



Are you ReadyPA?

Social Media Toolkit - February 2022

Use this toolkit of key messages and templates 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:
Theme: Winter Safety Ask a Plow Truck Driver Winter Weather Tips that We LOVE Know Your Winter Weather Terms	Social Media Messages Graphics (follow link below graphic to download) Talking Points

Ask a Plow Truck Driver

Social Media: Ask a Plow Truck Driver

Facebook

When you're deciding whether to travel during winter weather, make sure you "Know Before You Go." Check 511PA.com before you go for the latest road closures and conditions. #PAWinter

Get travel info on the go! Visit 511PA.com to:

- Check the weather forecast and alerts
- Check winter road conditions
- Check plow truck status

Twitter

During winter weather, "Know Before You Go" by checking conditions on 511PA.com 24/7. You can also follow your local 511PA Twitter account or download the mobile app. More: 511PA.com #PAWinter

Remember: You should NEVER crowd or pass a snowplow. Plow drivers have limited visibility, so motorists shouldn't pass or drive next to a plow truck. With snow-covered road in front of the plow, you are safest traveling behind it. #PAWinter

If you must travel during #PAWinter snow, clear snow off your vehicle, maintain a safe distance, take it slow, give yourself extra time & #DontCrowdThePlow.

During winter storms, monitor local forecasts and avoid unnecessary travel. Check 511PA for the latest travel information: 511PA.com. #PAWinter

Graphics: Ask a Plow Truck Driver

WINTER UPDATE

VEHICLE RESTRICTIONS

SPEED LIMITS

TRAFFIC ALERTS

TRACK SNOW PLOWS

FIND IT ALL AT
511PA.COM



 AND SIGN UP FOR CUSTOMIZED ALERTS! 

[Download this graphic.](#)



[Download this graphic.](#)

Talking Points: Ask a Plow Truck Driver

- Preparation is the key to successfully navigating winter roads. Winter weather can bring unexpected conditions, so make sure that both you and your vehicle are ready for ice and snow.
- PennDOT reminds motorists that [511PA](#) provides free, 24-hour traveler information services.
- Check conditions on more than 40,000 miles of roadways by visiting www.511PA.com.
- Want to know where your plow truck is? You can view a color-coded map of plow truck locations by simply visiting the plow truck section on [511PA](#).
- Do Not pass or get between trucks plowing in a plow line (several trucks plowing side by side).
- Be mindful of winter weather forecasts, and consider changing long-distance travel plans or taking needed supplies if you must travel far in storms.
- Remove ice and snow from windows, mirrors, and all vehicle lights as often as needed.
- Remove snow and ice from the hood and roof of your vehicle. State law states that if snow or ice from your vehicle strikes a vehicle or person and causes death or injury, you can be ticketed.

Winter Weather Tips that We LOVE

Social Media: Winter Weather Safety Tips That We LOVE

Facebook

Use your low beams in bad weather, especially in cases of heavy or blowing snow. Using your high beams when driving in snow, rain, or even fog will challenge your vision and actually make it worse. Learn more about safe driving in the winter: penndot.gov/winter

Do not use cruise control while driving on snow-covered roads. Cruise control is convenient, especially for those long drives. But, during winter weather, using cruise control can be dangerous. Learn more about safe driving in the winter: penndot.gov/winter

Twitter

Make sure you have an emergency kit in your car. Stock your vehicle with things like:

- Blankets and warm clothes
- Ice scraper
- Food and water
- Jumper cables and tools
- First aid kit

Learn more: bit.ly/2PBMTrm. #ReadyPA #PAWinter #PAWX

Graphics: Winter Weather Safety Tips That We LOVE



[Download](#) this graphic.

[Download](#) this graphic.

