



What to do to  
**Make it Through**



# Spring 2012 Campaign **Summary Report**

**Puget Sound Offices of  
Emergency Management**

Prepared by   
September 2012

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# I. Introduction

## Overview

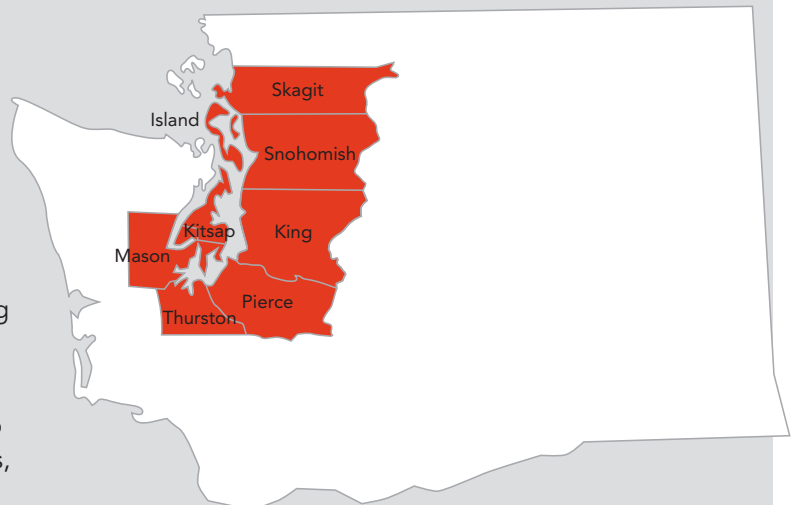
Due to the risk of natural disasters and catastrophes in the Puget Sound, the City of Seattle and King County Offices of Emergency Management lead campaigns and programs to raise awareness and help residents prepare. In order to increase visibility and reach of their messages and tools, and ensure continuity of preparedness messages across the region, the City of Seattle and King County joined with emergency management agencies throughout the Puget Sound to launch a spring 2012 campaign—What to do to Make it Through.

The campaign aimed to raise awareness and encourage individuals in the Puget Sound region to prepare for catastrophes by making a plan, building a kit with supplies for 7 to 10 days and helping each other. The City of Seattle and King County hired PRR to plan and implement the campaign. This evaluation summary describes the campaign, identifies key results, reviews the evaluation method for the campaign, summarizes the results of the campaign, discusses lessons learned, and reviews next steps.

## Challenges

Through our initial research and planning, we identified several key challenges for the campaign:

- Many campaigns about emergency preparedness ask individuals to prepare for three to five days. In order to adequately prepare people for a catastrophe we needed to effectively ask people to prepare for seven days or more, when we haven't yet experienced a large-scale event in the region.
- Coordinating across the many agencies and organizations in the region, with several distinct campaigns and transitioning to a message beyond King County's 3 Days 3 Ways.
- The outreach area for the campaign was large, encompassing eight counties, and funding for advertising was limited given the scope of area and audiences.
- The Puget Sound region is made up of people speaking many languages, many of whom are not able to read or understand English.
- Making an impact among many other competing messages and concerns.





## Overall approach

### Agency coordination

Although City of Seattle and King County were originally planning two different grant-funded campaigns, joining forces allowed them to leverage campaign dollars and coordinate regional messages. Advisory committees with regional representatives for both grants played a key role in reviewing campaign messaging and products, as well as program managers and leadership. Representatives from each committee were invited to review deliverables at key milestones. In order to recognize the combined efforts of regional agencies we referred to the coordinating agencies as the “Puget Sound Offices of Emergency Management” throughout all of our advertising and materials.

### Branding and messaging

The campaign also introduced the concept of preparing for a catastrophic event and planning beyond three days. After considering the results of the focus groups and advisory group feedback, we created a campaign name “What to do to Make it Through” and targeted our messaging to ask people to prepare for seven to 10 days. While the campaign still encouraged individuals to prepare for catastrophes by following three simple steps, similar to 3 Days 3 Ways, we updated the steps to include “help each other.” Since we learned from the focus groups that women tend to take on responsibility for preparing their family, we primarily focused our advertising on reaching women with children. Secondary audiences included individuals, seniors, people with pets, traditionally underserved populations and people with functional needs.

### Partnership

In order to establish widespread regional awareness and a sense of urgency to take preparedness actions, Puget Sound Offices of Emergency Management partnered with Fisher Communications and local sponsors to implement a multi-faceted media campaign. Local companies were asked to contribute funds to a collective advertising buy including TV, radio and online advertising. This type of campaign offers sponsors the opportunity to leverage limited advertising funds into a larger, more impactful presence.

## Background

### City of Seattle program

The Puget Sound region received federal planning grants through the Regional Catastrophic Preparedness Grant Program (RCPGP). The RCPGP provides federal planning grants to the highest risk areas in order to build regional planning processes and communities, link operational needs identified in plans, and address shortcomings in existing plans. The program includes a number of planning projects focused on three planning scenarios: catastrophic earthquake; biological weapons attack; and winter storm/flooding.

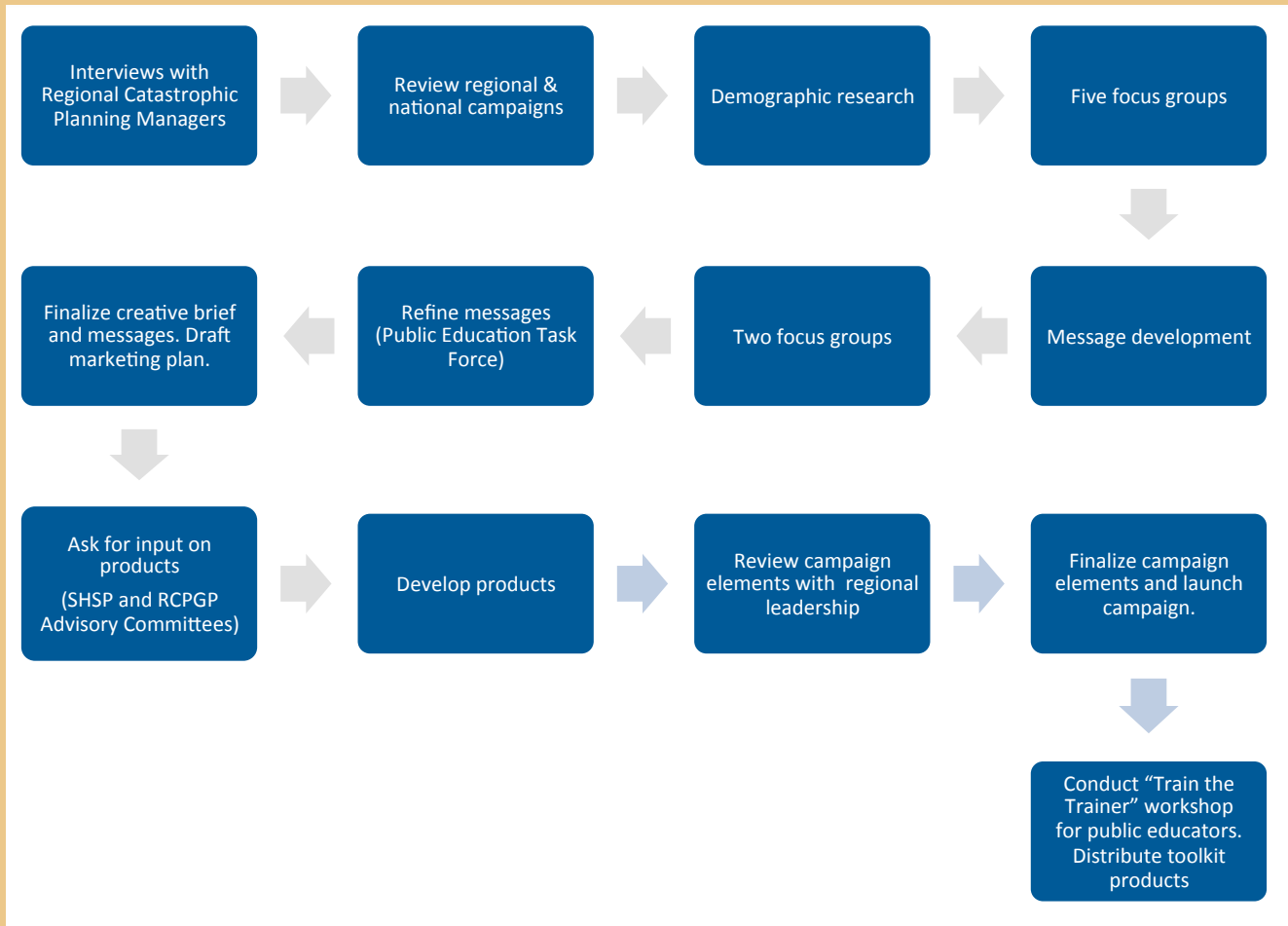
One of the RCPGP projects in the Puget Sound region is the Regional Citizen Preparedness Campaign, led by the City of Seattle. The City of Seattle hired PRR to support two major deliverables: development of a toolkit of materials for educators, including a video; and a regional campaign.

### King County program

In recent years, King County led the 3 Days 3 Ways preparedness campaign in coordination with the Public Education Workgroup. The campaign was funded by SHSP and urged King County residents to be prepared to survive for at least three days after a disaster. Campaign tactics included advertising through mediums such as billboards, transit and radio ads, as well as an information booth and announcements at Mariners games and an online promotion. In 2011, King County hired PRR to plan and implement the spring 2012 3 Days 3 Ways campaign. The campaign transitioned to merge with What to do to Make it Through.

## Process

The following diagram illustrates the process King County and the City of Seattle used to gather feedback from the advisory groups for both programs and advance campaign deliverables.



As part of the media partnership, retailers were also asked to offer discounts, promotions and in-store merchandising opportunities for preparedness items. Retailers were also asked to display point of purchase materials and signage, organize displays in prominent parts of their stores highlighting the discounted products, as well as other products essential for preparedness kits and campaign materials and information.

## ***Reaching historically underserved populations***

During the planning and implementation of the campaign, we took several actions to ensure the information shared was accessible to underserved audiences in the campaign area. More detail about the website, educational toolkit and non-English media is also provided in the results section.

- Website: In order to make the content accessible to non-English users, the website includes a “Translate” button using a Google feature to translate information into multiple languages. Translated information is also available in the “Resources and Events” section with a drop-down menu for a total of 18 different languages. Information for special needs audiences is also provided in the Resources section under “Resource Library and Links”.

In addition, when designing the website we gave special consideration to the color scheme in the logo and website to allow the maximum amount of contrast between the colors. We did our best to keep reasonably high contrast between background and text and chose colors that are easily differentiated by people who are color blind. The site was also built to conform to web best practices, including using screen reader-friendly code, using HTML 5.0 standards and avoiding the use of Flash. Text content within Flash is hidden from screen readers. By avoiding Flash, text shown on the website is actual text instead of images, so it is readable by search engines, can be dynamically swapped out if translated, and is more easily scalable if text sizes are toggled up or down using the zoom function available on most browsers.

- Educational toolkit: In order to provide public educators with resources to incorporate campaign messages, we provided a training and toolkit of informational outreach materials. As part of the toolkit, we created an educational brochure. The brochure was translated into five languages (Chinese, Korean, Russian, Spanish and Vietnamese). In addition, the toolkit included a customizable PowerPoint presentation for community briefings which included a preparedness checklist for people with limited mobility.

PRR also prepared two series of videos and provided closed-captioning for the videos. We translated the first series of survivor videos into Spanish and Chinese using sub-titles. The second series of educational videos were translated into Spanish.

