



Are you ReadyPA?

Social Media Toolkit - March 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:
What Is A Flood	Social Media Messages
Before It Floods	Graphics (follow link below graphic to download)
During A Flood	Talking Points
Flood Insurance	
What Is A Flood	

Social Media: What Is A Flood

Facebook

Did you know that flooding is the most common natural disaster in Pennsylvania? Flooding can occur due to a variety of reasons, including prolonged and/or fast rainfall.

Are you aware of the differences between a Flood Watch and a Flood Warning? Knowing what these terms mean can help you make important safety decisions. Learn more: bit.ly/ReadyPAFlood and weather.gov/safety/flood. #PAFloodSafety #ReadyPA

Did you know that where it can rain, it can flood? A property does not need to be near water to flood. In fact, more than 40% of all National Flood Insurance Program (NFIP) flood claims come from outside high-risk areas. Be prepared for flooding: bit.ly/ReadyPA-Flood

Twitter

#DYK that Pennsylvania's #1 weather hazard is flooding? Learn about flood safety: bit.ly/ReadyPA-Flood #PAFloodSafety

Anywhere it rains, it can flood. Know what to do before, during, and after a flood: bit.ly/ReadyPA-Flood #PAFloodSafety

Floods can occur during any season. Learn about flood safety: bit.ly/ReadyPA-Flood #PAFloodSafety

Heavy rain to areas that have been experiencing drought can cause flash flooding. Learn how to prepare: www.ready.gov/plan #PAFloodSafety

Graphics: What Is A Flood



[Download](#) this graphic.



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Talking Points: What Is A Flood

- Floods are one of the most common hazards in the United States, but not all floods are alike. Some floods develop slowly, while others such as flash floods can develop in just a few minutes and without visible signs of rain.
- Flash floods can occur within a few minutes or hours of excessive rainfall, a dam or levee failure or a sudden release of water held by an ice jam.
- Overland flooding, the most common type of flooding event, typically occurs when waterways such as rivers or streams overflow their banks as a result of rainwater or a possible levee breach and cause flooding in surrounding areas. It can also occur when rainfall or snowmelt exceeds the capacity of underground pipes, or streets and drains designed to carry flood water away from urban areas.
- Be aware of flood hazards no matter where you live or work, especially if you are in low-lying areas, near water, behind a levee, or downstream from a dam. Even very small streams, gullies, creeks, culverts, dry streambeds or low-lying ground that appear harmless in dry weather can flood.
- In direct response to many unnecessary vehicle-related flood deaths, the National Weather Service (NWS) developed a national campaign called "Turn Around Don't Drown." The campaign aims to educate motorists of the dangers of driving across flooded roads. To learn more about the campaign and promotional tools, please visit <https://www.weather.gov/safety/flood-turn-around-don't-drown>.
- Know these terms to help understand flood hazards:
 - **Flood Watch** - Flooding is possible; tune in to NOAA Weather Radio, commercial radio or television for information.
 - **Flash Flood Watch** - Flash flooding is possible. Be prepared to move to higher ground; listen to NOAA Weather Radio, commercial radio or television for information.
 - **Flood Warning** - Flooding is occurring or will occur soon; if advised to evacuate, do so immediately.
 - **Flash Flood Warning** - A flash flood is occurring; seek higher ground on foot immediately.

Social Media: Before It Floods

Facebook

Pennsylvania's #1 weather hazard is flooding. Here are some things you can do with your family now:

- Learn the difference between a flood watch and warning
- Develop family emergency and communication plans together
- Pack a home emergency kit together
- Remind children that being prepared makes things less scary

Learn more: bit.ly/ReadyPA-Flood #PAFloodSafety

Flooding has occurred in every PA county. Make sure your family is prepared and take action: www.ready.gov/floods #PAFloodSafety

Twitter

If your family needed to leave your home or town because of a flood, would you have a plan?

Learn how to create and test a family emergency plan: bit.ly/ReadyPA_Plan. #TestItTuesday #PAFloodSafety

Make sure you get weather alerts in multiple ways! One way is receiving PA weather alerts on your phone. Sign up: bit.ly/Alert-PA

Graphic: Before It Floods

Flooding Preparedness & Safety Tips

- Know your weather terms (flood watch vs. flood warning).
- Get a NOAA weather radio to be notified about severe weather.
- Determine your evacuation and family emergency plans.
- Learn more about and/or purchase flood insurance.

