



Are you ReadyPA?

Social Media Toolkit - May 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:
Hurricane Preparedness	Social Media Messages
Wildfires in PA	Graphics (follow link below graphic to download)
Staying Safe Near Dams	Talking Points

Hurricane Preparedness

Social Media: Hurricane Preparedness

Facebook

Hurricanes not only result in high winds, but floods, too. If you see a flooded path: Turn Around, Don't Drown! #HurricanePrep #HurricaneStrong

Hurricanes can cause extensive flood damage in coastal & inland areas- Make a #HurricanePrep plan: ready.gov/hurricanes #HurricaneStrong

Disasters don't plan ahead. You can. Make an emergency plan today. Learn how: www.ready.gov/plan #HurricanePrep #HurricaneStrong

Twitter

Hurricanes are not just a coastal problem, find out how rain, wind, water could happen where you live so you can start preparing now. #HurricanePrep #HurricaneStrong

Live inland? You are at risk for wind, thunderstorms, flooding & power outages during a hurricane. #HurricanePrep #HurricaneStrong

Gather your #hurricane supplies now, so you will be prepared and not be tempted to drive on possibly flooded roads. A basic supply list can be found here: ready.gov/kit. #HurricanePrep #HurricaneStrong

Graphics: Hurricane Preparedness



[Download](#) this graphic.



[Download](#) this graphic.

Talking Points: Hurricane Preparedness

- Be [informed](#) and know your community and hazards.
- Just because you don't live near the coast doesn't mean you're not at risk of hurricanes or the remnants of tropical systems.
- Put together a kit – Build your own or a family emergency kit. Your home emergency kit should contain essential food, water and supplies to live on for at least three days. Visit [here](#) and start building your kit today!
- Do take action now by making an Emergency Plan. If you are unsure how to get started, don't worry, we have it covered [here](#).
- Make a family communications plan – Know who you'll contact and how to contact them by making a family communications plan before hurricane season starts. Keep your plan with your emergency supply kit. Go [here](#) to build your plan today!
- Review your insurance coverage – Make sure you have adequate coverage.
- Most homeowner's policies do not cover flood damage.
 - Flood insurance takes 30 days to become effective – don't wait until the last minute!
 - Document your property in advance, including photographs, in case you need to make an insurance claim.
- Stay Informed. Stay Safe! Sign up for Alerts!
 - Sign up by joining [AlertPA](#). [AlertPA](#) is the notification system by CodeRED for emergency and weather related alerts. If your address falls in the path of severe weather, as determined by the National Weather Service, you will get alerted.
 - Turn ON [Wireless Emergency Alerts](#) (WEAs) in your smartphone settings. Keep a NOAA [Weather Radio](#) tuned to your local emergency station.
- The remnants of tropical systems can also bring tornadoes, extreme rainfall and life-threatening flooding to areas hundreds of miles inland from the coast.
- Plan ahead – know what you'll do if a hurricane is forecast to impact your area, how to contact your family, and any community emergency plans.

Social Media: Wildfires in Pennsylvania

Facebook

Each year wildfire burns millions of acres of land. Create a safety zone of up to 100 feet around your home. Remove pine needles and dry leaves from around your home. Keep woodpiles at least 30 feet from your home. #BeFireSafePA

Be fire safe outdoors! Move the grill away from siding, decking, and other things that can catch fire. #BeFireSafePA

Be fire safe outdoors! Build campfires at least 15 feet away from tent walls, shrubs or other things that burn. #BeFireSafePA

Twitter

If there's a Fire Weather Watch or Red Flag Warning, that means that dry fuels and weather conditions support extreme fire danger. Avoid outdoor burning. #BeFireSafePA

Graphic: Wildfires in Pennsylvania



[Download this graphic.](#)



[Download this graphic.](#)

Talking Points: Wildfires in Pennsylvania

- Wildfires are unplanned fires that burn in natural areas like forests, grasslands or prairies. These dangerous fires spread quickly and can devastate not only wildlife and natural areas, but also communities.
- The greatest danger of wildfires in Pennsylvania occurs during the spring months of March, April and May, and the autumn months of October and November. In Pennsylvania, 99 percent of all wildfires are caused by people.