- Non-English media: The campaign also included advertising in several languages. Prior to planning the campaign, we researched demographics in the program area to identify key audiences and inform our media plan. We placed advertising in non-English media outlets to reach various communities, including Spanish TV and radio ads. Additional non-English media included print ads in publications serving Somali, Russian, Chinese, Vietnamese and Ukrainian communities.

## **Campaign launch**

The campaign launched TV spots on April 9, 2012 to correspond with Washington State's Disaster Preparedness month. Campaign advertising occurred primarily in April and May, with some campaign print ads and activities occurring through June 2012.

Campaign elements are described further in Section IV. Specific objectives and metrics for each campaign component are described in Section III.

## **Initial research findings and messages**

To better understand the "lay of the land" as well as to inform key messages, opportunities and challenges for the campaign, PRR was hired through the RCPGP project to conduct initial research. The research included:

- interviews with RCPGP program managers;
- reviewing 16 regional and national preparedness campaigns;
- evaluating demographics in the 8-county RCPGP region;
- conducting a series of 7 focus groups.

Although the research was initially focused on the RCPGP program, PRR believed the findings demonstrated a need to update messaging for the regional campaign. Key findings are organized by category and include the following:

### **Messaging style and voice**

- Use positive messaging and promote a sense of empowerment.
- Share information that is realistic and not sugar-coated.
- Avoid complex, or generic campaign messages—key messages should be consistent, straightforward and actionable.
- Messages need to be used repeatedly and consistently in multiple settings for them to be remembered and motivate action.
- Preparedness campaigns that do not have a unique graphic identity—one that is different from the overarching government agency's—are less likely to capture the public's attention and evoke an emotional response.
- Emphasize the importance of group planning and connections, beyond individual and family preparedness, in order to be consistent with other local campaigns and replicate their success.



## Communication tools

- The campaign materials and website should be simple and easy to navigate. Excess content—especially on the home page—will overwhelm visitors and prevent them from finding the most important content.
- Translate materials and ensure they are easily accessible from the project homepage.
- Use interactive tools to demonstrate and teach preparedness behavior.
- Provide meaningful content and links to other useful resources. The campaign website should be a one stop shop for preparedness information.
- Clearly identify goals and guidelines for use of social media. It can be used to effectively supplement traditional media, but is not an appropriate replacement.
- Other desired tools include:
  - Innovative tools that could go viral, i.e. video
  - Website content
  - Ways to reach those without computers/social media
  - Tools for public educators (i.e. customizable PowerPoint presentation)
  - Media tools
  - Mass notification tools (i.e. Pierce County alert system)
  - Radio messaging
  - Practical tools/give-aways (i.e. whistle with flashlight)

## Focus group perceptions

- Few had immediate concerns about a catastrophe such as an earthquake.
- Participants defined catastrophe as a huge event that was far reaching and resulted in huge loss of life whereas they defined disaster as more localized and more connected with natural (weather-related) events (e.g., floods or fire). Groups defined an emergency as short term, not affecting a lot of people and very personal (e.g., health emergency, disruption of daily needs like fuel, food or water).
- Most were minimally prepared (believe they have provisions for at least 3 days). The rural group was most prepared.
- Across all groups, few had heard of any of the emergency preparedness program names.
- Many report they have done or are likely to do most of the preparedness activities (e.g., make a contact plan with family, stockpile water and food). Many are unlikely to organize with neighbors (this is especially true for the urban and Chinese groups).
- Participants were most motivated by program names that challenge them to take action and that clearly referred to being prepared. The rural and Spanish groups also liked names that encouraged preparation with the whole community.

- Participants overwhelmingly chose survivors of catastrophes as the most motivational speakers, followed by first responders.
- Many believed that it would be beneficial and motivational to hear survivors recount their experience and talk about how they prepared (or did not prepare).
- The top motivational messages included:
  - Preparing puts you in control.
  - The top three things that save lives in a disaster.
  - Those with plans have a better survival rate.
  - Protect those you love or Keep those you love safe.
  - I'm prepared because: Disaster could strike at home, work, in the car or at school; having a plan and emergency supplies on-hand in several locations makes me feel safe and at ease.; It could take a long time before help from emergency responders or other government resources are available and I want to make sure my family is safe.

*The full results from these research efforts are included in Appendix A.*

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# II. Campaign Highlights

Comprehensive campaign results are detailed in Section IV. Highlights of the results are as follows:

- Overall leveraged media value: increased initial SHSP and RCPGP budget of \$106,000 to value of \$506,286.
- The campaign impressions from the media partnership and supplemental media advertising totaled nearly 45 million (adults aged 18 and up) across the eight-county region during its two-month run.
- Reading about preparedness (13% from 1%) and needing to be prepared in general (15% from 4%) increased from pre- to post-survey.
- Respondents reported being prepared for a median of 7 days, which is an increase from the pre-campaign survey's median of 5 days.
- The website received nearly 16,000 visits in the first 90 days.
- We engaged 560 people through Facebook and Twitter and 1,836 people through preparedness videos.
- Over 180 students participated in a campaign coloring contest and we reached over 550 schools in the region.



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# III. Campaign Objectives and Methodology

The methodology and measurement tools for the campaign were tied to the campaign objectives and tactics outlined in the marketing plan.

## Media partnership

### Objectives:

- Establish a trusted and successful framework to secure support for future annual campaign in 2013.
- Work with partners to leverage media buy, increase return on investment and create large-scale consumer awareness campaign.
- Make it easy for individuals to purchase kit materials.

### Methodology:

We reviewed and evaluated all forms of support provided by campaign partners. This included:

- Tracking and valuing all signage and in-store point of purchase (POP) materials, educational/promotional displays, product discounts and coupons, print advertising and/or weekly circulars.
- Tracking and valuing all information shared through social media (e.g., posts via Facebook, Twitter), company websites or through emails distributed to customers.
- Determining impressions of target audience reached whenever possible.
- Evaluating feedback from partners about the campaign and whether partners commit to maintain or increase their support for future "What to do to Make it Through" campaigns.

## Supplemental media

### Objective:

Place advertising in key media outlets that are most efficient and effective in reaching the target audience and compliment the media partnership efforts with the key catastrophic preparedness messaging measured by media impressions and reach.

### **Methodology:**

- Tracked and reconciled all paid ad placements.
- Analyzed reach and frequency of mediums.
- Identified cost per impression.
- Identified the value of the coverage and the number of people reached.

## **Online engagement**

### **Objectives:**

- In the first 90 days, the website will receive 25 percent or more return visitors than the previous campaign website (if data is available).
- In the first 90 days, the website will have at least 1,000 unique visitors.
- The Facebook page will have at least 100 fans.
- The Twitter account will have at least 50 followers.

### **Methodology:**

- Tracked data on web views and return views for the campaign website.
- Tracked data on social media engagement during the campaign:
  - Number of Facebook “fans”
  - Number of Twitter followers
  - Number of comments and re-Tweets
- Evaluated social media support provided by program partners:
  - Posting links or information about campaign.
  - Encouraging their fans to visit our website or Facebook page.
- Evaluated type and tone of feedback received through Twitter and Facebook.

## **Pre- and post-campaign telephone survey**

### **Objective:**

Increase campaign awareness and recommended preparedness actions by 5 percent among target audience as measured through pre- and post-surveys.

## **Methodology:**

- Developed, in collaboration with the client, telephone survey questions designed to measure key topics such as:
  - Campaign awareness
  - Source from which awareness came
  - Perceived risk
  - Level of preparedness
  - Likelihood to prepare if not already prepared
  - User demographics
- Included adequate pre-testing through monitoring approximately 20 completed phone interviews to ensure that survey questions are understood and that the surveys are not experienced as an intrusion to respondents.
- Purchased listed sample targeted to zip codes in the eight county Puget Sound Region and targeted to women with children under 18 years of age living at home.
- Fielded the baseline survey by mid-March (prior to the campaign launch) to a random sample of 300 households (margin of error of +/- 5.66% at the 95% confidence interval). The post-campaign survey of 300 households was fielded in early June.
- In order to control for non-response bias, at least four attempts to contact each randomly selected phone number was made at different times of the day and different days of the week.

# IV. Results

## Media partnership

Puget Sound Offices of Emergency Management formed a media partnership in the fall of 2011 in an effort to raise awareness about catastrophe preparedness and key steps for survival. Partners for the campaign included Mud Bay, Safeway and the Snohomish County Office of Emergency Management. The goals of the partnership included:

- Raising awareness about catastrophe preparedness and the three most important tips for survival:
  1. Make a plan
  2. Build a kit
  3. Help each other
- Increasing emergency preparedness product availability/sales
- Getting tools into people's hands to help make preparing for a catastrophe easier

PRR worked with Puget Sound Offices of Emergency Management and media partner, Fisher Communications, to identify and recruit exclusive partners in specific categories, including preparedness supplies for home kits and pet kits. Recruitment was conducted via phone, with follow-up meetings held with interested parties. Recruitment began in December 2011, and final partners were confirmed in March 2012. The partnership launched in April 2012 during disaster preparedness month and ran through the week of June 4, 2012.

As a result of recruitment efforts, PRR was able to secure Mud Bay and Safeway as retail partners for the campaign. Snohomish County Office of Emergency Management was also a partner providing additional funding to the campaign.

The campaign was organized around three key preparedness tips which included: make a plan, build a kit and help each other. Each tip would feature a different partner based on the messaging. The three focus areas included:

- **General preparedness (make a plan, build a kit, help each other)**
  - Featured Partner – King County and Puget Sound Offices of Emergency Management
- **Pet preparedness (pet supply kit)**
  - Featured Partner – Mud Bay
- **Home/family preparedness (home/family supply kit)**
  - Featured Partner – Safeway

Ads were produced for TV, radio, and online. In-store point of purchase materials (POP) were also produced for Mud Bay and Safeway retail locations. TV and radio ads featured Elisa Jaffe, on-air personality, to help give added credibility to the message. Social media elements were also incorporated and pushed out by partners.

## Results

Overall, the What to do to Make it Through media partnership was a huge success. The campaign partners contributed a total of \$48,000 in advertising support for the campaign, allowing King County and Puget Sound Offices of Emergency Management to increase its original budget of \$30,000 to \$78,000. The \$78,000 advertising budget was leveraged by **407%** with a resulting campaign media value of **\$395,416**. The media partnership campaign impressions totaled **more than 20 million** (adults aged 18 and up) across the eight-county region during its two-month run.

Added value through in-store POP, logo exposure and printing costs is estimated at **\$29,403** (included in \$351,416 total).

## Overall media partnership

Advertising Budget	Partner Advertising Funds Contributed	Total Budget	Added Value	Leveraged	Impressions
\$30,000	\$48,000	\$78,000	\$395,416	407%	20,719,811

*For a complete summary of media partnership values, components and creative samples, please see Appendix B.*

## Fisher media partnership

Fisher Media was the media sponsor for the What to do to Make it Through campaign. Fisher was chosen as the media partner because of their unique ability to offer TV, radio, and online components. As part of the campaign, Fisher developed detailed PowerPoint proposals encouraging participation in the partnership and scheduled meetings with potential partners. They provided King County and participating partners with top-quality production of TV, radio and online ads at no additional expense, and secured local talent Elisa Jaffe as the spokesperson of the campaign.

The campaign included a series of three TV ads (King County, Mud Bay and Safeway) running on KOMO TV, KOMO.2/This TV, KUNS TV (Univision), two radio ads (King County and Mud Bay) running on Star 101.5 and KOMO 1000 and online ads running on KOMONEWS.com and Ask KOMO.

