

Use this toolkit of key messages and social media content 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 topic:	Tools:
<ul style="list-style-type: none"> <li>Getting Everything in Order</li> <li>Severe Weather Awareness Week</li> <li>National Public Safety Telecommunicator Week</li> <li>Sign Up for the Ready PA Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Social Media Messages</li> <li>Graphics</li> <li>Talking Points</li> </ul>
<b>Getting Everything in Order</b>	

### Social Media Messages/Graphics: Getting Everything in Order

- April is National Financial Capability Month. See how budgeting, saving money, and protecting your valuables with insurance is easier than you think. 👍📄 Visit [www.ready.gov/financial-preparedness](http://www.ready.gov/financial-preparedness)
- Want to tell your money where to go? Make the right money moves by creating a budget. Heart this message if you use a budget regularly. ❤️
- Take control of your money with this one tool, a budget. 📝 Building a budget and using it can help you stay prepared if an emergency strikes.
- Prepare for emergencies now for peace of mind later. 🧠 Create a budget that includes a savings plan so you're ready for the unexpected. Learn how: [www.ready.gov/financial-preparedness](http://www.ready.gov/financial-preparedness)
- Just like saving, small spending can add up. 💰 Spend smarter now to be ready for an emergency later.



## Talking Points: Getting Everything in Order

- Not sure where to get started? Just like a medical first aid kit that is designed to be available for unplanned emergencies, an [Emergency Financial First Aid Kit \(EFFAK\)](#) can help you have what you need – when you need it – in one place.

Seven basic [tips](#) to get started if you are just not ready to complete your [Emergency Financial First Aid Kit \(EFFAK\)](#).

1. Keep some cash handy: Have some emergency cash or traveler's checks set aside in a safe, secure place.
2. Keep a list of account and phone numbers for your credit cards, mortgage/car loans, investment accounts and insurance policies.
3. Is your credit card ready for emergencies? Pay off your balance and keep your debt low so you have enough credit to accommodate unplanned purchases during an emergency.
4. Store records/original documents in a safe place such as a safe deposit box at a bank or credit union, and copies of these documents in a fire-safe box or encrypted, password protected digital file.
5. Spread the wealth: Give credit cards and checkbooks to more than one family member in case you are separated for any reason.
6. Use cellphone and email as backup record-keepers: Save the toll-free telephone numbers to your credit card issuers in your cellphone contact list - and bring a cellphone charger.
7. Call your credit card companies if you have advance warning of an emergency, alert them about the emergency threat, and give them alternative ways to contact you.

## Four Steps to Financial Preparedness and Using the Emergency Financial First Aid Kit ([EFFAK](#))

### 1. Compile

- Complete and date all the forms in the EFFAK.
- Use the checklists to identify the documentation that you should collect.
- If you do not have an original version of a document, contact the appropriate company or agency to obtain a copy.
- Print or download statements of any obligations that you pay automatically, such as rent or mortgage payments, utilities, loan payments and memberships.
- Take photographs or record a video of the rooms in your home and any valuable belongings. Include copies of these records with either your paper or electronic versions of the EFFAK.
- Keep some cash in the same safe location as your EFFAK to pay for emergency purchases if ATMs are not functioning or banks are closed. The amount of cash should be based on the basic needs of your family, including food, gas and other necessities.
- Consider saving money in an emergency savings account that could be used in any crisis.

### 2. Review

- If you own a home, ensure that your homeowners' insurance coverage is adequate.
- If you rent, ensure that your lease reflects your current rent and verify that your renter's insurance is up to date.
- The EFFAK will help you to identify any important personal documents or types of insurance (such as a will, living will, life insurance policy or health insurance plan) that you do not currently have. Consider taking the steps to set up these items.

## Talking Points: Getting Everything in Order Continued

### 3. Safeguard

- Consider storing paper copies of important documents at home in a fireproof and waterproof box or safe, in a bank safe deposit box, or with a trusted friend or relative.
- For electronic copies of important documents, store them in a password-protected format on a removable flash or external hard drive in your fireproof and waterproof box or safe.
- If you bank or pay your bills electronically, we recommend periodically printing your account records to include with your EFFAK.
- If you have a lawyer, financial adviser, or trusted family member or friend, you may want to provide him or her with a paper copy of your EFFAK in a sealed envelope to be opened only with your approval or the approval of someone you have designated in the event you cannot make decisions on your own, such as your next of kin or someone whom you have authorized to act on your behalf (known as power of attorney).

### 4. Update: Suggested schedule for routine review

- During tax preparation time
- At the start or end of daylight-saving time
- Around your birthday
- At the start of a new year

## Severe Weather Awareness

### Social Media Message/Graphic: Severe Weather Awareness

Facebook/Twitter

Don't wait until the day of the storm to begin protecting yourself. If the forecast calls for severe weather, begin preparing NOW.



Download the graphic [here](#).

Facebook/Twitter

A Tornado WATCH means Be Prepared.

