

National Preparedness Month and PrepareAthon Activities

Each September, CDC partners with local, state, and federal agencies to promote National Preparedness Month through blog posts, social media messages, and graphics. In 2014, CDC focused its National Preparedness Month activities on preparing vulnerable populations. Each week, messages and products focused on children, people with disabilities, older adults, pet owners, and business owners. CDC saw a dramatic growth in followers on social media channels and blog readership, and hosted one of the largest non-Ebola Twitter chats in CDC history. More than 50 public, private, and non-profit partners helped spread the word about the importance of preparedness for vulnerable populations in emergencies.

America's PrepareAthon is a nationwide, community-based campaign for action to increase emergency preparedness and resilience through hazard-specific drills, group discussions and national-level exercises. The PrepareAthon coincides each fall with National Preparedness Month and is also held each year in April. The month-long activities in September and April culminate in a national day of action, focused on energizing the public to be more prepared for emergencies. The PrepareAthon focuses on specific natural hazards, such as earthquakes, hurricanes, wildfires, winter weather, tornadoes, and flooding. For more information, visit www.ready.gov/prepare.

The image displays three preparedness posters from National Preparedness Month 2014, each with a CDC logo and the website emergency.cdc.gov.

- Poster 1:** "28% of older adults live alone and almost 1/2 of older women live alone." It features illustrations of diverse older adults and advises to "Build a support network of neighbors, friends, and family that can check on and assist older adults in case of an emergency."
- Poster 2:** "Some families might need extra items for special needs. Include these items in your emergency kit." It shows a green emergency kit bag with various items like a wheelchair, crutches, a water bottle, and glasses.
- Poster 3:** "Every disaster is DIFFERENT. Identify a MEET-UP SPOT ... outside of your house, in your neighborhood, and just outside of your neighborhood." It features a cartoon bear character and a map showing different meeting locations.

Below the posters are four social media icons with their respective follower counts:

- Twitter:** 1,712,132 TWITTER FOLLOWERS
- Facebook:** 77,529 CDC EMERGENCY FANS
- LinkedIn:** 14,738 PHPR LINKEDIN GROUP MEMBERS
- GovD:** 42,896 GovD FOLLOWERS