Additionally, the partnership included a title sponsorship of Fisher's preparedness event – the What If Expo. *For a complete summary of the What If Expo please see Appendix B.*



## ***Mud Bay partnership***

Mud Bay had never done any paid advertising on TV or radio prior to partnering with Puget Sound Offices of Emergency Management and Fisher. They are passionate about pet health and safety and felt this type of public service and preparedness message aligned well with their mission and core audience. Mud Bay joined the promotion in an effort to educate its customers on how to keep pets safe in the event of a catastrophe, as well as increase sales of pet preparedness products. They were featured in the pet preparedness TV spot that was filmed at their University Village store and included one of their pet health and education experts as a spokesperson. They were also included in all campaign components alongside King County, What to do to Make it Through and other partner logos.

In addition to funding support for the advertising campaign, their contribution included in-store coupons for discounts on pet emergency kit products, in-store POP, checklists, preparedness item displays/signage and social media outreach.

Below is a summary of the value that the What to do to Make it Through campaign received.



### **Puget Sound Offices of Emergency Management received:**

#### ***Advertising funding support***

Mud Bay contributed \$23,000 towards the media campaign to support pet preparedness-focused TV and Radio ads.

**Total value to Puget Sound Offices of Emergency Management: \$23,000**

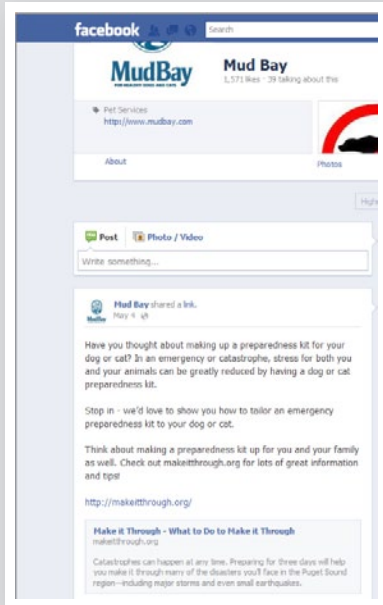
#### ***In-store display & signage***

In support of the program, Mud Bay displayed signage at all 23 of their retail locations to educate consumers on how to prepare their cat or dog in the event of a catastrophe. Very visible and elaborate displays were set up close to the entrance of each store with campaign signage, including all sponsor logos, as well a variety of preparedness products for cats and dogs. Stores had flyers and checklists/coupons at registers, as well as ironman displays with large campaign posters located at entrances to attract customers when they walked in.

Mud Bay covered costs for all design and printing of the in-store POP which included: a flyer, large ironman sign and coupon with a pet preparedness checklist on the back. All items prominently displayed the What to do to Make it Through logo and web site, as well as King County, Pierce County, Snohomish County and Thurston County (all counties with Mud Bay retail stores) logos.

**Total value to Puget Sound Offices of Emergency Management: \$4,853**

(estimated printing costs, value of educational displays and logo exposure on materials in 23 stores from mid-March to mid-June)



Mud Bay Facebook page

## Preparedness products coupon/checklist

Mud Bay offered customers a coupon titled, "Save 3 Ways," which provide the following savings:

- Save \$2 when you purchase over \$20 for your kit
- Save \$4 when you purchase over \$30 for your kit
- Save \$8 when you purchase over \$50 for your kit

The coupons are good for customers through 12/31/2012.

## Promotion through social media

Mud Bay promoted the campaign through a post on their Facebook page which encouraged building a pet preparedness kit and provided a link to makeitthrough.org. Mud Bay has 1,773 Facebook fans.

## Partnership Overview

- Advertising campaign support. Value: \$23,000
- In-store educational displays, flyers, coupons/checklists, ironman signs in 23 stores and printing costs. Value: \$4,853
- Facebook post to 1,773 fans.
- **Total value to Puget Sound Offices of Emergency Management: \$27,853**

**MudBay**  
FOR HEALTHY DOGS AND CATS

### Do you know what to do to make it through?

In the event of a major catastrophe or natural disaster, planning ahead can change everything. Earthquakes, fires, floods, severe weather, tsunamis and landslides can all strike the Pacific Northwest.

By preparing a kit that will provide food, water and necessary supplies for 7-10 days, you can increase the chances of bringing your dog or cat through a catastrophe and reduce stress for you and your animals.

Learn about the top three things you can do to Make it Through:

**Make a plan, Build a kit, Help each other**

Ask any Mud Bay staffer for a Dog and Cat Emergency Preparedness Checklist. We'd love to help you create a kit tailored to your individual dog or cat.

**What to do to Make it Through**

Learn more about What To Do To Make It Through at [www.makeitthrough.org](http://www.makeitthrough.org)

Our partners in promoting Emergency Preparedness:

King County, Snohomish County Emergency Management, SAFEWAY Ingredients for life., KOMO 4 NEWS RADIO 4000 AM, STAR 101.5

Flyer

### Emergency Preparedness Checklist for Dogs and Cats

Natural and man-made catastrophes happen, with unpredictable effects and duration. Having a dog or cat emergency preparedness kit can help keep dogs and cats safe. Catastrophes may cause unusual behavior or panic in dogs and cats. Stress (both animal and human) can be greatly reduced by having a dog or cat preparedness kit that includes:

- Food and water for 7-10 days
- Spare collar, up-to-date ID, and leash
- Carrier with blanket inside
- Important information
- Poop bags
- Litter, scoop and box for cats
- Dishes
- Medications
- First aid kit
- Stress/anxiety reducers
- Digestive calmative

We'd love to help you tailor an emergency preparedness kit to your dog or cat. Ask any Mud Bay staffer for more information.

**SAVE 3 WAYS**  
ON EMERGENCY KIT FOOD AND SUPPLIES FOR YOUR DOG OR CAT

Building a dog or cat emergency kit is an important part of an overall emergency preparedness plan, and we'd like to help you save on the supplies you'll need.

**Save \$2**  
when you purchase over \$20 for your kit

**OR Save \$4**  
when you purchase over \$30 for your kit

**OR Save \$8**  
when you purchase over \$50 for your kit

One coupon per customer, please. Not to be combined with other offers.

Coupon/Checklist

### If you must leave your dog or cat at home during an evacuation

If you have to leave your dog at home make sure to leave access to food and water. Mark your door or window with a pet decal or hand-made sign that alerts emergency personnel to the fact that animals are in the house, and how many they should look for, in the event they must evacuate them from your home. Leave up to date contact information so they can locate you if needed.

For more information on creating an emergency preparedness plan for your dog or cat, ask any Mud Bay staffer for a copy of *Creating an Emergency Kit for a Dog or for a Cat*.

Learn more about What To Do To Make It Through at [www.makeitthrough.org](http://www.makeitthrough.org)

**What to do to Make it Through**

Our partners in promoting Emergency Preparedness:

King County, Snohomish County Emergency Management, THE SNOHOMISH COUNTY PUBLIC WORKS DEPARTMENT

**SAFEWAY** Ingredients for life., **KOMO 4** NEWS RADIO 4000 AM, **STAR 101.5**

**SAVE 3 WAYS**  
Save \$2  
when you purchase over \$20 for your kit

**OR Save \$4**  
when you purchase over \$30 for your kit

**OR Save \$8**  
when you purchase over \$50 for your kit

\$2 off POS Ref. # 1612  
\$4 off POS Ref. #1712  
\$8 off POS Ref. #1812

Offer expires 12/31/2012  
©2012 Mud Bay, Inc.

**MudBay**  
FOR HEALTHY DOGS AND CATS

Mud Bay was very pleased with the campaign and said they received positive feedback from customers and employees. They were happy to be aligned with such an important pet preparedness message.



Mud Bay Ballard Reader Board



Educational Display & Signage



Ironman Signage

## *Safeway partnership*



Safeway joined the partnership with a focus on family preparedness and the items needed in a kit to survive for at least 7 to 10 days. Safeway is focused on supporting its local community and offering its customers valuable resources and products and thought the campaign was an impactful way to reach its customers with important preparedness messaging and education. They were also interested in promoting the sale of the preparedness items in stores. Safeway was featured in the home kit/family preparedness TV spot which was filmed at the West Seattle store and included Sara Osborne, Safeway's public affairs director, as the spokesperson. Safeway was also included in all campaign components alongside King County, Puget Sound Offices of Emergency Management, What to do to Make it Through and other partner logos.

In addition to funding support for the advertising campaign, their contribution included in-store ironman signs, preparedness item checklists, and product displays.

Below is a summary of the value that Puget Sound Offices of Emergency Management and the What to do to Make it Through campaign received.

### **Puget Sound Offices of Emergency Management received:**

#### *Advertising funding support*

Safeway contributed \$10,000 towards the media campaign to support home/family preparedness-focused TV and Radio ads.

**Total value to Puget Sound Offices of Emergency Management: \$10,000**

#### *In-Store display, signage and coupon*

In support of the program, Safeway displayed signage and checklists at all 106 of their retail locations to educate consumers on the items needed to create a home supply kit for at least 7 to 10 days. Very visible product displays (including items like bottled water, batteries, flash lights, canned food) and ironman signs, with holders for checklists, were set up close to the entrance of each store to attract customers as they entered. The signage and checklists included all sponsor logos, as well a variety of preparedness products necessary for building a supply kit.

Safeway covered printing costs for the in-store POP which included: checklists and large ironman signs with an attached plastic brochure holder for the checklists. All items prominently displayed the What to do to Make it Through logo and web site, as well as logos for all participating counties.

Safeway provided 500 coupons to hand out at the What to do to Make it Through booth at the What If Expo. The coupons were good for \$1.00 off of bottled water and other food products.

**Total Value to Puget Sound Offices of Emergency Management: \$24,550**



## Partnership Overview

- Advertising campaign support. Value: \$10,000
- In-store product displays, checklists, ironman signs in 106 stores and printing costs. Value: \$24,050
- Coupons. Value: \$500
- **Total value to Puget Sound Offices of Emergency Management: \$34,550**

Safeway said they received positive feedback about the campaign from customers and felt they could have provided additional in-store opportunities and coupons with a longer lead time. They had several other previously scheduled promotions happening in-store during the same time which limited their involvement.



*Ironman signage & product display*



*Filming of TV spot*

Catastrophes happen.  
Make sure you and your family are prepared.

### BASIC PREPAREDNESS KIT Checklist for 7 to 10 Days

- Water**  
One gallon per person per day for drinking and sanitation
- Food**  
At least a 7 to 10 day supply of non-perishable food per person (canned nuts, peanut butter, tuna fish, beans, dry milk, energy bars, canned fruit, cereal, beef jerky)
- Cash**  
ATMs won't work without electricity. Small bills are best.
- Battery-powered radio and extra batteries**
- Flashlight and extra batteries**
- First aid kit**
- Whistle to signal for help**
- Filter mask or cotton t-shirt to help filter the air**
- Moist towelettes for sanitation**
- Wrench or pliers to turn off utilities if needed**
- Manual can opener for food**
- Shelter items like tents, tarps and rope**
- Garbage bags and plastic ties for personal sanitation**
- Unique family needs**  
Supplies for infants, pets and elderly, prescriptions, and important family documents

For additional preparedness information visit:

[makeitthrough.org](http://makeitthrough.org)



*Checklist*



## ***Snohomish County Office of Emergency Management Partnership***

Snohomish County Office of Emergency Management joined the campaign to support the overall effort and extend the reach and frequency of the media buy. As part of their funding, some transit ads were purchased along routes that reached into Snohomish County.

### **Puget Sound Offices of Emergency Management received:**

#### ***Advertising funding support***

Snohomish County contributed \$15,000 towards the overall media campaign.

