Abstract

Massachusetts public health, health care, and community stakeholders have highlighted the need for all residents of the state and policymakers to support emergency preparedness efforts. In response, the Massachusetts Department of Public Health (MDPH) developed a statewide preparedness campaign to engage residents in a monthlong educational campaign, with a particular focus on emergency planning and awareness.

The Massachusetts Department of Public Health (MDPH) worked collaboratively with partners to develop and promote the Massachusetts Prepared, to encourage all residents to plan for emergencies.

The Massachusetts Prepared campaign utilized a variety of strategies, including social media, mass media, and public health and health care partnerships. The campaign was launched in September 2012 as a statewide campaign to encourage residents to prepare for emergencies.

The campaign included a variety of components, such as educational materials, social media marketing, and community outreach. The campaign was promoted through partnerships with local health and health care organizations, as well as with the Massachusetts Medical Society (MMS) and the Massachusetts Emergency Management Agency (MEMA).

The Massachusetts Prepared campaign was a success, with over 300,000 participates from across the state. The campaign also resulted in increased awareness of emergency preparedness efforts and a greater sense of community resilience.