

Are you ReadyPA?

Social Media Toolkit - January 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:
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

Resolve to Be Ready

Social Media: Resolve to Be Ready

Facebook

Pick a New Year's resolution that can benefit your, and your family's, health and well-being, like being better prepared for emergencies! #ResolveToBeReady by creating a winter emergency kit for your vehicle. Learn more: bit.ly/ReadyPA-Car-Kit

Twitter

There's still time to pick a New Year's resolution! Choose one that will stick. #ResolveToBeReady in 2022 by creating family emergency plans and kits. Learn more and be #ReadyPA: ready.pa.gov

Graphics: Resolve to Be Ready



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Talking Points: Resolve to Be Ready

- Resolve to Be Ready by having a family emergency plan. Take these steps to get started:
 - 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 copies of lists of phone numbers and other important information such as doctor's offices as well as copies of important documents; and
 - Practice your plan just like you would a fire drill.

- A basic emergency kit should include enough basic supplies to support yourself and your loved ones for at least 3 days. It should include:
 - One gallon of water per person per day;
 - Non-perishable food and a manual can opener;
 - Vital medical supplies, hearing aid batteries or other medical equipment and mobility devices you may need;
 - Specialized items such as baby supplies and pet care products;
 - First aid kit;
 - Hand-crank or battery-operated flashlights and radio;
 - Car cell phone chargers or battery packs;
 - Special toys or supplies to keep children and pets occupied and busy.

Chilling Dangers of Cold Weather

Social Media: Chilling Dangers of Cold Weather

Facebook

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

Twitter

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

Graphic: Chilling Dangers of Cold Weather



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Talking Points: Chilling Dangers of Cold Weather

- 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
- When going outside in winter make sure body parts most often affected by frostbite are covered in warm, dry clothing.
 - Nose
 - Ears
 - Toes
 - Cheeks
 - Chin
 - Fingers
- 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
- HYPOTHERMIA Signs & Symptoms
 - Infants:
 - bright red, cold skin
 - very low energy

Winter Preparedness for Pets

Social Media: Winter Preparedness for Pets

Facebook

When you're cold your pets are cold. Bring pets inside during cold weather! #WinterSafety

Always bring your pets inside when it's freezing outside. #WinterSafety

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

Twitter

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

#ColdWeather Tip: Bring your furry friends inside. Move livestock to sheltered areas with non-frozen drinking water. #PetPreparedness

Make sure pets are inside & out of the snow. If you see pets wandering outside call your local animal control agency. #PetPreparedness

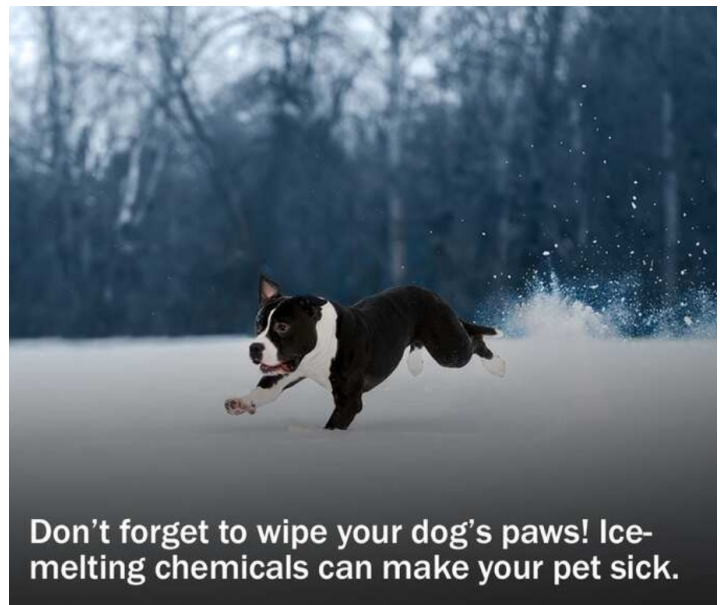
Graphics: Winter Preparedness for Pets



#BeInformed



[Download](#) this graphic.



#BeInformed



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Talking Points: Winter Preparedness for Pets

- 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: 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.

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/BePrepared/MakeaPlan/Documents/FamilyEmergencyPlan.pdf>