**Total value to Puget Sound Offices of Emergency Management: \$15,000**

## **Supplemental media**

The supplemental media plan was developed to complement the media partnership and further support campaign objectives. The supplemental media included additional TV spots and online banners, transit ads and an ethnic media buy reaching non-English speaking residents in Spanish, Russian, Chinese, Vietnamese and Somali.

Selection of the additional media was based on success on previous advertising campaigns, previous community based research, the ability of the medium to reach the correct person at the best time of day and year and in a place where they are most open to the message. The cost of each medium was negotiated for high efficiency and effectiveness for the campaign.

On the following page is the strategy we used for the supplemental media buy:

Media	Strategy	Rationale
Television	Schedule complemented and extended the broadcast exposure already received through the KOMO TV partnership. Different dayparts were added to the media partnership schedule.	Covers entire campaign footprint; all counties Excellent branding vehicle; provides both a visual and audio message High impact; able to make an emotional connection with community The average adult 18+ spends 3+ hours watching TV each day
Online	Banner ads appeared across the top 4 local news and information sites (Times, PI, KING, KOMO) to drive people to the landing page. Facebook text ads were used to increase exposure and increase fan base.	Allows people to connect directly to landing page for immediate access to information about how to prepare The campaign is track-able; we'll know how many ads were served and how much traffic was sent to the site Way to expand overall reach Facebook ads: allow us to increase fan base and therefore allow us to re-message to the fan base on an ongoing basis, also we can poll Facebook fans to measure behavior change
Transit	Kings (30"x144") ads were used to supplement campaign and extend overall reach. Transit will run in King and Snohomish counties.	Extends overall campaign reach and frequency Had historically worked for KC Office of Emergency Management
Ethnic Media	Used print or radio to ensure message coverage to various ethnic communities: Spanish, Russian, Somali, Chinese, Vietnamese, Ukrainian.	Make messaging accessible in non-English formats Expands campaigns overall reach

## Results

The chart below shows advertising mediums used, impressions, negotiated value and percent leveraged for each medium. Following is a more detail about the results for each medium.

Media	Description	Impressions	Budget (net)	Negotiated Value	% leveraged
Television	Commercials on KOMO to complement partnership campaign (3 weeks, 4/9-4/29) Also 2 spots will air 6/3 during re-airing the "What If" news special Japan disaster	2,605,000	\$11,590	\$17,590	52%
Online	Banner ads on Seattle Times, PI, KOMO, KING (4 weeks, 4/9-5/6) 8,431 click throughs, .10% click through rate \$4.72 cost per click	8,597,620	\$39,800	\$56,206	41%
Facebook	Text ads to increase Facebook "fan" base (4 weeks, 4/9-5/6) 2,291 click throughs, .02% click through rate \$1.09 cost per click, 225 page likes	9,265,171	\$2,500	\$2,500	0%
Transit	King boards across King & Snohomish counties (4 weeks, 4/9-5/6)	3,852,500	\$8,610	\$18,614	100%
Non-English Media	Print and Radio to reach non-English languages (spread over 9 weeks, 4/14-6/22) Spanish TV and radio. Print publications for Chinese, Vietnamese, Somali and Russian.	366,000	\$13,500	\$15,960	39%
<b>GRAND TOTAL</b>		<b>24,686,291</b>	<b>\$76,000</b> (\$30,000 from SHSP, \$46,000 from RCPGP)	<b>\$110,870</b>	<b>46%</b>

## Television-KOMO TV

- We used television to expand existing KOMO partnership campaign with additional program areas on KOMO TV that further extended the overall campaign reach.
- Schedule included 9 bonus spots.

KOMO TV	
Timing	April 9-April 29 (3 weeks) Also 2 spots aired 6/3 during re-airing the "What If" news special - Japan disaster
Format	30-second spots
Programs	Daytime 9am-4pm (12x), 11pm News (13x), Jimmy Kimmel (6x) and Bonus spots (9x) Note: schedule will complement existing partnership TV package which currently includes 4-7pm News, 9am-4pm, and weekend mornings.
Efficiency	Adults 25-54: Reaches 24% an average of 2.2 times (52 GRPs) Adults 18+: Reaches 31% an average of 2.3 times (73 GRPs)
Impressions	Adults 25-54: 1,043,000 Adults 18+: 2,605,300 impressions
<b>Budget</b>	
<b>\$11,590 net</b>	<b>(Value: \$17,590; budget leveraged 52%)</b>

## Online

Online advertising overview:

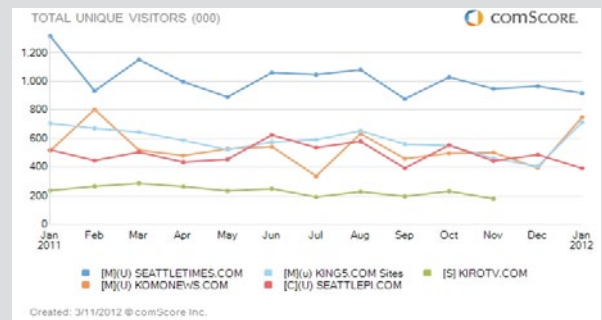
Site	Description	Net Cost	Ordered Impressions	Actual Impressions	Clicks	Avg CPM	CTR (Click Through Rate)	CPC (Cost per Click)
King5.com	Sliding billboard + pencil banner and banner ad on homepage and ROS	\$10,000	1,800,000	1,851,655	1,824	\$5.40	.10%	\$5.48
KomoNews.com	Sliding billboard + pencil banner, video banners, take-over interstitial and banner ads on homepage, local news, weather and ROS	\$10,000	1,750,000	2,482,991	2,225	\$4.03	.09%	\$4.49
SeattleTimes.com	Pencil banner and banner ads on homepage and local news, newsletter banner ad	\$9,800	1,644,489	1,767,037	2,029	\$5.55	.11%	\$4.83
Seattle PI.com	Banner ads on homepage and local news	\$10,000	2,500,000	2,495,937	2,353	\$4.01	.09%	\$4.25
Facebook	Text ads to increase Facebook "fan" base (4 weeks, 4/9-5/6) 225 page likes	\$2,500	n/a Pay by click	9,265,171	2,291	\$0.27	.02%	\$1.09
<b>GRAND TOTAL</b>		<b>\$42,300</b>	<b>7,694,489</b>	<b>17,862,791</b>	<b>10,722</b>	<b>\$2.37</b>	<b>.06%</b>	<b>\$3.95</b>

## Total reach by website

Website	Avg. Monthly Unique Visitors	% Total Seattle DMA Audience
Total Seattle Market Internet Users	2,913,496	100%
* Seattle Times	991,184	34%
* KomoNews.com	536,840	18%
* King5.com	578,020	20%
* SeattlePI.com	487,351	17%
KiroTV.com/myNW	235,257	8%

\*Recommended websites

## Twelve-month traffic trend by website:

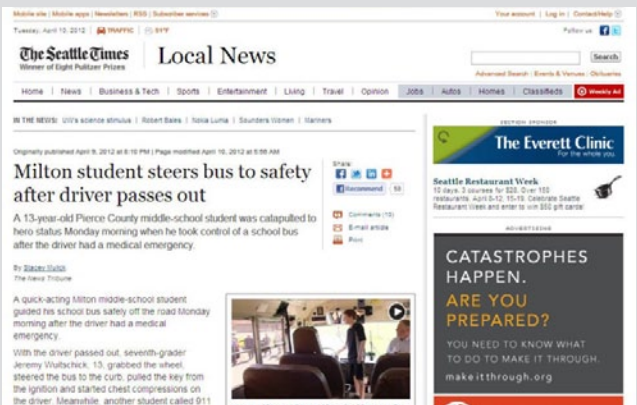




Online King5.com



Online Seattletimes.com



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**The Seattle Times NEWSLINE**  
Today's top stories from The Seattle Times

Home delivery | Contact us | Search archive

Tuesday, April 10, 2012

**Local News**

**Nicole Brodeur Attorney in school-shooting case is seeking too much**  
The attorney for the 9-year-old girl shot after a classmate brought a gun to her school is in the business of defending his client, but he may be feeling for deep pockets that just aren't there.

**Federal stimulus funds amounted to a shot in the arm for science**  
Researchers in Washington state have received nearly \$900 million since 2009 in federal stimulus funds. The money has bought innovation, as well as job creation.

**Clock ticking, but lawmakers end night without budget deal**  
Rolling back a hopeful assessment she had offered earlier, Senate Majority Leader Lisa Brown said no budget deal could be reached Monday night at the Legislature.

**CATASTROPHES HAPPEN. ARE YOU PREPARED?**

1 MAKE A PLAN  
2 BUILD A KIT  
3 HELP EACH OTHER

makeitthrough.org

Program Partners:

**CATASTROPHES HAPPEN. ARE YOU PREPARED?**

MAKE A PLAN | BUILD A KIT | HELP EACH OTHER

**The Seattle Times Local News**

**Milton student steers bus to safety after driver passes out**  
A 13-year-old Pierce County middle-school student was catapulted to hero status Monday morning when he took control of a school bus after the driver had a medical emergency.

**Most Popular Comments:**  
 VERY good work Jeremy and Johnny...  
 I can only second Dan...  
 I've have a concern...  
 I was just thinking I don't want to die...  
 I'm glad to see that...  
 I'm glad to see that...  
 I'm glad to see that...

**Trending with Readers:**  
 Bigger, Satter Kamps Williams could have

**On seattletimes.com**

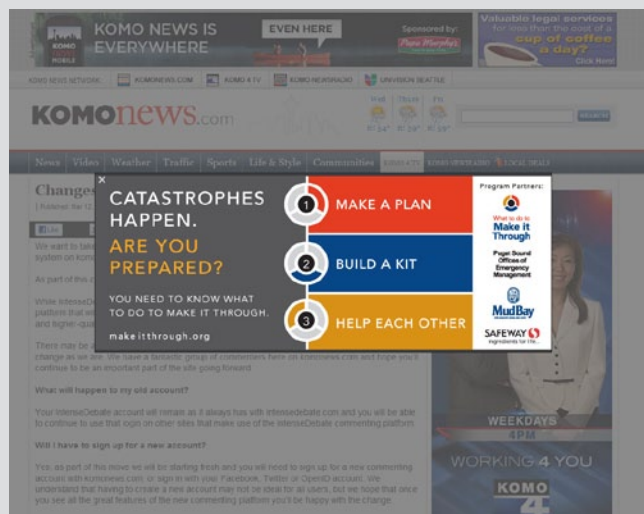
**Program Partners:**



Online-SeattlePI.com



Online-Komonews.com



Facebook posts

The screenshot shows the Facebook profile for KOMO News. The cover photo features a helicopter on a tarmac at sunset. The profile name is 'KOMO News' with 31,714 likes. The page is categorized as 'Media/News/Publishing'. Below the profile information, there are several news posts:

- Post 1:** "Catastrophes happen. Are you prepared? You need to know what to do to Make it Through! The Puget Sound Office of Emergency Management can help. Like their page for more information." Includes a link to a video titled "What to do for Hiker it Through".
- Post 2:** "Speedy Volkswagen And that's the truth. Please citizens go down during a major storm so if we have an earthquake, help it. Ya better be ready and the fact is none of us are!"
- Post 3:** "Police say the 7-year-old boy brought 50 packets of heroin to school for show and tell." Includes a link to a video titled "Boy, 7, brings heroin for show and tell".
- Post 4:** "World's best preserved baby usually mummified begins Asia tour".