Certain conditions are necessary for a wildfire to occur:

- An available fuel source, such as dried grass or leaves
- Dry conditions, including low relative humidity
- An ignition source -- some way for the fire to start
- The first two factors occur most frequently in Pennsylvania during spring and autumn. As the spring sun climbs higher in the sky, days become longer and warmer.
- The trees are bare during this time, allowing sunlight to reach the forest floor, warming the ground, and drying surface fuels.
- One of the major causes of forest fires in Pennsylvania is debris burning and is responsible for causing wildfires that burn thousands of acres of valuable Pennsylvania forests.
- These fires most frequently start in someone's backyard and travel through dead grass and leaves into bordering woodlands.
- Wildfires can occur during any month and any time of day, destroying woodlands and wildlife habitat, and threatening human lives, homes, and buildings.

Staying Safe Near Dams

Social Media: Staying Safe Near Dams

Facebook

National Dam Safety Awareness Day seeks to encourage and promote individual and community responsibility and best practices for dam safety, as well as what steps can be taken to prevent catastrophic dam failures. The theme for National Dam Safety Awareness Day 2022 on May 31, is, "Dam Safety is a shared responsibility. Know your risk, know your role, know the benefits of dams and take action." Learn more: <https://www.fema.gov/emergency-managers/risk-management/dam-safety/awareness-day> #DamSafetyDay

Twitter

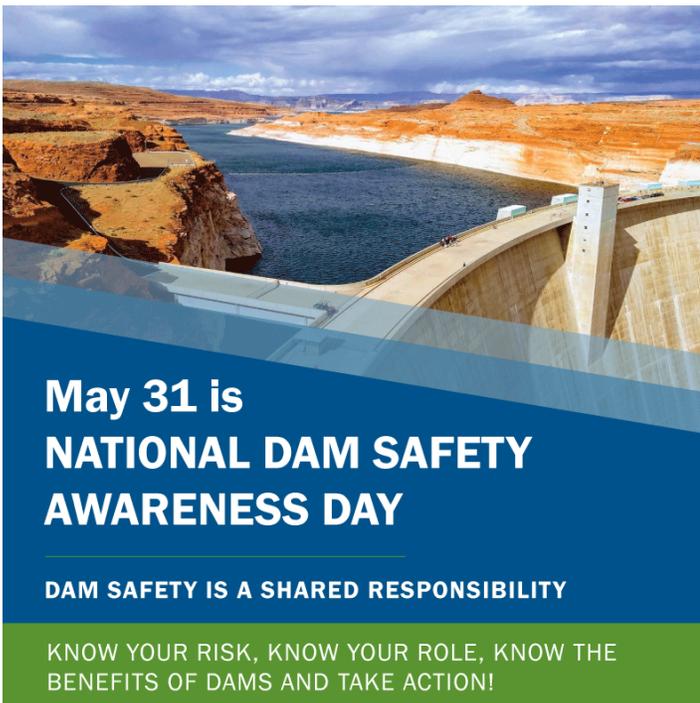
Dams are critical infrastructure, but they also provide recreational opportunities for boaters, swimmers, fishers, etc. If you choose to go out on a waterway for recreational purposes, obey all posted signage & barriers in the area (flood warnings, restricted access signs, etc.)

Here are some dam safety tips:

- Know the dams in your area where you live and work
- Know your evacuation routes and have an emergency plan
- Sign up for emergency notification services and weather alerts in your area
- Maintain flood insurance if you live near or below a dam

#DamSafetyDay

Graphic: Staying Safe Near Dams



[Download](#) this graphic.

Talking Points: Staying Safe Near Dams

Enjoy our waters and stay safe around dams.

- A low head dam is a manufactured structure, built in a river or stream channel, extending fully across the banks. A low head dam is designed and built such that water flows continuously over the crest from bank to bank. Low head dams are characterized by their low height, usually with a 1-foot to 15-foot drop off, which allows water to flow over the top of the dam.
- Why are low head dams so dangerous?
 - Water falling over a low head dam creates highly aerated, circulating currents that trap people and objects underwater against the dam.
 - The circulating currents of low head dams are inescapable for even the strongest swimmer wearing a life jacket, boats and kayaks.
 - Unfortunately, low head dams has earned the titles of “the killer in our river” and “drowning machines.”

Keep Your Distance, Keep Your Life - How Do I Stay Safe?

- Study a map beforehand to locate potential dams and hazard locations or ask a local for more information about dam locations.
- Always be alert for potentially dangerous situations.
- Always navigate around the structure or turn around well before reaching the dam when kayaking, canoeing or boating.
- Obey all posted signage and barriers in the area.
- Let someone know when and where you are heading out and when to expect your return.
- Never enter the water to try and help someone. Call 911 and use a remote assistive device, such as a rope or throw bag, to try and pull them to safety

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 May Tip Sheet in your communications:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Hurricanes-Tropical-Storms-Preparedness-Get-Ready-Guide.pdf