

Preparing Families for Natural Disasters

Evaluation of the Prepare for Hurricanes Campaign | July-October 2025

The American Red Cross (ARC) launched the Prepare for Hurricanes campaign featuring Pedro the Penguin to improve hurricane preparedness among children ages 5-10 and families in Florida, Georgia, and South Carolina. ARC engaged NORC to conduct an evaluation of the campaign to assess reach and preparedness actions.

Methods

31
item survey
fielded

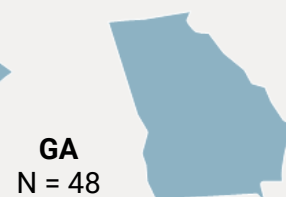
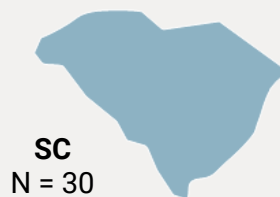
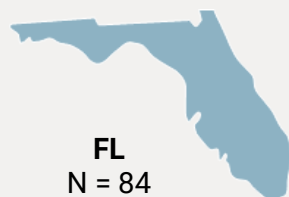
1
PSA video
tested



5
constructs
measured

- Brand recall & awareness
- Knowledge & confidence
- Behavioral intentions
- Preparedness actions
- Real-time disaster response

3
states
surveyed



162
parents
responded

98% of parents had 1 to 3 children between the ages of 5-10 in the household.

87% of respondents lived in metropolitan areas.

82% of respondents primarily spoke English at home.

Key Findings at a Glance

Reach

Effectively reached parents of children 5-10 years old

26%

Had seen or heard of the **Prepare for Hurricanes campaign or videos** prior to the survey

Some studies indicate that most people remember only up to 10% of ads they see in a day.¹

12%

Had seen or heard of **Pedro the Penguin**

While comparative data on mascot recall from state-level campaigns is limited, evidence suggests that mascot recall is associated with overall campaign recall.^{2,3}

Understanding

Clear & easy to understand

69%

Of parents found it **easy to understand** the video content

50%

Of parents said **they will use the video** as a tool to start conversations about hurricanes with their children

Content reinforced existing knowledge among parents.

Real-World Impact

Action

Parents took concrete preparedness actions after viewing the PSA, including:



Talking with children about preparedness



Updating emergency kits



Signing up for alerts

Lived Hurricane Experience



During the Storm

Parents who experienced hurricanes (5%) reported the PSA video was helpful during the storm, making them feel more capable and supporting better decision-making and real-time actions.



Ready When It Counts

Regardless of recent hurricane experience, parents who reported seeing the campaign felt confident in their ability to evacuate, make the right safety decisions, and help their children know what to do during a hurricane.

1. Viswanath, K., & Ackerson, L. K. (2011). Race, ethnicity, language, social class, and health communication inequalities: a nationally-representative cross-sectional study. *PloS one*, 6(1), e14550.

2. Kraak, V. I., & Story, M. (2015). Influence of food companies' brand mascots and entertainment companies' cartoon media characters on children's diet and health: a systematic review and research needs. *Obesity reviews: an official journal of the International Association for the Study of Obesity*, 16(2), 107-126. <https://doi.org/10.1111/obr.12237>.

3. Garretson, J. A., & Niedrich, R. W. (2004). Spokes-Characters: Creating Character Trust and Positive Brand Attitudes. *Journal of Advertising*, 33(2), 25-36. <http://www.jstor.org/stable/4189255>



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