



Are you ReadyPA?

Social Media Toolkit - January 2021

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:
Resolve to Be Ready	Social Media Messages
Chilling Dangers of Cold Weather	Graphics (follow link below graphic to download)
Winter Preparedness for Pets	Talking Points
Alerts	

Resolve to Be Ready

Social Media: Resolve to Be Ready

Facebook

It's that time of year when we start thinking about New Year's resolutions. Choose one that you can stick with! #ResolveToBeReady in 2021 by creating family emergency plans and kits.

Learn more: bit.ly/3o0hcVT

Create your emergency plan so you're ready in 2021.

- Identify locations in both your community and in a nearby town where you can meet loved ones
- Identify an out-of-town contact everyone can check in with
- Text or use social media to let others know you are safe and where you are
- Have hard copy lists of important phone numbers doctor's offices, and copies of important documents
- Practice your plan just like you would a fire drill

Learn more: bit.ly/3o0hcVT. #ResolveToBeReady

Twitter

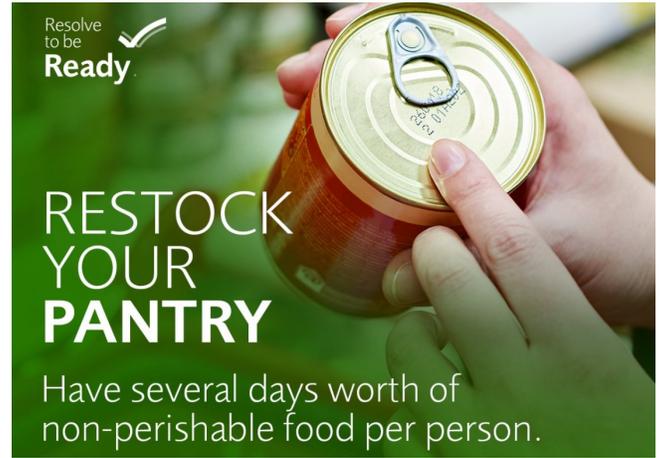
Start the #NewYear with updating items in your pantry! Check expiration dates. Keep several days' worth of water and non-perishable food per person. Include water and food for your pets. Learn more: <http://ready.gov/kit> #ResolveToBeReady

A new year is here! Make it a priority to practice your emergency plan with your family in 2021. Discuss your: Emergency contacts. Evacuation Route. Family meet-up location in case you get separated. More info: <http://ready.gov/plan> #ResolveToBeReady

Graphics: Resolve to Be Ready



[Download](#) this graphic.



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Talking Points: Resolve to Be Ready

- With winter approaching, be sure to look through your emergency kit and add supplies specific to winter, such as:
 - Rock salt or more environmentally safe products to melt ice on walkways. (Remember that these products can be harmful to dogs, so be sure to choose a non-toxic brand if you or your neighbors have pets.)
 - Sand/gravel to improve traction.
 - Snow shovels or other snow removal equipment.
 - Heating fuel. If you have a fireplace or wood-burning stove, keep a supply of good, dry wood for heating in case you lose power.
 - Adequate clothing and blankets to keep warm, including coats, sweaters, hats, gloves, mittens, scarves, etc.
 - Keep your [NOAA Weather Radio](#) in your kit to receive broadcast alerts and warnings directly from the NWS for all hazards. You may also sign up in advance to receive notifications from your local emergency services.

Chilling Dangers of Cold Weather

Social Media: Chilling Dangers of Cold Weather

Facebook

Did you know not all blizzards involve falling snow? By definition, a blizzard includes 35+ mph winds that cause blowing snow, reducing visibility to 1/4 mile or less for at least 3 hours. If the visibility reduction comes from snow that has already fallen, it is called a ground blizzard. Whether or not the snow falls during the time of the blizzard, dangerous conditions can result. Make sure you're prepared! weather.gov/winter

Cold weather can be life-threatening. If you can't avoid being outside, remember to follow these 3 steps and tell someone where you're going. weather.gov/safety/cold

Twitter

If you notice someone exhibiting warning signs of hypothermia, get them to a warm place right away. Learn how to protect yourself from the cold at weather.gov/safety/cold

