



Are you ReadyPA?

Social Media Toolkit - July 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:
Fireworks Safety Extreme Heat Safety Pets & Heat Safety	Social Media Messages Graphics (follow link below graphic to download) Talking Points
Fireworks Safety	

Social Media: Fireworks Safety

Facebook

Leave fireworks displays to the professionals. If you decide to have a smaller display, remember set off fireworks in an open area, away from structures; ignite one at a time; keep a bucket of water nearby; never let children use fireworks; do not ignite fireworks if you're under the influence. Don't forget to keep nearby residents and pets in mind when using fireworks. Fireworks can be startling and traumatizing to some. Learn more: bit.ly/2Tf8gC8 #FireworksSafety

Twitter

Fireworks displays should be left to the professionals, but if you choose to ignite fireworks, here are some safety tips. Always use fireworks safely and responsibly. Learn more: www.befiresafepa.com #FireworksSafety

It's safer to leave the show to the professionals. Whether you're attending a professional display or using consumer fireworks, ALWAYS remain a safe distance from the ignition spot. #FireworksSafety

Graphics: Fireworks Safety



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Graphics: Fireworks Safety

Talking Points: Fireworks Safety

Myth: If you're caught outside during a thunderstorm, you should crouch down to reduce your risk of being struck.

Fact: Crouching doesn't make you any safer outdoors. Run to a substantial building or hard topped vehicle. You are NOT safe anywhere outdoors.

Myth: If outside in a thunderstorm, you should seek shelter under a tree to stay dry.

Fact: Being underneath a tree is the second leading cause of lightning casualties.

Myth: Rubber tires on a car protect you from lightning by insulating you from the ground.

Fact: Most cars are safe from lightning, but it is the metal roof and metal sides that protect you, NOT the rubber tires. Remember, convertibles, motorcycles, bicycles, open-shelled outdoor recreational vehicles and cars with fiberglass shells offer no protection from lightning. When lightning strikes a vehicle, it goes through the metal frame into the ground. Don't lean on doors during a thunderstorm.

Myth: If trapped outside and lightning is about to strike, I should lie flat on the ground.

Fact: Lying flat increases your chance of being affected by potentially deadly ground current. If you are caught outside in a thunderstorm, you keep moving toward a safe shelter.

Myth: If thunderstorms threaten while you are outside playing a game, it is okay to finish it before seeking shelter.

Fact: Many lightning casualties occur because people do not seek shelter soon enough. No game is worth death or life-long injuries. Seek proper shelter immediately if you hear thunder. Adults are responsible for the safety of children.

Myth: If it's not raining or there aren't clouds overhead, you're safe from lightning.

Fact: Lightning often strikes more than three miles from the center of the thunderstorm, far outside the rain or thunderstorm cloud. "Bolts from the blue" can strike 10-15 miles from the thunderstorm.

Myth: A lightning victim is electrified. If you touch them, you'll be electrocuted.

Fact: The human body does not store electricity. It is safe to touch a lightning victim to give them first aid.

Myth: If you are in a house, you are 100% safe from lightning.

Fact: A house is a safe place to be during a thunderstorm as long as you avoid anything that conducts electricity. This means staying off corded phones, electrical appliances, wires, TV cables, computers, plumbing, metal doors and windows. Windows are hazardous for two reasons: wind generated during a thunderstorm can blow objects into the window, breaking it and causing glass to shatter and second, in older homes, in rare instances, lightning can come in cracks in the sides of windows.

Myth: Lightning never strikes the same place twice.

Fact: Lightning often strikes the same place repeatedly, especially if it's a tall, pointy, isolated object. The Empire State Building is hit an average of 23 times a year.

Social Media: Extreme Heat Safety

Facebook

Extreme heat is a period of high heat and humidity with temperatures above 90 degrees for at least two to three days. In extreme heat, your body works extra hard to maintain a normal temperature, which can lead to death. In fact, extreme heat is responsible for the highest number of annual deaths among all weather-related hazards. Learn more: ready.gov/heat #HeatSafety

Experiencing extreme heat? Remember to:

- Find air conditioning
- Avoid strenuous activities
- Wear light clothing
- Check on family members and neighbors
- Drink plenty of fluids
- Watch for heat cramps, heat exhaustion and heat stroke
- Never leave people or pets in a closed car

Twitter

Extreme heat is dangerous and can occur quickly and without warning. Older adults, children, and sick or overweight individuals are at greater risk from extreme heat. Learn more: ready.gov/heat #HeatSafety

Graphics: Extreme Heat Safety

5 Extreme Heat Safety Tips

- Stay indoors during extreme heat.**
Stay indoors, if possible. If you're working outdoors, make regular stops for time in the air conditioning or shade.
- Stay hydrated.**
Drink plenty of water on a regular basis.
- 10 to 3: Not for me!**
Avoid strenuous activities outdoors during the hottest part of the day, typically between 10 AM and 3 PM.
- Look before you lock.**
Check the back seat of your car every time to ensure you do not forget children or pets.
- Knock and talk.**
Check on your older neighbors.

