

Social Media Toolkit – June 2023

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 is ready for you to use to help make a Ready PA.

This month's topics:	Tools:
National Lightning Safety Awareness Week	Social Media Messages
Fireworks Safety Summertime Fire Prevention & Backward Safety	Graphics
Sign Up for the Ready PA Newsletter Ready PA Blog	Talking Points

National Lightning Safety Awareness Week (June 18-24, 2023)

Social Media Messages/Graphics: National Lightning Safety Awareness Week

The best way for you to protect yourself from lightning is to avoid the threat. You simply don't want to be caught outside in a storm.

Threat	Threat of Lightning Casualties	
High		
Low		
Thunderstorm Approaching	Thunderstorm Overhead	Thunderstorm Departing

Download graphic here.



ightning Safety Awareness Week

When thunder roars, go indoors! Move from outdoors into a building or car with a roof.



Download graphic here.

Although most lightning occurs in the summer, people can be struck at any time of year. Lightning kills an average of 20 people in the U.S. each year & injures hundreds more. Stay safe with these tips. Learn more: weather.gov/safety/lightning

Lightning Safety Tips



Always check the weather forecast before heading to outdoor activities. Know where shelter is when you're away from home.

At the first rumble of thunder, seek shelter in an enclosed, permanent building or a metal-topped vehicle. Stay inside for 30 minutes after the last rumble.



Corded electronics and plumbing can carry lightning current. Avoid water and corded electronic activities during the storm.

Download graphic here.

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.



Talking Points: National Lightning Safety Awareness Week

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. You have no good alternative if you are too far to run to one of these options. 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.

Myth: Rubber tires on a car protect you from lightning by insulating you from the ground. **Fact:** Most cars are safe from lightning, but the metal roof and metal sides 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 you while you are outside playing a game, finishing it before seeking shelter is okay.

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.

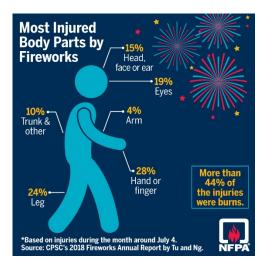
Fireworks Safety

Social Media Messages/Graphics: Fireworks Safety

The only safe way to view fireworks is to attend a professional show. It is important to know that fireworks are not safe in the hands of consumers. Fireworks cause thousands of injuries each year.



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Talking Points: Fireworks Safety

- The best way to protect their families is not to 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 five 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 a 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.

Social Media Messages/Graphics: Summertime Fire Prevention & Backyard Safety

Stay fire safe this summer! Follow these grilling safety tips. Learn more: <u>https://www.usfa.fema.gov/downloads/pdf/publications/grilling_fire_safety_flyer.pdf</u> <u>Grilling_Fire_Safety_(fema.gov)</u>



Talking Points: Summertime Fire Prevention & Backyard 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

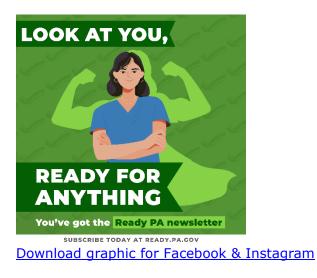
and eaves.

- 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.
- Propane and charcoal BBQ grills should only be used outdoors.
- The grill should be placed well away form the home, deck railings and out from under eaves and overhanging branches.
- Keep children and pets at least three feet away from the grill area.
- Keep your grill clean by removing grease or fat buildup from the grills and in trays below the grill.
- Never leave the grill unattended.
- Always make sure your gas grill lid is open before lighting it.
- 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.

Sign Up for the Ready PA Newsletter

We know: Your email is full of junk. Ours, too. $\bowtie \textcircled{3}$ 3 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: <u>bit.ly/ready-newsletter</u>.





Visit our Ready PA Blog

Timely safety tips. Every month. Just for Pennsylvanians. Visit the Ready PA Blog: <u>bit.ly/ready-blog</u>



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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 <u>sign up here</u>.
- 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.

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Your website and logo go here.

Ready PA Tip Sheet

Share the June Tip Sheet in your communications:

Lightning Safety: Safe, Safest, & Not Safe