The screenshot shows the Facebook profile for 'The Seattle Times Newspapers In Education'. The cover photo shows a group of children holding up copies of the newspaper. The profile name is 'The Seattle Times Newspapers In Education' with 271 likes. The page is categorized as 'Product/Service'. Below the profile information, there are several news posts:

- Post 1:** "The Seattle Times Newspapers In Education (NIE) Department is devoted to providing local area students with free student newspapers and standards based educational materials." Includes a link to a video titled "The Seattle Times Newspapers In Education found a link".
- Post 2:** "Emergency teachers want your students to win \$500 worth of school supplies! Click and that's all contact!"
- Post 3:** "What to do for Hiker it Through" (repeated from the first screenshot).
- Post 4:** "Pacific Northwest Ballet Her Seattle! It's time to pick up a copy of the paper too!"
- Post 5:** "Pacific Northwest Ballet Show Day is here! The Seattle Times Newspapers in Ed..."

## Transit

- Transit was used to extend overall campaign reach using a format that has historically performed for King County Office of Emergency Management.
- The campaign utilized the largest, King size, boards to maximize visual impact.
- Campaign included 18 bonus boards (1:1 match).

Transit - Titan	
Timing	April 9-April 29 (4 weeks)
Format	KING (30"x144")
Geography	King County (North, South and Eastside bus bases, excludes downtown Seattle) Snohomish County
Boards	36 (18 paid + 18 bonus) Campaign is 1:1 match
Efficiency	Adults 18+: Reaches 74% an average of 3.6 times (78 GRPs)
Impressions	Adults 18+: 3,852,500 impressions
Budget	\$8,610net (Value: \$17,220; budget leveraged 100%)



Transit advertising





## Non-English Print

- Used print and radio to ensure message coverage to various ethnic communities.
- Made messaging accessible in non-English formats.

Ethnic media	
Timing	Apr 14–Jun 22, ads spread over 9 wks
Format	1/2pg print ads, and :60 Spanish radio

Ethnicity - Media	Name	Ads	Cost	Impressions
Spanish - Radio	KDDS-FM 99.3 La-Gran	96	\$3,494	304,500
	KKMO-AM 1360 El Rey	96	\$2,499	not measured
Spanish - TV	Reached by KUNS-TV (included in KOMO partner package)			
Russian - Print	Russian World	5	\$1,400	50,000
Somali - Print	Runta News	2	\$420	6,000
Chinese - Print	Chinese Seattle News	5	\$1,500	75,000
	Seattle Chinese Post	5	\$2,444	50,000
Vietnamese - Print	Seattle Viet Times	5	\$375	95,000
	Phuong Dong Times	5	\$1,339	90,000
Ukrainian - Djerelo publication - out of business, no other option				
<b>GRAND TOTAL</b>		<b>219</b>	<b>\$13,470</b>	<b>366,000</b>
		(Value: \$15,960; budget leveraged 18%)		



Samples of some non-English advertising materials

# Online Engagement

## Social Media

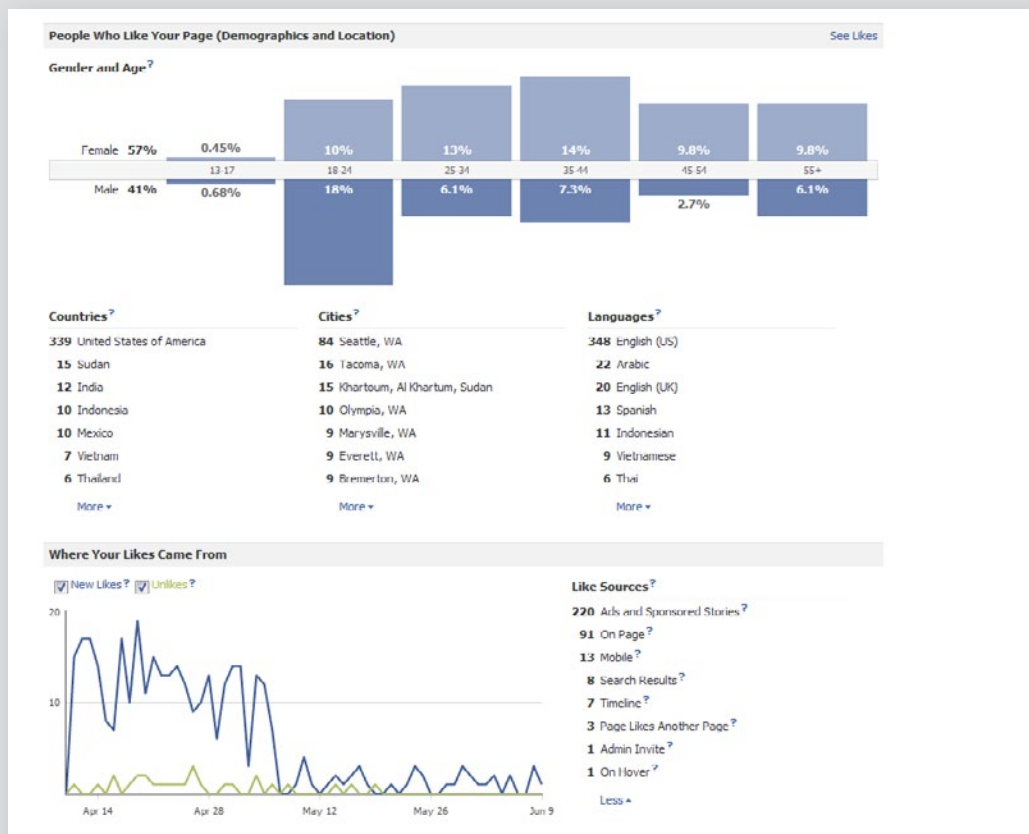
PRR developed a social media plan to expand the reach of the campaign and encourage interactive dialogue about preparedness. This included creating and managing a Twitter account, Facebook page and a campaign YouTube page. We also created a social media toolkit to provide agencies and partners with pre-written posts and social media helpful hints. In addition, we used 2D barcode technology on printed campaign materials, such as the brochure, to drive people to the campaign website.

## Results

We exceeded our objectives for social media. In particular, the Facebook page had a significant level of engagement, with a large number of “likes”, shares and comments. Many of the page “likes” were as a result of Facebook advertising. Following are key social media results, as of July 16, 2012.

- Total Facebook fans: 452
- Twitter followers: 110
- YouTube channel views: 1,854

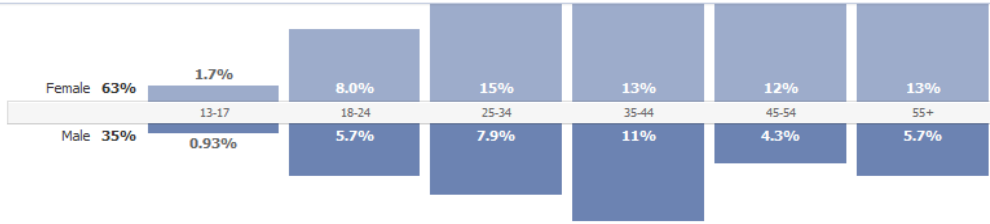
Below is information from Facebook Analytics about the demographics and sources of page “likes” and reach.





What to do to Make it Thro... Timeline

Liked



Countries?

- 534 United States of America
- 15 Canada
- 12 Mexico
- 9 Germany
- 9 Egypt
- 8 Indonesia
- 7 United Kingdom

More

Cities?

- 153 Seattle, WA
- 26 Auburn, WA
- 15 Bellevue, WA
- 13 Olympia, WA
- 12 Tacoma, WA
- 9 Sammamish, WA
- 8 Kent, WA

More

Languages?

- 547 English (US)
- 32 English (UK)
- 19 Spanish
- 7 German
- 7 Indonesian
- 6 Portuguese (Brazil)
- 5 Spanish (Spain)

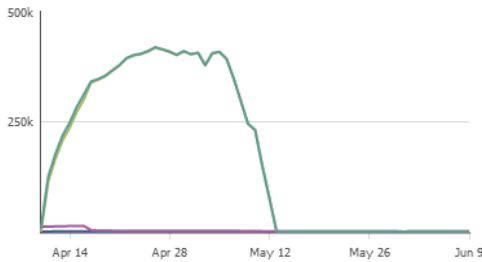
More

How You Reached People (Reach and Frequency)

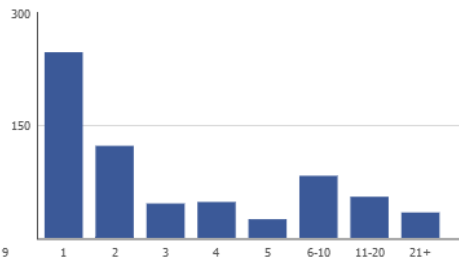
All Page Content

Reach?

- Organic?
- Paid?
- Viral?
- Total?



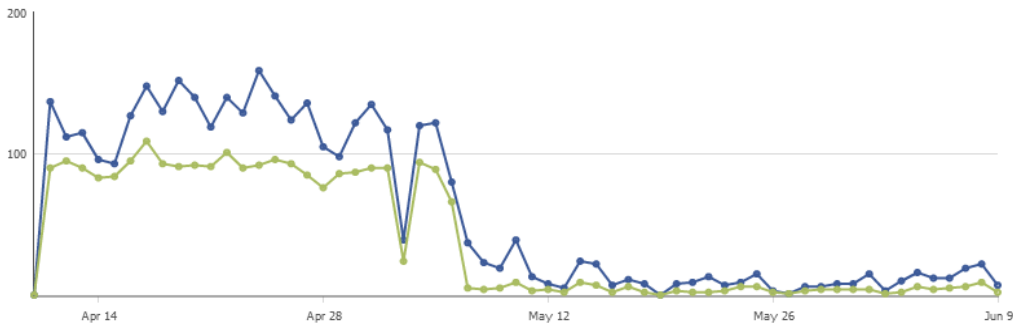
Unique Users by Frequency?



Visits to Your Page

Page Views

- Page Views?
- Unique Visitors?



Total Tab Views?

- 3,399 timeline
- 41 Information
- 27 Photos
- 18 likes
- 1 Wall
- 1 allactivity

External Referrers?

- 51 makeitthrough.org
- 6 google.com
- 5 t.co
- 2 bing.com
- 1 king5.com
- 1 bl162w.blu162.mail.live.com
- 1 woobox.com

Page reach







**Mark MacKay**

A friend's daily struggles in a post-earthquake city got me interested in being prepared. I've taken some classes and now I'm cleaning out a closet and preparing some safety supplies. The classes I've taken in first aid and fire prevention have helped me to feel confident.

Unlike · Comment · June 16 at 1:54pm

What to do to Make it Through likes this.



What to do to Make it Through Awesome Mark!  
2 seconds ago · Like



**American Red Cross Serving King & Kitsap Counties**

Have you checked out the new What to do to Make it Through campaign that helps prepare the community for catastrophic disasters? It inspired us to give everyone a 10% discount at our online store. Use the discount code MAKEIT. Go forth and get prepared!



**Store Home - Red Cross Store**

[www.redcrossstore.org](http://www.redcrossstore.org)

Shop the Red Cross Store and stock up on emergency preparedness kits, first aid supplies, reference guides and Red Cross apparel, while

View Post · Remove Tag · April 30 at 10:38am



**Steve Tichi**

Water filters, 5gallon buckets, dust mask and goggles also a strong flashlight and a windup flag light for long term. Water is crucial for life have spare water but also a good biological filter. We have fruits and vegetables that while fresh organic within hours of being picked we had juiced and dried at 65-100 degrees into blendable powder. We have it stored in vacuum sealed containers and simpl...

See More

Unlike · Comment · May 4 at 11:19pm

What to do to Make it Through likes this.



Write a comment...



