



# Are you ReadyPA?

## Social Media Toolkit - June 2021

Use this social media 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:
Lightning Safety	Social Media Messages
Fireworks Safety	Graphics (follow link below graphic to download)
Cookout Safety	Talking Points
Pet Preparedness Month	
<b>Lightning Safety</b>	

### Social Media: Lightning Safety

#### Facebook

Pennsylvanians are spending more time outdoors this time of year, which is why it's important to talk about lightning safety.

PA lightning facts:

- PA sees over 240,000 cloud-to-ground lightning strikes per year (averaging about 5 lightning strikes per square mile).
- PA ranked 9th in the U.S. for lightning fatalities from 1959-2017 with 134 deaths.
- Lightning is dangerous and unpredictable, with bolts able to strike over 10 miles from the storm.
- Every Pennsylvanian is at risk for lightning strikes.

#LightningSafetyAwarenessWeek #PAwx

#### Twitter

When thunder roars, go indoors! Learn more during Lightning Safety Awareness Week: <https://bit.ly/3dmx1QM>

Although most lightning occurs in the summer, people can be struck at any time of year. Lightning kills an average of 47 people in the U.S. each year & injures hundreds more. Stay safe with these tips. Learn more: [weather.gov/safety/lightning](https://weather.gov/safety/lightning) #LightningSafetyAwarenessWeek #PAWX

Have you signed up for weather alerts on your phone and other devices? Make sure you're set to receive warnings, so you're aware when there are threats of severe weather in your area. Sign up and be ready: [bit.ly/SignUpForAlertsPA](https://bit.ly/SignUpForAlertsPA). #LightningSafetyAwarenessWeek

## Graphics: Lightning Safety



[Download](#) this graphic.



[Download](#) this graphic.



[Download](#) this graphic.

## Talking Points: Lightning 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. If you are too far to run to one of these options, you have no good alternative. 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. Better to get wet than fried!

**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 perfectly safe to touch a lightning victim to give them first aid. This is the most chilling of lightning Myths. Imagine if someone died because people were afraid to give CPR!

**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: Firework Safety

#### Facebook

Leave fireworks displays to the professionals. If you decide to have a smaller display, remember:

1. Set off fireworks in an open area, away from structures
2. Ignite one at a time
3. Keep a bucket of water nearby
4. Never let children use fireworks
5. 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.

#### 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: [www.befiresafepa.com](http://www.befiresafepa.com) #FireworksSafety #BeFireSafePA

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.

### Graphics: Firework Safety



[Download](#) this graphic.



[Download](#) this video.

## Talking Points: Firework Safety

- The best way to protect their families is to not use fireworks at home. The U.S. Fire Administration recommends attending public displays and leaving the lighting of fireworks to the professionals.
- Sparklers burn at about 2,000 degrees – hot enough to melt some metals. Sparklers can quickly ignite clothing, and children have received severe burns from dropping sparklers on their feet. According to the [National Fire Protection Association](#), sparklers alone account for more than 25% of emergency room visits for fireworks injuries. [For children under 5 years of age, sparklers accounted for nearly half of the total estimated injuries.](#)
- Never allow children to play with fireworks, even sparklers, which can burn at temperatures of at least 1200 degrees.
- Only allow adults to light fireworks one at a time, then quickly back away.
- Never point or throw fireworks at another person.
- Keep a bucket of water or garden hose handy in case of a fire.
- Never pick up or try to relight fireworks that have not fully ignited.
- After the fireworks have burned, fully douse them with water before picking them up or disposing to prevent trash fires.
- Never use fireworks after consuming alcohol, or other medications or substances that can impair judgment or the ability to react quickly to an emergency.
- Whether attending a professional display, or using consumer fireworks, always remain at a safe distance from the ignition location.

## Cookout Safety

### Social Media: Cookout Safety

#### Facebook

July is the peak month for grilling fires, followed by May, June & August. Stay safe: <http://ow.ly/HyUG300fseO>

In 2014, 16,600 patients went to emergency rooms because of injuries involving grills. Learn more: <http://ow.ly/HyUG300fseO>

#### Twitter

Safety Tip: Grills should be placed well away from home/deck railings & out from under eaves & branches. Learn more: [ow.ly/kMfq300fumf](http://ow.ly/kMfq300fumf)

Fire Safety Tip: Keep your grill clean by removing grease or fat buildup from grills & in trays below the grill. Learn more: [ow.ly/kMfq300fumf](http://ow.ly/kMfq300fumf)

### Graphics: Cookout Safety



[Download this graphic.](#)



[Download this GIF.](#)

## **Talking Points: Cookout Safety**

Stay fire safe this summer! Follow these grilling safety tips:

- Only use your grill outside. Keep it at least 3 feet from siding, deck rails, and eaves.
- Keep a 3-foot safe zone around your grill. This will keep kids and pets safe.
- Open your gas grill before lighting.
- Keep an eye on your grill, fire pit or patio torches. Don't walk away from them when they are lit.
- Clean your grill after each use. This will remove grease that can start a fire.
- Place coals from your grill in a metal can with a lid once they have cooled.

Grilling safety for charcoal grills:

- There are several ways to get the charcoal ready to use. Charcoal chimney starters allow you to start the charcoal using newspaper as fuel.
- If you use a starter fluid, use only charcoal starter fluid. Never add charcoal fluid or any other flammable liquids to the fire.
- Keep charcoal fluid out of the reach of children and away from heat sources.
- There are also electric charcoal starters, which do not use fire. Be sure to use an extension cord for outdoor use.
- When you are finished grilling, let the coals completely cool before disposing in a metal container.

### Social Media: Pet Preparedness Month

#### 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> #PetPreparedness

Your pets are an important member of your family, so they need to be included in your family's emergency plan. To prepare for the unexpected follow these tips with your pets in mind:

- Make a plan.
- Build an emergency kit.
- Stay informed.

#### Twitter

Here are some items you may want to include in an emergency kit for your pet:

- Food
- Water
- Medicine
- First aid kit
- Collar w/ ID tag & harness/leash
- Crate
- Toy
- Photo of you & your pet together

More: <https://www.ready.gov/pets>

### Graphic: Pet Preparedness Month



[Download](#) this graphic.

[Download](#) this

graphic.

## Talking Points: Pet Preparedness Month

- Keep Animals Safe When It's Hot
  - Did you know animals can suffer heat exhaustion and heat stroke just like us.
  - If you are hot, then your pet is too. If you are thirsty, then your pet is too.
  - Avoid too much time in the sun and plan ahead for any activities that involve your pets.
  - 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.
  - When the temperature is very high, don't let your dog linger on hot asphalt. Being so close to the ground, your pooch's body can heat up quickly, and sensitive paw pads can burn. Keep walks during these times to a minimum.
- Don't Leave Your Pet in the Car
  - A car can overheat even when the window has been let cracked an inch or two.
  - Young, overweight, or elderly animals, or those with short muzzles or thick or dark-colored coats are most at risk for overheating.
  - Shady spots offer little protection on hot days, and move with the sun.
  - Even if the temperature outside is only 70°, the inside of your car may be as much as 20 degrees hotter!
  - On an 85° day, it only takes ten minutes for the inside of your car to reach 102°.
  - Within just 30 minutes, the car's interior can climb from 85° to a scorching 120°.

## 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](http://ready.pa.gov).
- Click [here](#) for the most recent Ready PA newsletter.

### Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



### Ready PA Tip Sheet

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

<https://www.ready.pa.gov/BeInformed/Know-The-Threats/Documents/Lightning%20Fact%20Sheet.pdf>