Talking Points: Winter Weather Safety Tips That We LOVE

- Winter weather can occur anywhere and can include freezing rain, ice, snow, high winds, or a combination of all conditions.
- In Pennsylvania we tend to see wintry weather anywhere from October through April, with the greatest impact typically during January, February, and March.
- We have it all... Snow, sleet, ice, heavy rain, cold, wind, flooding, and ice jams can impact Pennsylvania during the winter time.
- Know your area's risk for winter storms. Extreme winter weather can leave communities without utilities or other services for long periods of 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.
- Prepare your home to keep out the cold with insulation, caulking, and weather stripping. Learn how to keep pipes from freezing. Install and test smoke alarms and carbon monoxide detectors with battery backups.
- 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.
- 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.
- Create an emergency supply kit for your car. Include jumper cables, sand, a flashlight, warm clothes, blankets, bottled water, and non-perishable snacks. Keep the gas tank full.
- One of the primary concerns is winter weather's ability to knock out heat, power and communications services to your home or office, sometimes for days at a time. Heavy snowfall and extreme cold can immobilize an entire region.
- 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.
- Winter Storm Watch is issued when the potential for dangerous snow, ice, or combination with wind and can be issued up to two days in advance.
- Winter Weather Advisory is issued when winter weather is likely, but is more of an inconvenience, nuisance, or disruption.
- Winter Storm Warning is issued when winter weather is likely and may be a threat to life and property.

Know Your Winter Weather Terms

Social Media: Know Your Winter Weather Terms

Facebook

Do you know the difference between a Winter Storm Watch, Winter Storm Warning and a Winter Weather Advisory? When a warning is issued: TAKE ACTION! When a watch is issued: Get Prepared! When an advisory is issued: Take Precautions! Find out more at: <http://www.nws.noaa.gov/om/winter/ww.shtml>

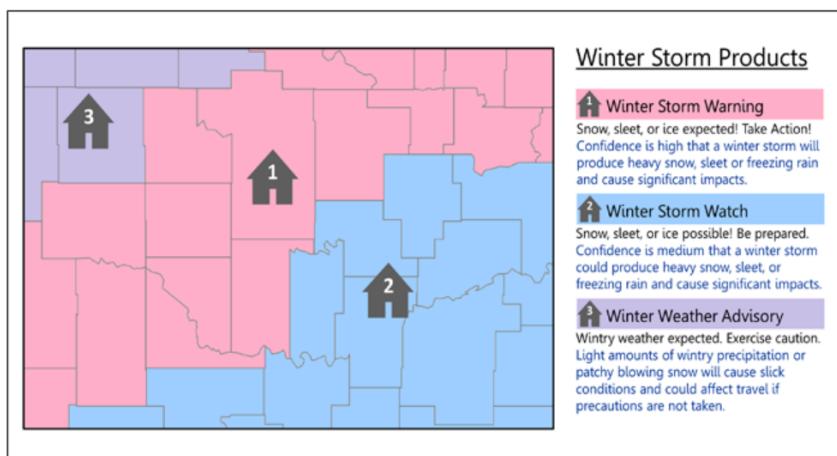
Twitter

Before winter weather hits, know your weather terms, create your emergency kit, learn where to find up-to-date road conditions and plow information (511PA.com). #PAWinter #ReadyPA

Graphics: Know Your Winter Weather Terms



[Download](#) this graphic.



[Download](#) this graphic.

Talking Points: Know Your Winter Weather Terms

- In Pennsylvania, we tend to see wintry weather anywhere from October through April, with the greatest impact typically during January, February, and March.
- We have it all. Snow, sleet, ice, heavy rain, cold, wind, flooding, and ice jams can impact Pennsylvania during the winter time.
- A winter weather event is a winter weather phenomenon (such as snow, sleet, ice, wind chill) that impacts public safety, transportation, and/or commerce.
- Did you know thousands of people are injured or killed every year in traffic accidents related to slippery roads from winter storms?
- A **Warning** is issued when a hazardous winter weather event is occurring, is imminent, or has a very high probability of occurrence (generally greater than 80%). A warning is used for conditions posing a threat to life or property.
- A **Watch** is generally issued in the 24 to 72 hour forecast time frame when the risk of a hazardous winter weather event has increased (50 to 80% certainty that warning thresholds will be met).
- An **Advisory** is issued when a hazardous winter weather event is occurring, is imminent, or has a very high probability of occurrence (generally greater than 80%). An advisory is for less serious conditions that cause significant inconvenience and, if caution is not exercised, could lead to situations that may threaten life and/or property.
- **Warnings:** Take Action!
- **Watches:** Be Prepared.
- **Advisories:** Be Aware.
- A great way to receive winter weather information is with a National Oceanic and Atmospheric Administration (NOAA) Weather Radio. As the "Voice of the National Weather Service," it provides continuous broadcasts of the latest weather information from local National Weather Service offices.

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, etc.
- 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 ready.pa.gov.
- [Visit the Ready PA website](#) for the most recent Ready PA newsletter and previous issues.

Ready PA Logo

www.ready.pa.gov



Ready PA Tip Sheets

Share the [link to the February Tip Sheet](#) in your communications.