**Kathy Blackwell Harper**

Hey Friends and Neighbors! As a survivor of a major disaster, I can't emphasize enough how glad I was that I had followed all the preparation suggestions. I was stranded without utilities, or ability to drive anywhere, and I used every last bit of emergency food and water that I set aside, in addition to needing all the extra supplies that had been recommended. Take a look at these recommendations!!

Unlike · Comment · May 2 at 12:22pm near Seattle

What to do to Make it Through likes this.



What to do to Make it Through Wow Kathy, we're glad you were prepared. Thanks for sharing your story!  
May 2 at 1:41pm · Like



**Alert Works**

Excellent program for your community! Early warning is key to saving lives. Educating your community is so important.

Like · Comment · April 30 at 6:31am



**What to do to Make it Through**

June 8

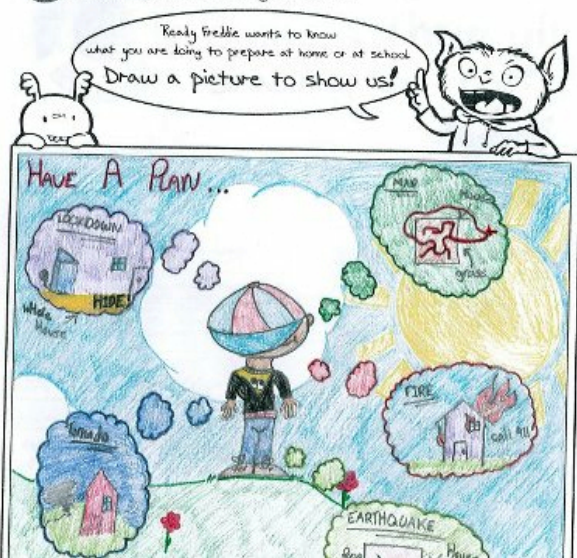
Congrats to our school contest winners!

Grand Prize winner (\$500 to her school and pizza party for her class) Mara McRae, 5th Grade, Machias Elementary (Lake Stevens, WA)

2nd Place winner (tied): \$500 to their school  
Shyleen Richardson, Alyssa Currier, 4th Grade, Liberty Ridge Elementary (Bonney Lake, WA)



What to do to Make it Through Drawing Contest!



Like · Comment · Share

2

Kristi Lea Latorre and 13 others like this.



**Stephanie Almeida** This is an awesome poster! YAY!

June 13 at 8:56pm · Like



**Leanne Hashberger** Great job, Mara!

June 13 at 10:05pm · Like



**Cathy Hevly Rich** Way to go Mara!

June 13 at 10:41pm · Like



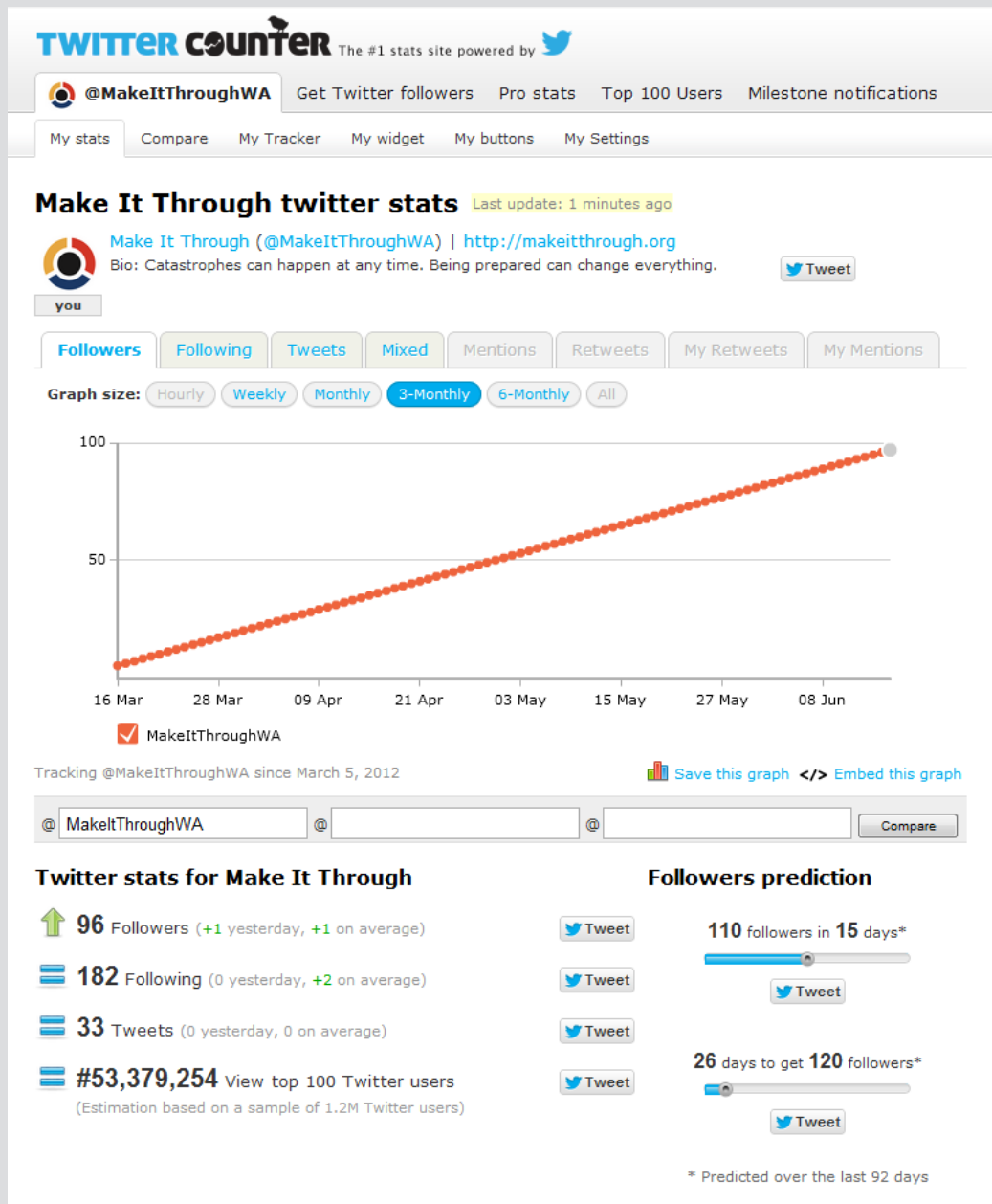
**Kristal Fawcett Andersen** Congratulations Mara! That is a cool picture!

June 13 at 11:24pm · Like




Write a comment...

288 people reached · 30%



Home Connect Discover Search [Profile Icon] [Compose Icon]



What to do to  
**Make it Through**



## Make It Through

@MakeltThroughWA  
*Catastrophes can happen at any time. Being prepared can change everything.*  
Puget Sound, WA · <http://makeitthrough.org>

[Edit your profile](#)  
**34** TWEETS  
**182** FOLLOWING  
**95** FOLLOWERS

**Tweets** >

Following >

Followers >

Favorites >

Lists >

Similar to you >

 **WWA Preparedness** @wwaprep  
[Unfollow](#)

 **Kelley DalcombBartok** @KelleyBB2...  
[Unfollow](#)

 **PRR** @PRRSocial  
[Unfollow](#)

© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

**Tweets**



**Make It Through** @MakeltThroughWA 20 Jun  
Our grand prize winner, Mara McRae at the award assembly at Machias Elementary [ow.ly/V15C7](http://ow.ly/V15C7) Congrats! #MakeltThru  
[Expand](#)




**Make It Through** @MakeltThroughWA 11 Jun  
Be sure to watch the latest in our educational video series: Help Each Other [ow.ly/bvHET](http://ow.ly/bvHET) #MakeltThru #Preparedness  
[View video](#)



**Make It Through** @MakeltThroughWA 8 Jun  
Congrats to our school contest winners! [ow.ly/bshzW](http://ow.ly/bshzW) #MakeltThru  
[Expand](#)



**Make It Through** @MakeltThroughWA 7 Jun  
We were on @KING5NewDayNW this morning discussing useful tips to help you be prepared for an #earthquake. [ow.ly/bqYuL](http://ow.ly/bqYuL) #makeitthruwa  
[Expand](#)




**Make It Through** @MakeltThroughWA 4 Jun  
Join us at Northgate Mall on Saturday, June 9th for the What If Expo [ow.ly/blWam](http://ow.ly/blWam) #preparedness #MakeltThru  
[Expand](#)



**Microsoft Global Sec** @Microsoft\_GS 22 May  
Learning how to help each other is essential to #MakeItThru a disaster. Learn how from @MakeltThroughWA [bit.ly/Klkk4d](http://bit.ly/Klkk4d)  
[Expand](#)



**Dave Mistick** @disasterguru 4 May  
Disasterguru News is out! [bit.ly/x9y2GL](http://bit.ly/x9y2GL) ▶ Top stories today via @humansecnews @mhnonline @makeitthroughwa @bldgopmgmt @mercyhousing  
[Expand](#)



**Safeway** @Safeway 1 May  
**@MakeltThroughWA** It's important to be prepared!  
[View conversation](#)

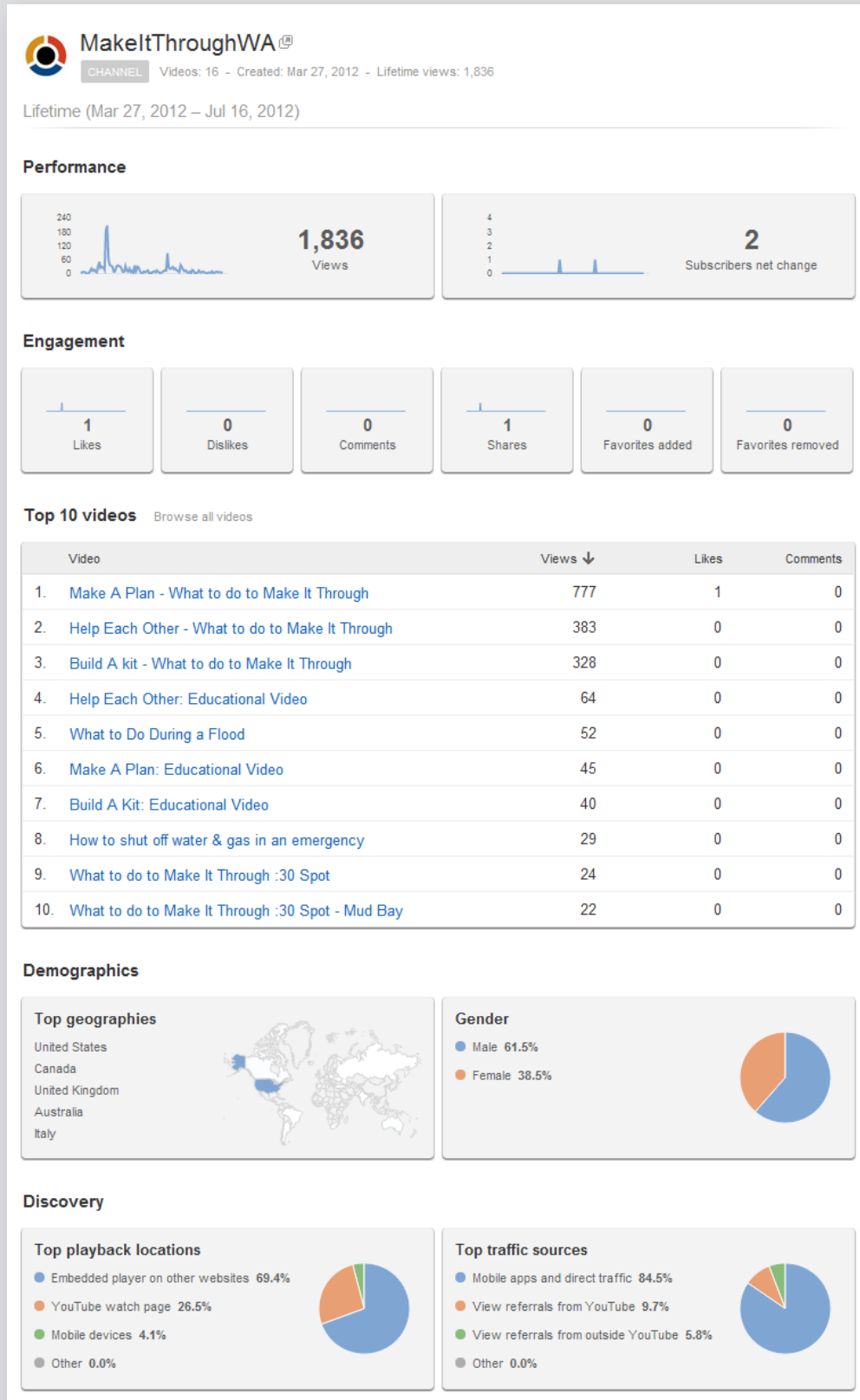


**Make It Through** @MakeltThroughWA 7 Jun  
We were on @KING5NewDayNW this morning discussing useful tips to help you be prepared for an #earthquake. [ow.ly/bqYuL](http://ow.ly/bqYuL) #makeitthruwa  
[Retweeted by KING5 New Day NW](#)  
[Expand](#)