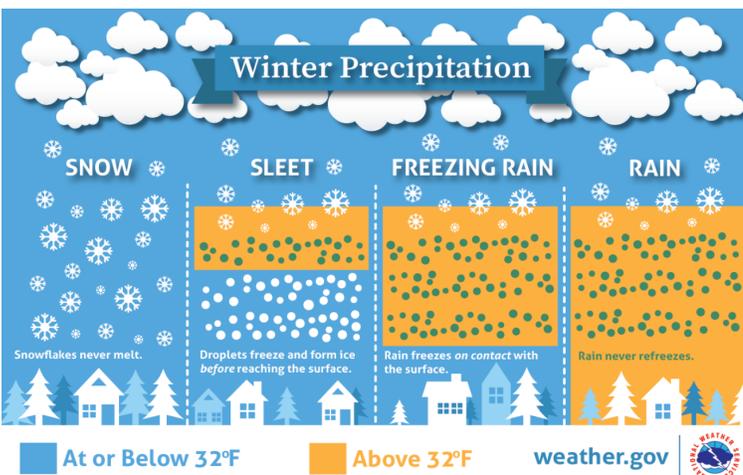
Graphic: Chilling Dangers of Cold Weather



[Download](#) this graphic.

A graphic titled "KNOW YOUR WEATHER TERMS" with a blue background and white snowflakes. It features a "Watch" section with a weather icon and a "Warning" section with a red exclamation mark icon. The "Watch" section text reads: "There is increased risk of a hazardous weather event, but its occurrence, location, or timing is still uncertain. Pay attention to forecasts and plan out what you will do if/when it occurs." The "Warning" section text reads: "The weather event is imminent or happening. Take immediate action to protect yourself and property." A FEMA logo is in the bottom right corner.

[Download](#) this graphic.



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A graphic with two panels: "Freeze Warning" and "Frost Advisory". The "Freeze Warning" panel has a dark blue background and text: "Temperatures of 32°F or colder for several hours over a widespread area during growing season. A hard freeze is when temperatures are below 28°F. Plants left outdoors may be killed." The "Frost Advisory" panel has a light blue background and text: "Temperatures of 33 to 36°F with clear skies and light winds over a widespread area during growing season, which would promote the development of frost. Plants left outdoors may be damaged." Both panels include the NOAA logo and the URL "weather.gov/safety/winter".

[Download](#) this graphic.

Talking Points: Chilling Dangers of Cold Weather

- [Winter weather](#) can occur anywhere and can include freezing rain, ice, snow, high winds or a combination of all these conditions.
- Winter weather can cause power outages that last for days or weeks, making it hard to keep warm, taking out communication networks, and making travel very dangerous. Heavy snowfall and extreme cold can immobilize an entire region.
- Winter storms can range from 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.
- On cold days, follow these tips to be prepared:
 - **Layer Up!** Wearing layers is an effective way to insulate your body from the cold.
 - **Hats On!** Most of the body's heat escapes from the head, so cover that noggin!
 - **Mittens Matter!** To keep your hands warmer, keep your fingers together in mittens instead of gloves.
 - **Break It Up!** Make sure you take a break to warm up, reducing your risk for hypothermia or frostbite.
 - **Stay Dry!** Getting wet in cold air can lead to a more rapid route to hypothermia.
- Know the below terms and what actions to take. Be alert to weather reports and tune in for specific guidance when these conditions develop.
 - **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 consider able 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.

Winter Preparedness for Pets

Social Media: Winter Preparedness for Pets

Facebook

When temperatures drop in PA, don't forget about your pets! If you're cold, they're cold too. Give them love indoors when temperatures drop. #PetPreparedness

Take time to refresh your pets emergency kit-check water, food, & make sure their favorite toy is included to reduce stress www.ready.gov/pets

Twitter

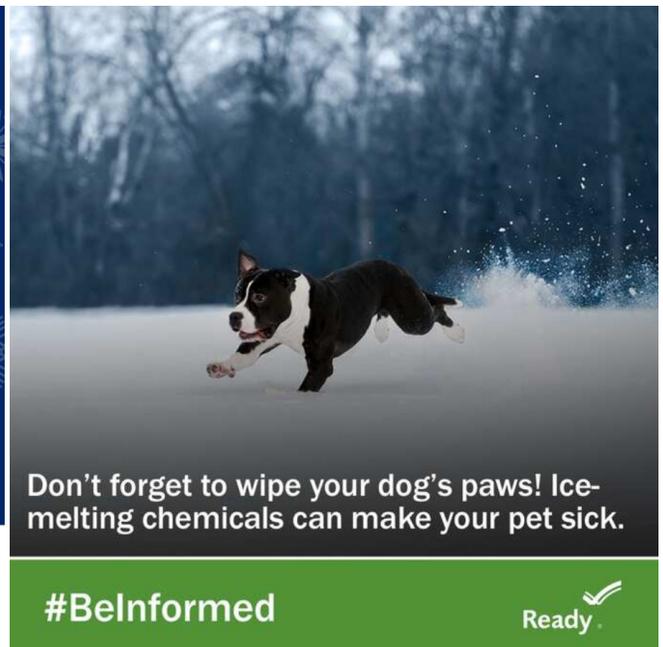
Pets need an emergency supply kit too. View what items should go in it: www.ready.gov/pets #PetPreparedness

Bring your furry friends inside when temperatures take a dip! More pet prep tips: www.ready.gov/pets

Graphics: Winter Preparedness for Pets



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[Download](#) this graphic.

