


Use this toolkit of key messages and social media content to educate your community about the importance of preparedness. The content in this toolkit is based on the PEMA and FEMA preparedness messaging calendars and are ready for you to use to help make a Ready PA.

This month's topic:	Tools:
Ask a Plow Truck Driver Winter Weather Safety Tips We  Know Your Winter Weather Terms	Social Media Messages Graphics Talking Points

### Ask a Plow Truck Driver

#### Social Media Messages/Graphics: Ask a Plow Truck Driver

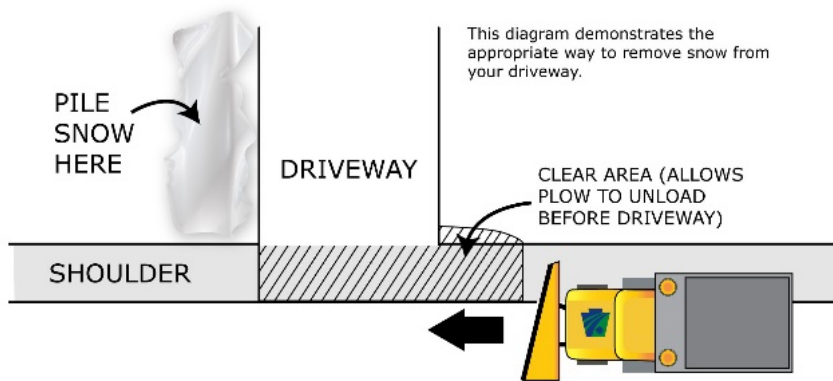


Image located here: <https://www.penndot.pa.gov/TravelInPA/Winter/Pages/Winter-Preparation.aspx>

## Talking Points: Ask a Plow Truck Driver

- Snow should not be shoveled onto any roadway as this can increase the potential for crashes, and property owners can be held liable for any resulting crashes.

### Driveway Tips:

Here are some tips for shoveling or plowing snow on your property.

- Snow should be shoveled or plowed to the right side of the driveway as you are facing the intersecting roadway. By piling the snow away from the oncoming direction of the snowplows, the snow will not be pushed back onto your driveway.
- Eliminate snow piles at the property entrance whenever possible. High accumulations of snow can obstruct the vision of motorists, posing a safety hazard.
- Do not push snow onto roadways at any time. This creates a hazardous condition for all vehicles.

### Mailbox Tips:

- Check your mailbox and support often. Clear snow from it and deposit the snow properly and in a manner to allow you and the motorists proper sight distances. Remember, do not put the snow on the roadway.
- Make sure your mailbox has a strong support. You can also use reflective tape or other material to make it easier to see during storms or during dark hours.

### During the Storm:

When snow is falling, roads will NOT be free of ice and snow. **Why not?**

If snow is falling at 1" per hour, for example, and a truck takes three hours to return to the start of its route, 3" of snow has fallen.

During a storm, plows use the same roads we travel on. As traffic or precipitation increases, so does the time it takes for a plow to complete its route. If you're stuck in traffic, so is the plow truck.



### Social Media Message/Graphic: Winter Weather Tips We Love



Life-saving tips for anyone stranded in winter weather:

- 🔥 Run vehicle sporadically to stay warm
- 👉 Keep exhaust clear from snow
- 💡 Turn on lights/add bright markers to be seen
- 🛑 Don't leave the vehicle or overexert yourself



[Download graphic](#)

## Talking Points: Winter Weather Tips We Love

- Gather supplies in case you need to stay home for several days without power. Keep in mind each person's specific needs, including medication. Do not forget the needs of pets. Have extra batteries for radios and flashlights.
- Stay off the road during and after a winter storm.
- If you must travel during snow, clear snow off your vehicle, maintain a safe distance, take it slow, and give yourself extra time.
- What you should know about Winter Weather:
  - Know what to do before, during, and after a winter storm
  - Listen to local officials
  - Have emergency supplies in place at home, at work, and in the car
  - Stay off the road during and after a winter storm
  - Have a carbon monoxide alarm in place, especially if using alternative heating devices
  - Use safe heating devices
- Check on neighbors safely. Older adults and young children are more at risk in extreme cold.
- When the weather is extremely cold, try to stay indoors. If you must go outside, dress properly and know who is at high risk for hypothermia or frostbite.
- When going outside be sure to wear:
  - A hat
  - A scarf or knit mask that covers face & mouth
  - A water-resistant coat
  - Mittens or gloves
  - Several layers of loose-fitting clothing
  - Water-resistant boots
- Pay attention to weather reports and warnings of freezing weather and winter storms. Sign up for your community's warning system. The Emergency Alert System (EAS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio also provide emergency alerts.
- Before the storm hits, download free smartphone apps, such as those available from [FEMA](#) and the [American Red Cross](#), which provide information about finding shelters, providing first aid and seeking assistance for recovery.

## Alerts & Know Your Winter Weather Terms

### Alerts

Know before you go this holiday season.

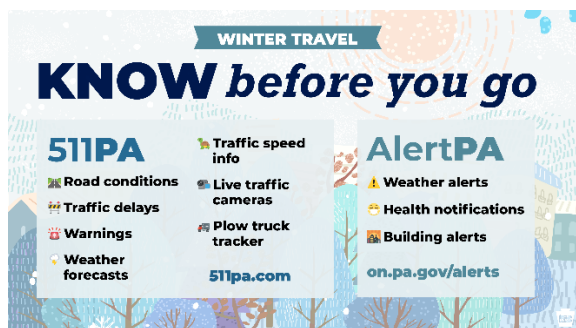
- 🚗 Sign up for traffic alerts: [511pa.com](http://511pa.com)
- 📱 Get weather alerts sent to your phone: [on.pa.gov/alerts](http://on.pa.gov/alerts)

Stay in-the-know all season with weather alerts. Sign up at [on.pa.gov/alerts](http://on.pa.gov/alerts).

- 🏠 Check road conditions before you leave the house: [511pa.com](http://511pa.com)



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## Talking Points: Alerts & Know Your Winter Weather Terms

Winter storms can range from a moderate snow over a few hours to a blizzard with blinding, wind-driven snow that lasts for several days. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, icing, sleet, and freezing rain.

- A **Winter Weather Advisory** is when wintry weather is expected, exercise caution. Light amounts of wintry precipitation or patchy blowing snow will cause slick conditions and could affect travel if precautions are not taken.
- A **Winter Storm Watch** is when snow, sleet, or ice is possible, be prepared! Confidence is medium that a winter storm could produce heavy snow, sleet, or freezing rain and cause significant impacts.
- A **Winter Storm Warning** is when snow, sleet, or ice is expected. Confidence is high that a winter storm will produce heavy snow, sleet, or freezing rain and cause significant impacts.

## Sign Up for the Ready PA Newsletter

We know: Your email is full of junk. Ours, too. 📧 😬 📧  
But we have a monthly newsletter. And it has actually helpful info to keep you safe.  
We know, we know. Everyone says their emails are different.  
Tell you what: Browse here, then subscribe if you like what you see: [bit.ly/ready-newsletter](https://bit.ly/ready-newsletter).



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## READY PA MONTHLY NEWSLETTER

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, and more. You can encourage partners to [sign up here](#).
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on the [Ready PA website](#).

## Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



## Logo

Your website and logo go here.

## Ready PA Tip Sheet

Share the link to the February Tip Sheet in your communications:

Winter Travel Safety Tip Sheet

[https://www.ready.pa.gov/BeInformed/ReadyPA\\_Newsletter/Documents/Winter%20Travel%20Safety%20Tips.pdf](https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Winter%20Travel%20Safety%20Tips.pdf)