## Statistics for the YouTube channel

Our partner, KOMO, posted the "Make a Plan" video which resulted in nearly 800 views.



## Website

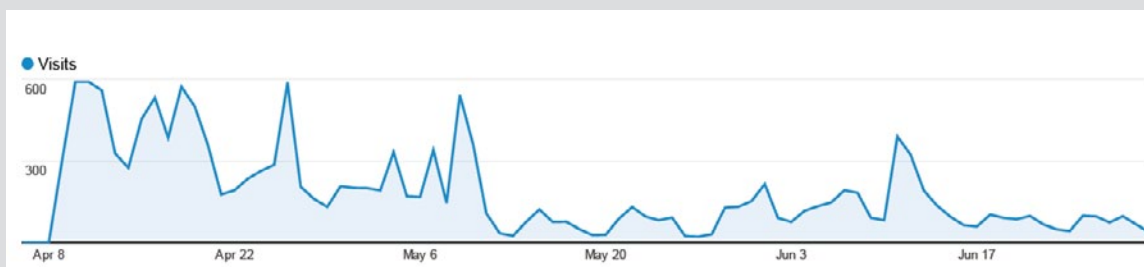
All campaign advertising and materials directed people to the campaign website: [www.makeitthrough.org](http://www.makeitthrough.org). The campaign website includes information on the three key preparedness steps: make a plan, build a kit, help each other. It also provides resources such as checklists, preparedness videos, and local emergency management agency contacts and events. In order to make the content accessible to non-English users, the website includes a “translate” button to translate information into multiple languages. Translated information is also available in the “Resources” section with a drop-down menu for each language.

## Results

Following are website statistics during the duration of the campaign, as reported by Google Analytics (April 8 to June 30, 2012). The campaign exceeded the campaign goal of reaching at least 1,000 unique visitors in the first 90 days. The majority of the visitors went to the website while the television, transit and online advertising were most prevalent.

- Visits: 15,683
- Unique visitors: 13,127
- Page views: 42,009
- Top referrals:
  - Direct: 5,633
  - Portals: 1,370
  - King5.com: 993
  - Seattletimes.nwsourc.com: 967
  - Komonews.com: 922
- Visits via social referral: 418 (89% from Facebook)

The screenshot shows the homepage of the 'What to do to Make it Through' website. At the top, there's a logo and a search bar. Below that is a navigation menu. The main content area features a video player with a woman speaking, a 'DID YOU KNOW?' box, and three large buttons for 'MAKE A PLAN', 'BUILD A KIT', and 'HELP EACH OTHER'. The footer contains a detailed list of resources and partner logos including Puget Sound Offices of Emergency Management, MudBay, Safeway, Komonews, and Star 101.5.



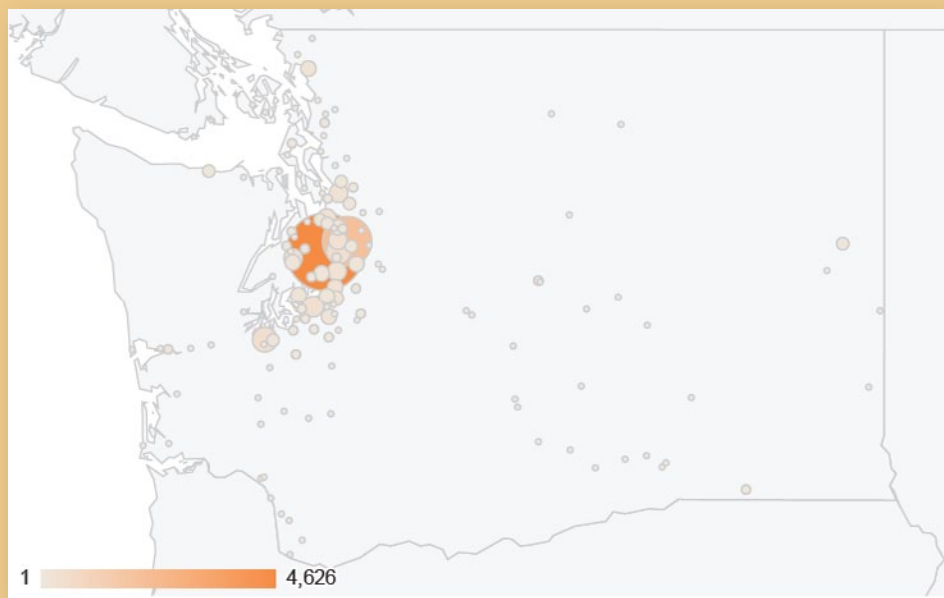
Visits per day

Top page views:

- Build a kit for at least 7 to 10 days: 4,839
- Build a kit: 3,035
- Create customized kits for your car, office and pet: 2,820
- Make a family emergency and communication plan: 1,797
- Make a plan: 1,423
- Save important documents and records: 1,410
- Plan for people, pets and property: 1,230
- Checklists: 1,176
- Help each other: 944

***Location of visitors within Washington State***

- Seattle: 4,626
- Redmond: 1,944
- Bellevue: 464
- Olympia: 394
- Tacoma: 369
- Renton: 281
- Bremerton: 248
- Lynnwood: 242
- Kirkland: 235
- Everett: 206



# Other

## School drawing contest

Puget Sound Offices of Emergency Management invited elementary school students to participate in a drawing contest in April 2012. The contest was intended to raise awareness about the importance of preparing for catastrophes by asking students to draw a picture that illustrated the campaign theme. The contest also encouraged elementary school staff, students and their families to take action to prepare.

The contest was open to elementary school students in King, Kitsap, Island, Mason, Pierce, Skagit, Snohomish and Thurston counties. Puget Sound Energy sponsored prizes for the contest. Representatives from PSE and Puget Sound Offices of Emergency Management attended assemblies at Machias and Liberty Ridge Elementary Schools to present the grand prize and second place prizes.

**Total entries: 188**

**First prize:**

**Mara McRae, Grade 5  
Machias Elementary (Lake Stevens, WA)**

**Second prize (tie):**

**Shyleen Richardson and Alyssa Currier, Grade 4  
Liberty Ridge Elementary (Bonney Lake, WA)**



**What to do to Make it Through Drawing Contest!**

**The Contest**

Catastrophes can happen at any time. Local agencies across Puget Sound are teaming up to educate and encourage citizens to prepare for catastrophic events with a regional campaign, What to do to Make it Through. The campaign provides information about how to prepare for a disaster or catastrophe, like a major earthquake, by planning ahead, buying a kit and helping each other. For useful checklists, educational videos and preparedness resources visit: [www.MakeItThrough.org](http://www.MakeItThrough.org)

**The Prizes**

Two winners will be selected by a regional advisory committee for the campaign. Entries will be judged based on creativity and representation of the What to do to Make it Through campaign theme.

**Submission Deadline**

The contest begins on Monday, April 9. All drawing submissions must be entered by May 11 to be considered for selection. Contest winners will be announced the week of May 21.

**\$500** for preparedness supplies for your school!

**Puget Sound Office of Emergency Management** **MakeItThrough.org**



## Toolkit

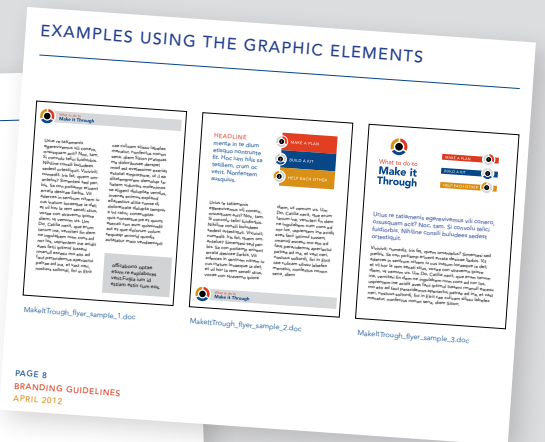
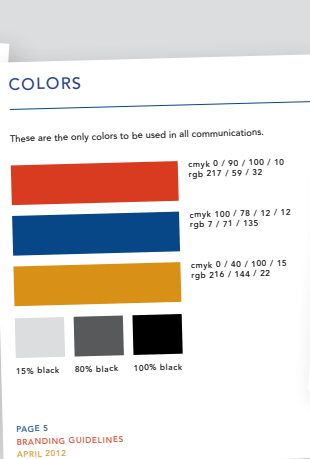
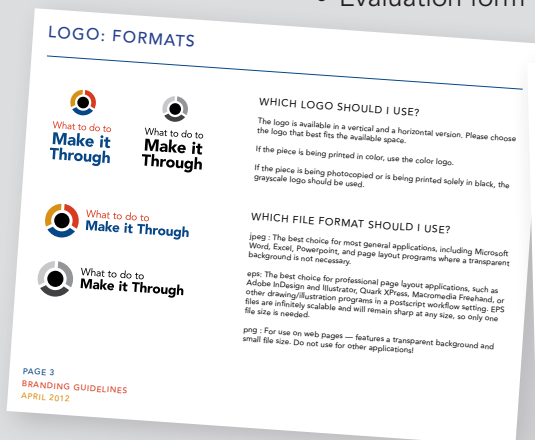
PRR prepared a visual translation of the campaign messages into a toolkit for public educators in the region. To inform the development of the toolkit, PRR distributed an online survey to public educators to ask for their input on desired educational tools.

Purposes of the toolkit:

- Provide educators with tools to share information about personal and family preparedness beyond three days.
- Increase awareness of personal and family preparedness.
- Share personal stories from survivors to motivate and give people the tools on how to prepare for a catastrophe.
- Provide specific information that people will need to know before, during and after a catastrophic event.
- Provide educational tools that are customizable for jurisdictions and in multiple formats for a range of diverse audiences.