Talking Points: Winter Preparedness for Pets

- Bring your furry friends inside when temperatures take a dip! More pet prep tips: www.ready.gov/pets.
- Wipe dog's paws after each trip outside. Ice-melting chemicals or rock salt can cause irritation, sickness or be fatal.
- Bring your furry friends inside when temperatures take a dip! More pet prep tips: www.ready.gov/pets.
- Your pet may think antifreeze is sweet, but it can be deadly. Find out more: www.humanesociety.org/animals/resources/tips/antifreeze.html.
- Remember, during a disaster what's good for you is good for your pet, so get them ready today.
- 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. Most kits should include cotton bandage rolls, bandage tape and scissors; antibiotic ointment; flea and tick prevention; latex gloves, isopropyl alcohol and saline solution. Include a pet first aid reference book.
 - **Collar with ID tag, harness or leash.** Your pet should wear a collar with its rabies tag and identification at all times. Include a backup leash, collar and ID tag in your pet's emergency supply kit. In addition, place copies of your pet's registration information, adoption papers, vaccination documents and medical records in a clean plastic bag or waterproof container and also add them to your kit. You should also consider talking with your veterinarian about permanent identification such as microchipping, and enrolling your pet in a recovery database.
 - **Crate or other pet carrier.** If you need to evacuate in an emergency situation take your pets and animals with you provided that it is practical to do so. In many cases, your ability to do so will be aided by having a sturdy, safe, comfortable crate or carrier ready for transporting your pet. The carrier should be large enough for your pet to stand, turn around and lie down.
 - **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. You can use bleach as a disinfectant (dilute nine parts water to one part bleach), or in an emergency you can also use it to purify water. Use 16 drops of regular household liquid bleach per gallon of water. Do not use scented or color safe bleaches, or those with added cleaners.

Sign Up for Alerts

Social Media: Sign Up for Alerts

Facebook

For the latest on vehicle restrictions, speed limits, traffic alerts, and to track your snow plow, visit 511PA.com. #PAWinter

Twitter

Be prepared for winter. Sign up for PA weather alerts: bit.ly/Alert-PA #ReadyPA

We have the power to #StopTheSpread. Download printable posters to help educate your customers, neighbors, and friends. Learn more: <http://ow.ly/Fstd50BgPWX> #MaskUpPA #PAagainstCOVID

Graphics: Sign-up for Alerts



WINTER UPDATE

- VEHICLE RESTRICTIONS
- SPEED LIMITS
- TRAFFIC ALERTS
- TRACK SNOW PLOWS

FIND IT ALL AT
511PA.COM

AND SIGN UP FOR CUSTOMIZED ALERTS!

The graphic features a smartphone displaying the 511PA website interface with a map and various alert options. Logos for 511, TURN PIKE, and PEMA are also visible.



**Sign up for
PA weather
alerts.**

ready.pa.gov

PEMA

The graphic has a green background with a large white exclamation mark and a faint map outline.

[Download](#) this graphic.

[Download](#) this graphic.



**Add Your Phone
to the COVID Fight**

PA UNITES
AGAINST
COVID

The graphic shows two smartphones with 'COVID ALERT PA' and the Pennsylvania Department of Health logo on their screens. The background is green with blue virus icons.

[Download](#) this graphic.

Talking Points: Sign Up for Alerts

- All Pennsylvania residents are encouraged to sign up for [AlertPA](#), a text notification system for health, weather, and other important alerts like COVID-19 updates from commonwealth agencies. Residents can sign up online at www.ready.pa.gov/BeInformed/Signup-For-Alerts.
- Download the COVID Alert PA app and make your phone part of the fight. The free app can be found in the [Google Play Store](#) and the [Apple App Store](#) by searching for "covid alert pa."
- The [COVID Alert PA app](#) is a free mobile app that uses Bluetooth technology to let a person know that they have been exposed to COVID-19 without compromising the identity or location of either the person using the app, or of the person to whom they may have been exposed.
- The Department of Health has made updates to the [COVID Alert PA app](#) to include 13- through 17-year-old residents with parental consent to download the app and four new languages. This app is interoperable with [16 other states](#) that also utilize the same notification exposure app technology.

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.
- Click [here](#) for the most recent Ready PA newsletter.

Ready PA Logo

www.ready.pa.gov



Ready PA Tip Sheet

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

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