

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:
Chilling Dangers of Cold Weather Winter Weather Pet Preparedness Alerts & Know Your Terms	Social Media Messages Graphics Talking Points

Chilling Dangers of Cold Weather

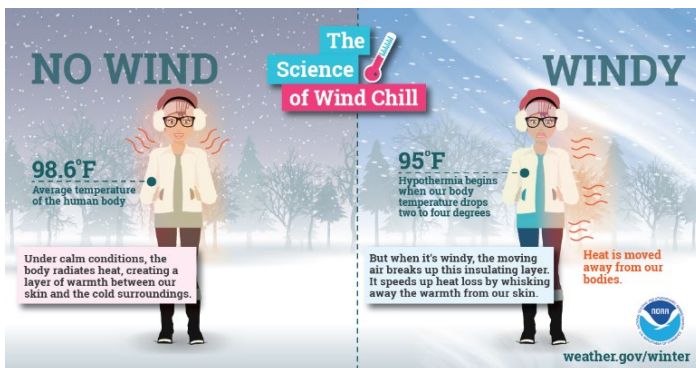
Social Media Messages/Graphics: Chilling Dangers of Cold Weather

Cold can kill. Dress in layers, cover skin and limit time outside. www.ready.gov/winter #WinterSafety

Shoveling snow can be a health risk, so remember to take it easy. Learn more at <http://weather.gov/winter> #WinterSafety

When it's freezing limit time outside and check on your neighbors! #WinterSafety

Freezing temperatures increase #frostbite risk. Learn the warning signs of frostbite: www.cdc.gov/disasters/winter #WinterSafety



Talking Points: Chilling Dangers of Cold Weather

When the weather is extremely cold, try to stay indoors. If you must go outside, dress appropriately and know who is at high risk for hypothermia or frostbite.

When going outside, be sure to wear the following:

- A hat
- A scarf or knit mask that covers the face & mouth
- A water-resistant coat
- Mittens or gloves
- Several layers of loose-fitting clothing
- Water-resistant boots

When going outside in winter, make sure body parts (nose, ears, toes, cheeks, chin, & fingers) most often affected by frostbite are covered in warm, dry clothing.

Know who is at the highest risk for hypothermia or frostbite.

- Older adults without proper food, clothing, or heating
- People who stay outdoors for long periods (homeless, hikers, hunters, etc.)
- People who drink alcohol in excess or use illicit drugs
- Babies sleeping in cold rooms

How to spot frostbite:

A victim is often unaware of frostbite because frozen tissue is numb.

Frostbite Signs & Symptoms:

- Redness or pain in any skin area may be the first sign of frostbite.
- Other signs include:
 - A white or grayish-yellow skin area
 - Skin that feels unusually firm or waxy
 - Numbness

Hypothermia often occurs at very cold temperatures but can occur at cool temperatures (above 40°F) if a person is wet (from rain, sweat, or cold water) and becomes chilled.

HYPOTHERMIA Signs & Symptoms:

Adults:

- shivering
- exhaustion
- confusion
- fumbling hands
- memory loss
- slurred speech
- drowsiness

Infants:

- bright red, cold skin
- very low energy

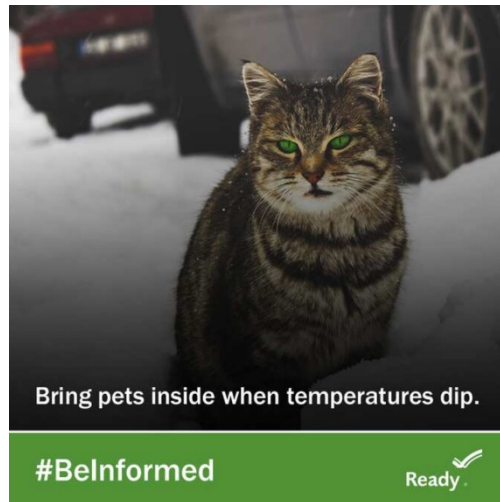
Winter Weather Pet Preparedness

Social Media Messages/Graphics: Winter Weather Pet Preparedness

It's cold in Pennsylvania, make sure you bundle up and limit your time outside to prevent cold weather injuries to yourself and your beloved pet.

Don't forget to wipe your dog's paws! Ice-melting chemicals can make your pet sick.
#PetPreparedness

Bring your furry friends inside when temperatures take a dip! #PetPreparedness





Talking Points: Winter Weather Pet Preparedness

- Bring your furry friends inside when temperatures take a dip!
- Wipe dog's paws after each trip outside. Ice-melting chemicals or rock salt can cause irritation, sickness or be fatal.
- Your pet may think antifreeze is sweet, but it can be deadly. Find out more here: www.humanesociety.org/animals/resources/tips/antifreeze.html
- **Prepare a Pet Emergency Supply Kit.** Just as you do with your family's emergency supply kit, think first about the basics for survival, particularly food and water.
- **Food.** Keep at least three days of food in an airtight, waterproof container.
- **Water.** Store at least three days of water specifically for your pets in addition to water you need for yourself and your family.
- **Medicines and medical records.** Keep an extra supply of medicines your pet takes on a regular basis in a waterproof container.
- **First aid kit.** Talk to your veterinarian about what is most appropriate for your pet's emergency medical needs.
- **Collar with ID tag, harness, or leash.** Include a backup leash, collar and ID tag. Have copies of your pet's registration information and other relevant documents in a waterproof container and available electronically.
- **Traveling bag, crate, or sturdy carrier,** ideally one for each pet.
- **Sanitation.** Include pet litter and litter box (if appropriate), newspapers, paper towels, plastic trash bags and household chlorine bleach to provide for your pet's sanitation needs.

Alerts & Know Your Terms

Alerts

Know before you go this holiday season.

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

Stay in-the-know all season with weather alerts. Sign up at on.pa.gov/alerts.

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



[Download graphic for Facebook and Instagram](#)

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Talking Points: Know Your Terms

- **Freezing Rain:** Rain that freezes when it hits the ground, creating a coating of ice on roads, walkways, trees and power lines.
- **Sleet:** Rain that turns to ice pellets before reaching the ground. Sleet also causes moisture on roads to freeze and become slippery.
- **Wind Chill:** Wind chill is the temperature it “feels like” when you are outside. The NWS provides a [wind chill calculator](#) to show the difference between air temperature and the perceived temperature and the amount of time until frostbite occurs.
- **Winter Weather Advisory:** The NWS issues a winter weather advisory when conditions are expected to cause significant inconveniences that may be hazardous. If caution is used, these situations should not be life-threatening.
- **Winter Storm Watch:** A winter storm is possible in your area. The NWS issues a winter storm watch when severe winter conditions, such as heavy snow and/or ice, may affect your area but the location and timing are still uncertain.
 - A winter storm watch is issued 12 to 36 hours in advance of a potential severe storm. Tune in to your NOAA Weather Radio, local radio, TV, or other news sources for more information.
 - Monitor alerts, check your emergency supplies, and gather any items you may need if you lose power.
- **Winter Storm Warning:** A winter storm is occurring or will soon occur in your area.
- **Blizzard Warning:** Sustained winds or frequent gusts to 35 miles per hour or greater and considerable amounts of falling or blowing snow (reducing visibility to less than a quarter mile) are expected to prevail for a period of three hours or longer.
- **Frost/Freeze Warning:** Below freezing temperatures are expected.

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



Logo

Your website and logo goes here.

Ready PA Tip Sheet

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

Cold Weather Safety Tip Sheet

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Action-Sheet-January-2021.pdf