grocery tote opting for a bigger bag and one that has a pocket on the front. 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 also were able to print copies of the Know Plan Prepare brochure in Spanish this year and this has been made available for ordering. With the exception of the MA Responds brochure, all of the above-mentioned materials can be ordered through the Massachusetts Health Promotion Clearinghouse. Click on the embedded links below to visit the Clearinghouse page to place an order.

- [Tote](#)
- [Know Plan Prepare brochure \(both English and Spanish\)](#)
- [Disaster Preparedness for Seniors By Seniors](#)

We are anticipating a media buy for the month of September that will feature a combination of TV spots, an online/digital campaign with the associated TV stations, Facebook ads for the social media component, a print and transit component, and an event-based opportunity. We also will continue to utilize the Mass DOT electronic highway billboards throughout September. Through all of these channels, we believe that we'll have good market saturation and widespread reach across the Commonwealth.

We have been fortunate enough to partner with an in-house digital marketing team, DigitalMass, which is a State-level resource that can provide comprehensive marketing services to some state agencies and programs. We're working with them to create some animated video content and accompanying messaging that we can use to supplement our campaign – the themes are:

- Build an emergency kit
- Create a family communication plan
- Plan for your medical needs
- Safe and well
- Include your pets in planning

While all of this content will not be available on our webpage for the start of the campaign, the hope is that some of it will be ready and the rest will continue to be posted for viewing as it's completed. An example of a video that was produced for MEMA but will be branded for DPH and posted to the campaign webpage can be viewed [here](#). I would urge folks to visit the webpage over the course of September as new material becomes available.

DPH continues to maintain one central web page at [mass.gov/KnowPlanPrepare](http://mass.gov/KnowPlanPrepare) (the same site as [www.mass.gov/dph/ready](http://www.mass.gov/dph/ready)) to provide information, tips and links for the public. The web page also provides resources to support local, regional and state preparedness initiatives for you to use with your community or organization.

Questions about the campaign can be forwarded to 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 emergency events.