



# Are you ReadyPA?

## Social Media Toolkit - March 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:
What Is A Flood?  National Flood Insurance Program (NFIP) Risk Rating 2.0  Protect Your Home Against Flooding With These 5 Steps!  Know Your Terms	Social Media Messages  Graphics (follow link below graphic to download)  Talking Points
<b>What Is A Flood</b>	

### Social Media: What Is A Flood?

#### Facebook:

Did you know that where it can rain, it can flood? A property does not need to be near water to flood. 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](https://bit.ly/ReadyPA-Flood)

People often underestimate the force and power of water.

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

It is NEVER safe to drive or walk into flood water.

Learn more: <https://bit.ly/3IRoxWd> #TurnAroundDontDrown

#### Twitter:

Flooding isn't just a summer threat. In winter and early spring, rapid snowmelt or ice jams can cause flooding, and cold weather can challenge cleanup efforts. Make sure you monitor winter weather and flooding forecasts all winter! #ReadyPA #PAWinter

## Graphics: What Is A Flood?



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### Talking Points:

- 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>.

## National Flood Insurance Program (NFIP) Risk Rating 2.0

### Social Media: National Flood Insurance Program (NFIP) Risk Rating 2.0

#### Facebook:

Just 1 inch of water can cause \$25,000 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.

#### Twitter:

Did you know that homeowners and renters insurance typically do not cover flood damage? It's so important to be prepared by doing research and asking questions about flood insurance before a disaster occurs. Learn more: [fema.gov/flood-insurance](https://www.fema.gov/flood-insurance)

#### Graphics:



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#### Talking Points:

- NFIP Risk Rating 2.0 is the first major change to FEMA flood insurance pricing/rating methodology in over 40 years.
- The NFIP Risk Rating 2.0 methodology leverages industry best practices and cutting-edge technology to enable FEMA to deliver rates that are actuarially sound, equitable, easier to understand and better reflect a property's flood risk.
- NFIP Risk Rating 2.0 will now incorporate other factors, such as replacement cost value, proximity to flooding source, flood frequency, and others.
- Existing NFIP policies will be moved to the new ratings method on April 1, 2022.
- Since all NFIP policies are annual, all policies that renew after April 1 will use the new methodology. This means that it could take up to a year to transition all existing NFIP policies.
- For more information on NFIP Risk Rating 2.0 visit FEMA Risk Rating: <https://www.fema.gov/flood-insurance/risk-rating>.
- For questions about changes to a specific policy, policyholders should contact their insurance agents.

## Protect Your Home Against Flooding With These 5 Steps!

### Social Media: Protect Your Home Against Flooding With These 5 Steps!

#### Facebook:

Flooding has touched every single county in PA. Be prepared for flooding. Here's how:

- Stock your home emergency kit: [bit.ly/Build-Kit](https://bit.ly/Build-Kit)
- Have at least 2 ways to get weather alerts: [bit.ly/Alert-PA](https://bit.ly/Alert-PA)
- Know your weather terms, such as Flood Watch and Flood Warning: [bit.ly/ReadyPA-Flood](https://bit.ly/ReadyPA-Flood)
- Secure garbage cans, lawn furniture, and anything that could become airborne
- Clean out gutters and storm drains so rainwater can easily flow

#PAWX #ReadyPA #TurnAroundDontDrown

#### Twitter:

Take steps to protect your home, family, and financial security throughout the year, and take extra precautions when flooding is predicted in your area. Here are a few steps you and your family can take to be ready for flooding. Learn more: [floodsmart.gov/community](https://floodsmart.gov/community). #ReadyPA

#### Graphics:

**Preparing for Heavy Rain in PA**

- Stock your emergency kit in case you lose power or need to evacuate.
- Have at least 2 ways to get weather alerts.
- Know your weather terms, such as Flood Watch and Flood Warning.
- Secure garbage cans, lawn furniture, and anything that could become airborne.
- Clean out gutters and storm drains so rainwater can easily flow.

PEMA

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**Steps you and your family can take to be ready for flooding:**

- Know your flood risk
- Research and purchase flood insurance
- Take a household inventory
- Store important documents

PEMA

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## **Talking Points: Protect Your Home Against Flooding With These 5 Steps!**

### **Invest in Flood Insurance**

Did you know an inch of water can cause \$25,000 in damage? Talk to your insurance agent about coverage options to protect your home.

### **A Quick Walk Around Your Home**

Check your foundation for any cracks. If you have them, use sealant, mortar or masonry caulk to fill them to help keep water out.

### **Install a Sump Pump & Backflow Valve**

Make sure you have a sump pump with battery-operated backup in case your electric goes out. You can also consider hiring a plumber to install a backflow valve, to push the flow of water & sewer backup away from your home.

### **Move Items Up**

Raise and anchor air conditioning condensers, heat pumps, water meters and other service equipment onto platforms at least 1 foot above the potential flood elevation. Consider raising other major appliances above the ground floor.

### **Landscape to Improve Drainage**

Build up any sunken areas around the foundation, dig small depressions to properly channel water and otherwise improve your yard so it slopes away from your home.

### Social Media: Know Your Terms

#### Facebook and Twitter:

Knowing your weather terms can help you make informed decisions for your, and your loved ones', safety.

WATCH = Be prepared! The ingredients are in place for hazardous weather to happen.

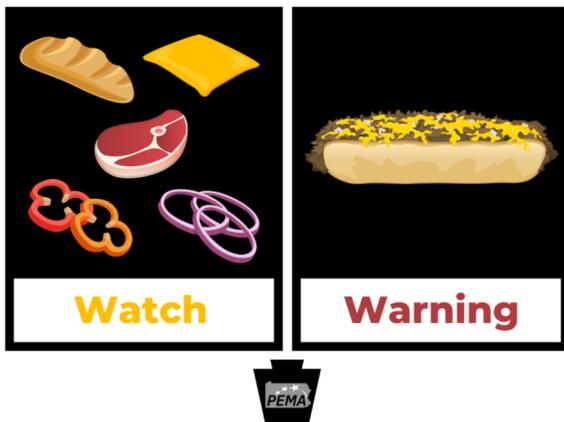
WARNING = Take action! Hazardous weather has formed and is happening.

Learn more: [weather.gov/safety](http://weather.gov/safety)

#### Graphic:

## WATCH vs. WARNING

PA Edition



[Download](#) this graphic.

#### Talking Points:

- Know these terms to help understand flood hazards:
  - Flood Watch (Be Prepared): A Flood Watch is issued when conditions are favorable for a flooding in your area. It does not mean flooding will occur, but it is possible. You should prepare to take action should flooding occur.
  - Flood Warning (Take Action!): A Flood Warning is issued when flooding is imminent or occurring. You should take action immediately.
  - Flood Advisory: (Be Aware): A Flood Advisory is issued when flooding is expected to cause significant inconvenience, and if caution is not exercised, it could lead to life safety issues or property damage.
  - 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.
  - Flash Flood Warning - A flash flood is occurring; seek higher ground on foot immediately.

## 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 March Tip Sheet in your communications:

[https://www.ready.pa.gov/BeInformed/ReadyPA\\_Newsletter/Documents/Before-A-Flood-Make-A-Plan-Tip-Sheet.pdf](https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Before-A-Flood-Make-A-Plan-Tip-Sheet.pdf)