



Original paper

Zombies and weapons: examining blog responses to the Centers for Disease Control & Prevention's (CDC) 'Preparedness 101: Zombie pandemic' entertainment-education initiative

Frank Houghton^{1*}, Edward Hopkins²¹ Technological University of the Shannon, Social Sciences Connections, Limerick, Ireland² Eastern Washington University, Spokane, WA 99202, US

Metrics

Received: 26.05.2023
 Revised: 20.12.2023
 Accepted: 2.01.2024
 Published online: 25.03.2024

Keywords:
 Emergency preparedness,
 Zombie,
 CDC,
 Firearms,
 Weapons

*Corresponding author:
 Frank.Houghton@LIT.ie

Abstract

In an innovative attempt to engage adolescents and young adults in emergency preparedness, the Centers for Disease Control & Prevention (CDC) introduced its Preparedness 101: Zombie Pandemic entertainment-education initiative in 2011. This development received widespread attention and such popularity that the CDC's website crashed as a result of the number of users attempting to access it. However, despite this atypical publicity, concerns have been raised about using this approach. Some of the concerns focus on the efficacy of the zombie scenario to promote emergency preparedness. Others have raised the issue of this theme promoting an unhealthy focus on weapons. To date the majority of this research noting the link between using such a theme and supporting a weapons culture has examined primary school children. This research uses content and reflexive thematic analysis to explore this potential unanticipated side-effect among a public audience. Five years of data from the CDC online blog was examined. Results indicate that over 10% of blog posts mentioned weapons. A number of themes of concern were identified from the blog posts relating to firearms, weapons, and killing. Although the CDC's innovation is to be commended for its popular appeal, the use of a zombie theme links the campaign to wider media narratives that foreground weapons. As such it is recommended that such a theme should not be used in future public health interventions.

Entertainment-Education

Entertainment-education (EE) is the 'process of purposely designing and implementing a media message to both entertain and educate in order to increase audience members' knowledge about an educational issue, create favorable attitudes, shift social norms, and change the overt behavior' [1]. EE has frequently been used to explore health issues in industrializing countries [1-5], often via a television or radio soap opera or [4,6-8]. EE has the advantage of being relatively low cost [3,9], engaging [10], and theoretically robust [11-13].

Zombies in Popular Culture

Haitian zombie folklore was introduced into Western consciousness via Victor Halperin's 1932 black & white movie *White Zombie*, starring Bela Lugosi. This film was followed approximately a decade later (1943) by *I Walked with a Zombie*. However, attention on this topic was not substantively rekindled until George A. Romero's *Night of the Living Dead* was released in 1968. This franchise was developed through a series of six subsequent movies over the following four decades: *Dawn of the Dead* (1978), *Day of the Dead* (1985), *Night of the Living Dead* (1990), *Land of the Dead* (2005), *Diary of the Dead* (2007), and *Survival of the Dead* (2009). The cause of the zombification in movies has varied over time from sorcery-induced reanimation to pandemic infection.

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regions in the eastern region the bearing of polaris at its western elongation if eastward added to the azimuth gives the
desired variation west but it westward the bearing takm from the azimuth gives the variation west

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from the course measured on the chart to give an accurate magnetic bearing to fly here are a couple of quick examples true
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means that is you are sitting in the uk a magnetic compass points approxima tely 3 5 degrees to the west of true north this
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