#PAFloodSafety

[Download this graphic.](#)

Sign up for PA weather alerts.

ready.pa.gov

[Download this graphic.](#)

Talking Points: Before It Floods

Know Your Risk

- The first step to becoming weather-ready is to understand the type of hazardous weather that can affect where you live and work, and how the weather could impact you and your loved ones.
- Areas more susceptible to flooding are low-lying areas, near water, behind a levee, or downstream from a dam. Even small streams, gullies, creeks, culverts, dry streambeds or low-lying ground that appear harmless in dry weather can flood. However, even areas that aren't at regular risk for flooding can flood. In fact, 20% of flood insurance claims come from properties located outside of high-risk flood zones.

Take Action

Make a plan, be prepared, and help others do the same.

- Sign up for emergency alerts.
- To prepare for, and protect against, a flood, you should:
 - Build an emergency kit.
 - Make a family communications plan.
 - Avoid building in a floodplain unless you elevate and reinforce your home.
 - Elevate the furnace, water heater and electric panel in your home if you live in an area that has a high flood risk.
 - Consider installing "check valves" to prevent flood water from backing up into the drains of your home.
 - If feasible, construct barriers to stop floodwater from entering the building and seal walls in basements with waterproofing compounds.
- Make an Emergency Plan
 - Identify three places to meet family and friends in the event of an emergency. One in your neighborhood, one in your town, and one out of town. Make sure that all locations are in higher elevation and offer protection from the elements.
 - Learn how you will get to your out of town location; determine your evacuation routes.
 - Write down information on important locations like workplaces, schools, daycares, houses of worship, doctor's offices, hospitals, etc.
 - Make sure you take into account everyone's needs, such as any medical concerns, communications, etc. Don't forget to include your pets in your plan as well.
 - Know how you will learn important information after a disaster (radio, warning sirens, reverse 911, etc.).
 - Share contact information with everyone (friends, family and out of town contacts).

Do not drive around a barricade. Barricades are there for your protection. Turn around and go another way.

Do not try to take short cuts. They may be blocked. Stick to designated evacuation routes.

Be especially cautious driving at night when it is harder to recognize flood dangers.

Do not camp or park your vehicle along streams, rivers or creeks, particularly during threatening conditions.

During A Flood

Social Media: During A Flood

Facebook

More than half of all flood-related deaths occur when a vehicle is driven into hazardous, fast-moving flood water. It doesn't take a lot of water to result in a tragedy:

- 6 inches of fast-moving flood water can knock over an adult
- 12 inches of rushing water can carry away most cars
- 2 feet of rushing water can carry away SUVs and trucks

Never walk through flood waters and remember: #TurnAroundDontDrown! Learn more www.weather.gov/safety/flood.

Twitter

People often underestimate the force and power of water. It is NEVER safe to drive or walk into flood water. Learn more: <https://bit.ly/3lRoxWd> #TurnAroundDontDrown

Even a small amount of floodwater can hide dangers such as road collapse and debris.
#TurnAroundDontDrown #FloodSafety

Graphic: During A Flood



[Download](#) this graphic.



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Talking Points: During A Flood

Know what to do during floods.

- Listen to the radio, television, or your Weather Radio for information. If there is any possibility of a flash flood, move immediately to higher ground. Do not wait for instructions to move.
- If you must prepare to evacuate, you should do the following:
 - Secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.
 - Turn off utilities at the main switches or valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.
 - When you evacuate, do not walk through moving water. Six inches of moving water can make you fall. If you have to walk in water, walk where the water is not moving. Use a stick to check the firmness of the ground in front of you.
- If you're driving;
 - Do not attempt to drive through a flooded road. The depth of water is not always obvious. The road bed may be washed out under the water, and you could be stranded or trapped.
 - Six inches of water will reach the bottom of most passenger cars causing loss of control and possible stalling.
 - A foot of water can cause vehicles to float.
 - Two feet of rushing water can carry away most vehicles including SUVs and pick-ups.
 - If floodwaters rise around your car, abandon the car and move to higher ground, where water is not moving or is not more than a few inches deep. You and the vehicle can be swept away quickly. If your vehicle is trapped and rapidly moving water get out quickly and seek refuge on the roof.
 - Do not drive around a barricade. Barricades are there for your protection. Turn around and go another way.
 - Do not try to take short cuts. They may be blocked. Stick to designated evacuation routes.
 - Be especially cautious driving at night when it is harder to recognize flood dangers.
 - Do not camp or park your vehicle along streams, rivers or creeks, particularly during threatening conditions.

