

Going Viral: CDC's Preparedness Campaigns



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Why Zombies?

@CDCEmergency: “What are you prepared for?”



Going Viral

□ What happened?

- 3 million views between May 16 and June 7
- **#CDC** and **#ZombieApocalypse** trended on Twitter
 - Took a tweet a second for over 24hrs
 - Huge brand boost for CDC
- Coverage from every mainstream media outlet in the USA as well as several international outlets.
- Sparked a conversation about personal preparedness
- Created new partnerships



More Zombies

- ❑ Posters
- ❑ T-shirts
- ❑ Graphic novella
- ❑ Video contest
- ❑ Learning site
- ❑ Partnerships



Why It Worked

- ❑ Listening to the audience
- ❑ Combined relevance
- ❑ Sense of humor
- ❑ Brand identity
- ❑ Timing

“Absolutely brilliant approach! Humor with an important preparedness message inside. Plays against the notion that a government agency can't display humor. Really well done.”

- Dr. Richard Besser, ABC News

“That was quite possibly the only way you could have gotten me to visit the CDC website and actually read an emergency preparedness blog!”

- Blog comment

“I have already forwarded it to several friends and will do so to several more! I think this was an excellent idea and a way to make people listen to the things you need during any emergency (not just zombies). “

- Blog Comment

Expanding Our Portfolio

You had me at
3-day supply of food and water.




**KEEP
CALM
AND
BE
PREPARED**



Centers for Disease
Control and Prevention
Office of Public Health
Preparedness and Response

EMERGENCY.CDC.GOV

**READY WRIGLEY
PREPARES FOR**



WINTER WEATHER

WINTER IS COMING...



BE READY.