

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 topics:	Tools:
Back-to-School Weather Safety	Social Media Messages
Back-to-School Bus Safety	Graphics
National Night Out	Talking Points
Back to School Weather Safety	

Social Media: Back-to-School Weather Safety

Facebook

As students get ready to go back to school, it's important to be prepared, especially for potential severe weather events. Parents should monitor weather from their trusted local weather source, and teach their children how to do the same. Families should also sign up for severe weather alerts for their home and school locations. #BackToSchoolSafety

Severe weather can happen at any time, in any part of the country. Severe weather can include hazardous conditions produced by thunderstorms, including damaging winds, tornadoes, large hail, flooding and flash flooding, and winter storms associated with freezing rain, sleet, snow, and strong winds. Know the threats that can impact your area. Learn more: ready.gov/severe-weather

Twitter

Do you know your kid's school plan for weather hazards? Make sure you know emergency plans, and most importantly, find out where and how you will reunite if your kids are evacuated during the school day. #BackToSchoolSafety

Graphics: Back-to-School Weather Safety



[Download this graphic.](#)



[Download this graphic.](#)

Talking Points: Back-to-School Weather Safety

- In a few weeks, Pennsylvania students will be heading back to school or off to college. It is important to ensure kids and teenagers understand how to stay safe from weather hazards in a different or new environment.

School Students

- Parents and students should monitor and pay attention to the weather forecast from a trusted source.
- Knowing when snow, severe weather, heavy rain, and excessive cold and heat are in the forecast can help you and your kids prepare.
- Sign up for severe weather alerts at home and the alert area for your child's school.
- Know your child's school plan for weather hazards.
- Most importantly, find out where and how you will reunite if your kids are evacuated during the school day.

College Students

- As you return to campus, remember to take a few steps to make sure you are prepared!
- Take the time to learn your campus' emergency plan.
- Know your evacuation route to leave campus and who would give the order to evacuate.
- Sign up for your college or university's emergency alert system.
- If you are living in a dorm, know where the nearest exits are from your room.
- Have emergency contacts saved in your phone so you will be able to call or text in the event of an emergency.

Back to School Bus Safety

Social Media: Back-to-School Bus Safety

Facebook

School Bus Safety Tips for Students:

- Never walk close to the front or sides of the bus.
- When crossing the street to get onto the bus, always look left, then right, then left again.
- If you drop something near the bus, do not pick it up until you tell the bus driver.
- Wait until the bus stops, the door opens, and the driver says it is okay to board before stepping onto the bus.
- Never speak to strangers at the bus stop and never get into the car with a stranger.

PA's School Bus Stopping Law:

- When you meet a stopped school bus with red signal lights flashing and stop arm extended, you **MUST STOP**.
- When you approach an intersection where a school bus is stopped with red signal lights flashing and stop arm extended, you **MUST STOP**, whether you are on the same street or the cross street.
- You **MUST STOP** at least 10 feet away from the school bus.
- Drivers do not have to stop on a highway with clearly defined dividing sections or physical barriers providing separate roadways. This only applies when the school bus is on the opposite side of the road.
- You **MUST WAIT** until the red lights have stopped flashing and the stop arm has been withdrawn before moving.
- **DO NOT MOVE** until all the children have reached a place of safety.

Learn more: <https://www.penndot.gov/TravelInPA/Safety/TrafficSafetyAndDriverTopics/pages/school-bus-safety.aspx> #SchoolBusSafety

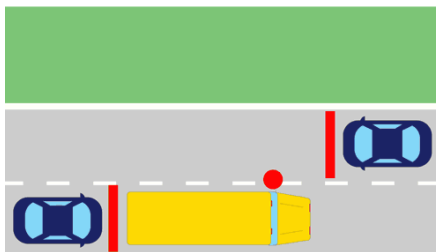
Twitter

Students, parents, teachers, administrators, transportation personnel, and the motoring public all play important roles in keeping our children safe while on or around the school bus. Learn more: <https://www.penndot.gov/TravelInPA/Safety/TrafficSafetyAndDriverTopics/pages/school-bus-safety.aspx> #SchoolBusSafety

Graphics: Back-to-School Bus Safety

TWO-LANE ROADWAY

When a school bus stops for passengers, all traffic from both directions must stop.



[Download this GIF.](#)

[Download this graphic.](#)

Talking Points: Back-to-School Bus Safety

School Bus Safety Tips for Students

- Never walk close to the front or sides of the bus. The bus driver may not be able to see you.
- When crossing the street to get onto the bus, always look left, then right, then left again.
- If you drop something near the bus, do not pick it up until you tell the bus driver. Otherwise, they may not see you.
- Wait until the bus stops, the door opens and the driver says it is okay to board before stepping onto the bus.
- Never speak to strangers at the bus stop and never get into the car with a stranger.
- Always go straight home and tell your parents if a stranger tries to talk to you or pick you up.

School Bus Safety Tips for Motorists

- Yellow flashing lights on the bus indicate the bus is getting ready to stop and load or unload. Slow down and get ready to STOP!
- Red flashing lights and a stop signal arm indicate that the bus has stopped that children are getting on or off. You must stop your vehicle at least 10 feet before reaching the school bus. You may not proceed until the flashing red signal lights are no longer activated.
- You can be fined \$250 for each violation when improperly meeting or overtaking a school bus. Additionally, a conviction will result in a 60-day driver's license suspension and five points on the operator's driving record.
- Please obey all posted speed limits; especially in school zones!

National Night Out

Social Media: National Night Out

Facebook

National Night Out (NNO) is happening on Tuesday, August 3, in many PA communities! NNO is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live. Learn more: natw.org #NationalNightOut

Twitter

National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. It provides a great opportunity to bring police and neighbors together under positive circumstances. Learn more: natw.org #NationalNightOut

Reach out to local government, law enforcement, and emergency managers, or check their social media accounts and websites to see if they're holding National Night Out events in your community on August 3, 2021. #NationalNightOut

Graphics: National Night Out



[Download](#) this graphic.

Talking Points: National Night Out

- National Night Out was introduced in August of 1984 through an already established network of law enforcement agencies, neighborhood watch groups, civic groups, state and regional crime prevention associations and volunteers across the nation.
- The first annual National Night Out involved 2.5 million neighbors across 200 communities in 23 states.
- National Night Out culminates annually on the first Tuesday in August.
- Millions of neighbors take part in National Night Out across thousands of communities from all 50 states, US territories and military bases worldwide.
- National Night Out provided a great opportunity to bring police and neighbors together under positive circumstances.
- National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community.

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



Ready PA Tip Sheet

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

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/School-Bus-Safety-Action-Sheet.pdf