



Using Social Marketing for Public Emergency Preparedness: Social Change for Community Resilience

Nancy Meyer-Emerick

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Less than half of the public in the U.S. have taken the three steps to prepare for emergencies that are recommended by FEMA and the Red Cross: having a 3-day emergency kit, a family communication plan, and knowing where to get information during an emergency. Although emergency managers attempt to train the public, often they are only able to distribute brochures and make public notifications. For a variety of reasons, the public frequently ignores this guidance, leaving people more vulnerable during emergencies.

This book applies the process of social marketing, which has been used widely in public health and other disciplines, to the lack of public preparedness. Written for emergency managers in government and non-profit agencies, students, and volunteers, the book provides enough background and resources to enable the user to carry out an effective emergency preparedness campaign in their community and maintain it over time. Unlike preparing one message for everyone, social marketing involves working with smaller communities to identify what and how people want to learn, training them, and then maintaining that relationship to insure their preparedness. Because most emergency management agencies lack resources to take on such an initiative, the book provides readers with low cost methods to begin a social marketing program.

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