PRR reviewed the social media component of the toolkit with public educators on March 15 and reviewed the entire toolkit at a workshop on May 17, 2012. Public educators received the following toolkit materials:

- Brand guidelines and camera ready art
- Customizable brochure provided in five languages
- PowerPoint presentation for briefings to public audiences
- Talking points
- Six videos. Three videos feature stories from disaster survivors and are translated in Spanish and Chinese and three are educational videos that are available in Spanish. All videos are available with closed-captioning.
- Web content for agencies
- Social media guidelines and toolkit
- Evaluation form



## Media

Although earned media was not in the scope of this campaign, some media outlets requested interviews with a campaign representative. Interviews included:

- New Day Northwest, King 5. Disaster preparedness segment with JoAnn Jordan, Seattle Office of Emergency Management. June 7, 2012.
- Chat with Women, AM 880 KIXI. Interview with JoAnn Jordan, Seattle Office of Emergency Management. June 20, 2012.



## Survey

Prior to the beginning of the catastrophe preparedness campaign, we conducted a telephone survey from February 21st through February 27th to gauge residents' campaign awareness, perceived risk, level of preparedness for catastrophic events and likelihood to prepare for at least 7 days. When the campaign ended, we fielded the same survey from June 5th through June 13th to measure campaign impact. Both surveys had samples of about 300 residents in King, Kitsap, Island, Mason, Pierce, Skagit, Snohomish and Thurston counties. The sample included women who had children under the age of 18 living at home, mostly between the ages of 35-54, mostly white and non-Hispanic, with incomes above \$35,000.

Below are key findings from the post-campaign survey with relevant comparisons to the pre-campaign survey, followed by more detailed results for each survey question.

### *Key impacts over the time of the campaign*

- Over half (57%) reported that they had heard about preparing for an emergency of any kind over the last 3 months.
- Reading about preparedness (13% from 1%) and needing to be prepared in general (15% from 4%) increased from pre- to post-survey.
- Respondents had heard or read about storing food (20%) and water (18%), having emergency kits (19%), needing to be prepared in general (15%) and earthquake safety (15%).
- Respondents reported being prepared for a median of 7 days, which is an increase from the pre-campaign survey's median of 5 days.

### *Considerations*

- In order for campaigns to make an impact in changing attitudes and behaviors, it is necessary to expose residents to the campaign messages multiple times.
- 'Take Winter by Storm' and KOMO News also ran an emergency preparedness program right before our campaign began. It is therefore possible that awareness of preparedness campaigns was high during this time and we captured this with our survey.
- People may not remember specific names of campaigns, so name recognition may be low, but overall awareness of preparedness messages may be high.

### *Have you heard or read about preparing for an emergency of any kind over the last 3 months?*

Respondents were asked if they had heard or read about preparing for an emergency of any kind over the last 3 months. Over half (57%) reported that they had heard about preparing with the remaining (43%) reporting that they had not heard or read about preparing for an emergency of any kind over the last 3 months.

When compared to the pre-campaign survey, over three-fifths (61%) reported that they had heard or read about preparing for an emergency over the last 3 months. While the number of the post-campaign wave is a little lower, this does not represent a statistically significant difference in awareness.

### ***What was it that you read or heard about preparing for a catastrophe?***

Those who reported hearing or reading about preparing for an emergency were asked what they had heard or read. Some reported they had heard or read about storing food (20%) and water (18%), having emergency kits (19%), needing to be prepared in general (15%; up from 4%) and earthquake safety (15%). Respondents also reported an increase in just simply reading or hearing about preparing in the post-campaign survey (13%) compared to the pre-campaign survey (1%).

### ***What was the name of the campaign(s) that you have read or heard about?***

Those who reported hearing or reading about preparing for an emergency were asked what campaign name they had read or heard about. Most respondents selected 'other' (71%) as the campaign name suggesting that while campaign name recognition is low, people remember hearing preparedness messages, but often cannot remember the exact name of the campaign tied to it. Few (1%) named 'What to do to make it through'. Other respondents mentioned 'Red Cross' (11%), '3 days, 3 ways' (11%), 'Take Winter by Storm' (1%) and 'Ready.gov' (1%).

### ***Where do you remember reading or hearing about the campaign(s)?***

Those who reported hearing or reading about preparing for an emergency were asked where they heard or read about such information. Nearly one quarter (23%) reported that they heard or saw messages on television, online (13%), radio (12%), at school (12) or from their employers (12%). Similar patterns were observed in the pre-campaign survey. Respondents also reported an increase in information they read or heard from retail locations in the post-campaign survey (3%) compared to the pre-campaign survey (1%).

### ***Are you aware of a website devoted to preparing for a catastrophic event?***

When asked if they were aware of a website devoted to preparing for a catastrophic event, about one third (31%) of respondents reported that they were aware of such a site, while the majority of respondents (69%) were not aware of such a website. More people were aware of a site devoted to preparing for a catastrophic event post-campaign (31%) compared to pre-campaign (26%), although this was not a statistically significant difference, it was in the right direction.

Those who were aware of a website devoted to preparing for a catastrophic event were asked whether they could name the URL of the site. Most respondents did not know (50%) and a few others reported 'Redcross.org' (16%) and their county website (10%). Two percent reported 'Makeitthrough.org'.

Respondents who were aware of a site (n=90) were asked if they had visited it and almost two thirds (60%) reported that they did and two fifths (40%) reported that they had not visited the site. When asked if the information on the site was helpful in preparing for a catastrophe, the vast majority (98%; n=51) of respondents who reported that they had visited the site reported that it was helpful.

### ***How likely do you believe it is that where you work or live you will experience a catastrophic event, say the size of the recent Japan earthquake or Hurricane Katrina?***

When asked how likely they believed it was that they would experience (where they work or live) a catastrophic event, say the size of the recent Japan earthquake or Hurricane Katrina, the majority of respondents reported that it was somewhat likely (44%) or very likely (21%). Over one third (35%) reported that they were either somewhat unlikely or unlikely to experience such a catastrophic event. A similar pattern was observed in the pre-campaign survey.

### ***How prepared do you think you are for a catastrophic event the size of the recent Japan earthquake or Hurricane Katrina?***

When asked to rate how prepared they were on a scale from 1 to 7 (with 1 being not prepared at all and 7 being very prepared), most respondents rated themselves as a 3, 4 or 5 (73%). Almost one fifth (17%) reported being not prepared (1 or 2) and one tenth (10%) reported being prepared or very prepared (6 or 7). A similar pattern was observed in the pre-campaign survey where more people rated themselves a 5 or better in the post-campaign survey (38%) compared to the pre-campaign survey (34%). This increase was not statistically significant.

Those who were more likely to be prepared were:

- Respondents who had read or heard about preparing for an emergency of any kind (13%) compared to those who had not (5%).<sup>1</sup>
- Respondents who were aware of a website dedicated to preparing for a catastrophic event (13%) compared to those who were not aware of such a website (9%).<sup>2</sup>

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1 Cramer's V = .286; p = .000

2 Cramer's V = .240; p = .010

### ***How many days do you think you are prepared for if tomorrow you had no electricity and all roads were not usable?***

Respondents were asked how many days they were prepared for if tomorrow you had no electricity and all roads were not usable. Respondents reported an average of 14 days (median = 7 days), which is slightly higher (but not statistically significant) than the pre-campaign average of 13 days (median = 5 days). Although we did not observe a significant difference in the average number of days for which respondents were prepared from pre- to post-campaign, we did see an increase in the number of people reporting that they were prepared for 7 days or more in the post-campaign survey (58%) from the pre-campaign survey (49%).<sup>3</sup>

### ***How likely are you to prepare for at least 7 days?***

Respondents who reported that they were prepared for less than 7 days were asked how likely they would be to prepare for at least 7 days. Over two fifths (43%) reported that they were either likely or very likely to prepare for at least 7 days, about one third (32%) reported that they were unlikely or very unlikely to prepare for at least 7 days and about one quarter (24%) were neutral. There was an increase in respondents reporting they were likely to prepare for at least 7 days in the post-campaign (43%) compared to the pre-campaign (40%), although this was not statistically significant, but trending in the right direction.

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<sup>3</sup> Cramer's V = .088; p = .031

# IV. Recommendations & Next Steps

## Recommendations

For the first three months of the campaign, we addressed our most significant challenges and laid a foundation for continued success. We achieved the following:

- Brought together emergency management agencies in eight Puget Sound counties for a coordinated umbrella campaign with research-based messages and branding.
- Established partnerships with privately-owned retailers to leverage campaign resources and reach, adding a value of \$395,416 to the campaign.
- Made nearly 45 million impressions through media about key steps to prepare for catastrophes and how to prepare beyond three days.
- Created powerful videos to inspire social engagement and showcase “real stories” of disaster survivors.
- Engaged the public through social media and our retail partners.
- Asked for input from several language groups and distributed information in Spanish, Russian, Somali, Chinese, and Vietnamese.
- People reported being prepared for an increased number of days.

However, there is still more we can and should do to encourage more people to prepare for catastrophes. These are the gaps and course corrections we hope to address through future campaign efforts.

- **Conduct more agency and third-party outreach.** Although several Puget Sound emergency management departments updated their websites with campaign information, others still have no campaign information or links to other campaigns. Only a limited number of agencies engaged with the campaign social media channels. Some public educators who weren't able to attend the train the trainer workshop may not be aware of the new resources and tools available to them. We suggest conducting additional train the trainer and social media workshops with public educators and developing recommendations for community outreach. Using public educators as an extension of the campaign is the best way to meet our on-the-ground outreach needs to teach people about the campaign messages and how to prepare.
- **Similar to a retail partnership, community partners can help to increase the reach and impact of the campaign by sharing campaign information with their stakeholders.** We could meet with pediatricians or veterinarians to see if they would like to sign on to support the campaign, or community-based associations like the Washington Health Foundation, Kiwanis or local chambers of commerce.



- **Expand and modify school outreach.** We conducted the school drawing contest to coincide with the launch of our campaign in April. However, it is a difficult time of year for schools to focus on anything other than testing and wrapping up the school year curriculum requirements. If possible, it would work best to conduct school outreach during late fall/early winter. Also, since the school outreach was successful in reaching so many elementary school teachers, students, and parents it could work well to develop a way for middle, high school and even college students to participate with the campaign. Our Facebook page “likes” show that 18 percent of our audience is comprised of males in the 18-24 age range. Reaching out to college students could help further engage this audience.
- **Include earned media as part of the campaign.** The scope of the contract for the campaign did not include a media event, press releases or outreach to media publications. If budget allows, we suggest including these elements as part of the next campaign. Media articles and news stories will help attract more attention to the campaign and can aid in validating our message.
- **Conduct early outreach to potential partners.** Securing partners requires multiple contacts and meetings and takes several months. The number and type of partnerships also influences many elements of the campaign, including the need for and type of supplemental media. Given this, we recommend starting as soon as possible (no later than October) in securing our past partners and reaching out to potential new partners.
- **Leverage survivor stories.** Hearing from disaster survivors is powerful, as we learned from our focus groups. We suggest creating additional survivor videos and using clips and quotes for outreach, earned media and future advertising. This could create more of an impact with our messaging and motivate people to take action.
- **Incorporate and measure more events, contests and/or activities that encourage preparedness actions.** Next year, as public educators conduct outreach and community trainings, we should look to collect the evaluation/survey tool to measure changes in preparedness knowledge and actions. If resources are available, we also recommend planning and implementing a community contest

## Next steps

If future grant funding is available, the campaign is envisioned to become an ongoing, annual campaign with focused advertising occurring at key points throughout the year. Through December 2012, PRR will continue to manage the campaign website and social media channels, while conducting an advertising buy to maintain and build campaign awareness. In addition, we will begin early planning and partnership recruitment for a spring 2013 campaign.



# What to do to **Make it Through**



MAKE A PLAN



BUILD A KIT



HELP EACH OTHER