Social Media: Flood Insurance

Facebook

Even if you're not required to have flood insurance or your property has never flooded, it's important to ask about flood insurance. Know what to ask your insurance agent, so you can get the facts!

Learn more from the Pennsylvania Insurance Department: <http://bit.ly/FloodInsurancePA> #PAFloodSafety

Just 1 inch of water can cause thousands of dollars of damage to your home! This is why it's important to research flood insurance, ask questions, and consider purchasing it – even if you don't live in a flood zone. #PAFloodSafety

Twitter

30: The number of days it takes for flood insurance to begin. Don't wait until it's too late! <https://www.floodsmart.gov/how/how-do-i-buy-flood-insurance> #FloodSafety

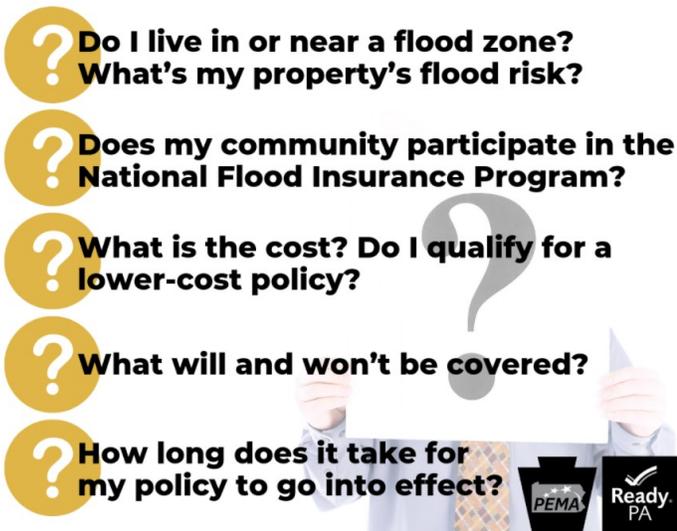
Only flood insurance will cover the damage from floods. Speak with your insurance agent to learn more. #FloodSafety

Prepare for a flood today by reviewing your property & flood insurance policies. #FloodSafety

Graphic: Flood Insurance

[Download](#) this graphic.

Questions to ask about Flood Insurance



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Talking Points: Flood Insurance

- The National Flood Insurance Program (NFIP) aims to reduce the impact of flooding on private and public structures by providing affordable insurance to property owners in communities that adopt and enforce floodplain management regulations.
- You may or may not be prompted to purchase a flood insurance policy. If you have a mortgage or other loan from a federally-backed lending institution, and your property is in a high hazard flood zone, your bank will require the purchase of flood insurance.
- Remember that just because you don't live in a designated high risk flood zone, doesn't mean you can't get flood insurance. In fact, 20% of flood insurance claims come from properties located outside of these high risk areas.
- Without flood insurance, most residents must pay out of pocket or take out loans to repair and replace damaged items.
- Many people believe that if a flood is significant enough to impact them, FEMA will provide funds to repair all the damages to their property. That isn't always true and the process of receiving individual assistance can take months.
- Did you know the damage from just one inch of water can cost more than \$25,000.
- NFIP policies can be purchased through thousands of insurance agents nationwide. Your community must participate in the NFIP. Talk to your insurance agent to help you with purchasing flood insurance. If your insurance agent doesn't sell flood insurance, you can contact NFIP at 1-877-336-2627.
- Talk to your insurance agent about what is and isn't covered by your policy. Contents are not covered by a traditional flood policy. To cover your belongings or contents within a building, you'll need to add contents coverage to your policy.

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](https://www.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 March Tip Sheet in your communications:

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