A Tornado WARNING means Take Action!



Download the graphic [here](#).

Facebook

Make a severe weather plan before you need it! Your family may not be together when a disaster strikes, so it is important to plan in advance: how you will get to a safe place, how you will contact one another, how you will get back together, and what you will do in different situations. To find out how, visit [ready.pa.gov/BePrepared/MakeaPlan](https://ready.pa.gov/BePrepared/MakeaPlan).

Twitter

How will you stay in touch during a disaster? Make a plan! [ready.pa.gov/BePrepared/MakeaPlan](https://ready.pa.gov/BePrepared/MakeaPlan)

## Talking Points: Severe Weather Awareness

### Preparing for Thunderstorms

- Get an emergency [supply kit](#) that includes enough supplies for you and your family to live on for a minimum of three days in case there is a long-term power outage.
- Know the difference between a Thunderstorm Watch and a Thunderstorm Warning:
  - Watch:** There's a possibility of a thunderstorm in your area.
  - Warning:** A thunderstorm is occurring or will occur soon. If you are advised to take shelter, do so immediately.
- If a thunderstorm is likely in your area, postpone outdoor activities.

### During a Thunderstorm

Avoid:

- Natural lightning rods such as a tall, isolated tree in an open area.
- Hilltops, open fields, the beach or a boat on the water.
- Isolated sheds or other small structures in open areas.
- Anything metal, such as tractors, farm equipment, motorcycles, golf carts, golf clubs, and bicycles.

## National Public Safety Telecommunicator Week – April 9-15, 2023

- National Public Safety Telecommunicator Week honors the thousands of men and women who respond to emergency calls, dispatch emergency professionals and equipment, and render life-saving assistance to the world's citizens.

### Quiz Time

1. Which of the following is NOT a reason to call 911?
  - a. Medical emergencies (for you or someone else)
  - b. Fires (especially if you don't have access to a fire extinguisher)
  - c. Suspicious or criminal activity
  - d. Report that your power is out

Answer: D. Reporting that your power is out.

All of the others are reasons to call 911 including any situation in which you or others feel unsafe or threatened.

2. If you call 911, why is it helpful to know the township or borough you are calling from?

Answer: This helps 911 staff dispatch the appropriate fire, medical, or law enforcement agency.

3. If you find an old cell phone that you don't use any more, can you still use it to call 911?

Answer: Yes. Cell phones that have been disconnected from a cell phone service provider are still able to call 911 and often times do.

4. Can you use TXT to 911 in your county?

Answer: it depends. (Check the county txt to 911 [map](https://www.pema.pa.gov/911-Program/Public/Text-To-911/PublishingImages/Pages/default/PA-Text-To-911-Status-June-2022.jpg)) <https://www.pema.pa.gov/911-Program/Public/Text-To-911/PublishingImages/Pages/default/PA-Text-To-911-Status-June-2022.jpg>

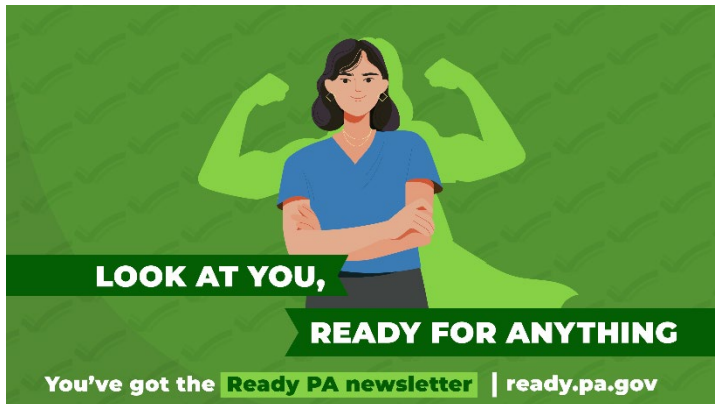
## Sign Up for the Ready PA Newsletter

We know: Your email is full of junk. Ours, too. 📧 😬 🧑🏻‍💻  
But we have a monthly newsletter. And it has actually helpful info to keep you safe.  
We know, we know. Everyone says their emails are different.  
Tell you what: Browse here, then subscribe if you like what you see: [bit.ly/ready-newsletter](https://bit.ly/ready-newsletter).



SUBSCRIBE TODAY AT [READY.PA.GOV](https://ready.pa.gov)

[Download graphic for Facebook & Instagram](#)



[Download graphic for Twitter](#)

## 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, and more. You can encourage partners to [sign up here](#).
- 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 the [Ready PA website](#).

## Ready PA Logo

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



## Logo

Your website and logo go here.

## Ready PA Tip Sheet

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

Emergency Financial First Aid Kit Tip Sheet

[https://www.ready.pa.gov/BeInformed/ReadyPA\\_Newsletter/Documents/Action-Sheet-April-2021.pdf](https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Action-Sheet-April-2021.pdf)