

# Homeland Security: PSA Messaging

Objective Determine best motivators for getting prepared

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Data Source Telephone research/focus groups among over 500 Floridians

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Question *“What would motivate you to get prepared for an attack?”*

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**ThoughtSCAN**<sup>®</sup>

VERBATIMS

ThoughtScan Frequency

Prepared	78
Family/Children/People	77
Survival/Protection	58

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ThoughtTalk *“Get **prepared** to **protect** your **family**.”*  
*“**Preparedness** means **survival**.”*  
*“Do it for the **kids** if not for yourself.”*

Results

The new PSA broadcast campaign, launched in February 2006, has been viewed by millions of Floridians. Provided with information which delivers hope and the opportunity to take control of their future, Floridians are now taking action and breaking out of "psychological paralysis". One indicator of this change is the fact that currently, over 10,000 Floridians visit the new website per month to download information about how to prepare for the unexpected.

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