PEMA logo

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STAYING SAFE IN THE HEAT

- Find air conditioning, shade, or fans.**
- Drink plenty of water.**
- Watch for heat illness.**
- Never leave children or pets unattended in a hot vehicle.**

PEMA logo

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Talking Points: Extreme Heat Safety

During Extreme Heat

- Stay indoors as much as possible and limit exposure to the sun.
- Drink plenty of fluids and replace salts and minerals in your body. Anyone on a fluid-restricted diet or who has a problem with fluid retention should consult a doctor before increasing liquid intake. People with epilepsy or heart, kidney, or liver disease should also consult a doctor before increasing liquid intake. A sports beverage can replace the salt and minerals you lose in sweat. Avoid using salt tablets unless directed to do so by a physician. Avoid alcohol.
- Closely monitor a local radio station, TV station or [NOAA Weather Radio](#) for the latest information.
- Dress in loose-fitting, lightweight, and light-colored clothes that cover as much skin as possible. Protect face and head by wearing a wide-brimmed hat.
- Spend time in air-conditioned places. If you cannot afford an air conditioner, spend some time each day in an air-conditioned environment such as public libraries, shopping malls or other indoor public spaces.
- Stay on the lowest floor, out of the sunshine if air conditioning is not available.
- Check on family, friends, and neighbors who do not have air conditioning and who spend much of their time alone.
- Never leave children or pets alone in closed vehicles.
- Avoid strenuous work during the warmest part of the day. Use a buddy system when working in extreme heat, and take frequent breaks.
- Eat well-balanced, light, and regular meals. Hot, heavy meals add heat to your body. Avoid using salt tablets unless directed to do so by a physician.
- Check on family, friends, and neighbors who do not have air conditioning and who spend much of their time alone.

Social Media: Pets & Heat Safety

Facebook

It's starting to feel like summer in PA. As the days get hotter, so do our pets. The heat can be dangerous for them. Here are some tips to keep our furry friends safe this time of year. Learn more: <https://bit.ly/2CChLTf> #PetSafety

Pets can get dehydrated quickly, so give them plenty of fresh, clean water when it's hot or humid outdoors. Make sure your pets have a shady place to get out of the sun, be careful not to over-exercise them, and keep them indoors when it's extremely hot. #PetSafety

Twitter

Know the symptoms of overheating in pets, which include excessive panting/difficulty breathing, increased heart & respiratory rate, drooling, mild weakness, stupor, or collapse. Symptoms can also include seizures, bloody diarrhea, vomit, or an elevated temperature of over 104.

Never leave your animals alone in a parked vehicle. Not only can it lead to fatal heat stroke, it is illegal in many states, including PA. #PetSafety

Graphics: Pets & Heat Safety



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Talking Points: Pets & Heat Safety

- Never leave your pet in a parked car- they can suffer from heat-related illness!
- Provide plenty of fresh water for your pets, and leave the water in a shady area.
- Never leave pets in a parked car!
- Even in cool temperatures, cars can heat up to dangerous temperatures very quickly.
- Leaving a window open is not enough - temperatures inside the car can rise almost 20 degrees Fahrenheit within the first 10 minutes, even with a window cracked open.
- Pets can get dehydrated quickly, so give them plenty of fresh, clean water when it's hot or humid outdoors. Make sure your pets have a shady place to get out of the sun, be careful not to over-exercise them, and keep them indoors when it's extremely hot.
- Know the symptoms of overheating in pets, which include excessive panting or difficulty breathing, increased heart and respiratory rate, drooling, mild weakness, stupor or even collapse. Symptoms can also include seizures, bloody diarrhea and vomit along with an elevated body temperature of over 104 degrees.
- Animals with flat faces, like Pugs and Persian cats, are more susceptible to heat stroke since they cannot pant as effectively. These pets, along with the elderly, the overweight, and those with heart or lung diseases, should be kept cool in air-conditioned rooms as much as possible.
- When the temperature is very high, don't let your pet linger on hot asphalt. Being so close to the ground, your pet's body can heat up quickly, and sensitive paw pads can burn. Keep walks during these times to a minimum.
- Leave pets at home when you head out to Fourth of July celebrations, and never use fireworks around pets. Exposure to lit fireworks can potentially result in severe burns or trauma, and even unused fireworks can contain hazardous materials. Many pets are also fearful of loud noises and can become lost, scared or disoriented, so it's best to keep your little guys safe from the noise in a quiet, sheltered and escape-proof area of your home.

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 July Tip Sheet in your communications:

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