

## BACKGROUND

Thousands of staff and contractors work for the CDC in Metro Atlanta and throughout the United States. When the CDC workforce has their personal and family preparedness plans in place, they should be more willing, and better able to work on behalf of the CDC during an emergency response. Research has shown that individuals are more likely to respond to an event if they perceive that their family is prepared to function in their absence during an emergency (Barnett et al., 2009; Barnett et al., 2012; Parker et al., 2005). In addition, the National Health Security Strategy describes personal preparedness in its first strategic objective as a means to build community resilience.

Although the CDC has highlighted personal preparedness nationally in its innovative Zombie preparedness campaign there have been no formal efforts to determine if, or ensure that the larger CDC workforce itself is prepared for an emergency. Ready CDC is a first attempt at going beyond awareness of personal and family preparedness to impact behavior change around personal preparedness and response. As a result, Ready CDC may lead to understanding behaviors associated with preparedness and emergency response, including barriers to behavior change, an area where the challenge is to CDC to lead the way.

There have been several campaigns aimed at increasing personal and family preparedness of the public, as well as campaigns that target employees of individual organizations (CDC, 2013; NASA, 2013). Some have been evaluated, to some extent, for effectiveness (Marshall, 2007). However, it appears that few targeted educational interventions have been grounded in behavior-change theory and evaluated for measurable improvements in recommended personal preparedness actions. There is a need for personal preparedness education to go beyond the awareness level and move toward practicing actionable behaviors such as making a kit and making a plan (Ablah, Konda, & Kelley, 2009; Wood et al., 2012).

## PROGRAM DESIGN

- Uses the Transtheoretical Model and Stages of Change to move individuals within lower stages of change (precontemplation and contemplation) toward more advanced stages (preparation, action, and maintenance) of our recommended preparedness behaviors;
- Content is consistent with national directives from the American Red Cross and FEMA; made locally relevant and sustainable via local external stakeholder engagement;
- Uses the best principles of adult learning to increase participants' awareness of personal and family preparedness and increase the number of CDC staff who report being prepared for a disaster within their community;
- Current stakeholders include CDC's Office of Public Health Preparedness & Response (OPHPR) & Office of the Chief Operating Officer (OCOO), American Red Cross (ARC), Georgia Emergency Management Agency (GEMA), DeKalb County Emergency Management, and Gwinnett County Emergency Management.

## INTERVENTION DESIGN

1 Month Before	0	0-3 Months After	3 Months After
Participant Recruitment	Workshop	Workshop Evaluation Survey	Post-Workshop Survey  Collection of Pictures & Success Stories
Pre-Workshop Survey		Behavioral Reinforcement (Communications)	
Marketing		Roadmap to CDC Completion	
Localization of Intervention			

### FY13 ACCOMPLISHMENTS

- Garnered buy-in from internal and external partners
- Co-branded intervention with FEMA’s Ready.Gov program
- Gained IRB approval and designed three surveys to gather information pre and post intervention
- Developed communications and marketing plan, including development of two videos
- Developed, implemented, and evaluated pilot intervention

### FY14 PLANS

- Continue to implement and evaluate pilots to CDC staff, with preparedness and response duties only, thru July
- OMB package approval expected in July allowing expansion of pilots to all CDC staff & contractors
- Measure behavior change of CDC workforce three months after participating in pilots
- Facilitate Ready CDC working group
- Document intervention model, develop institutionalization plan and project report
- Develop manuscript for submission to peer-reviewed scientific journal

### PROJECT CONTACTS

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