

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: |
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| Hurricane Preparedness Week Wildfires In Pennsylvania National Building Safety Month Sign Up for the Ready PA Newsletter Ready PA Blog | Social Media Messages Graphics Talking Points |
| Hurricane Preparedness Week (May 1-7, 2023) | |

Social Media Messages/Graphics: Hurricane Preparedness Week

Prepare for a hurricane before the season begins, when you have time and aren't under pressure. If you wait until a hurricane approaches, you may be under duress and make bad decisions. Take the time now to write down your hurricane [plan](#).

Hurricane Preparedness weather.gov/hurricane

Prepare Before Hurricane Season

- Develop an evacuation plan
- Assemble disaster supplies: food, water, batteries, charger, radio, cash
- Get an insurance checkup and document your possessions
- Create a communication plan with a hand-written list of contacts
- Strengthen your home

NOAA

[Download graphic here.](#)

QUICK FACTS ABOUT HURRICANES

- Can happen along any U.S. coast or territory in the Atlantic or Pacific
- Hurricanes are massive storm systems that form over warm ocean waters and move toward land. The Atlantic hurricane season runs June 1 to November 30. The Pacific hurricane season runs May 15 to November 30.
- Can affect areas more than 100 miles inland
- Most active in September
- Threats from hurricanes include powerful winds, heavy rainfall, storm surges, coastal and inland flooding, rip currents, tornadoes, and landslides.

Talking Points: Hurricane Preparedness Week

- 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.

Wildfires in Pennsylvania

Social Media Messages/Graphics: Wildfires in Pennsylvania

There have been almost 100 wildfires across Pennsylvania in the past seven days.

We've worked with [Pennsylvania Department of Conservation and Natural Resources](#) to respond.

Please protect our environment, wildlife, and first responders. Don't start any outdoor fires right now.



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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 wildlife, natural areas, and 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, which 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 habitats and threatening human lives, homes, and buildings.

National Building Safety Month

Social Media Messages/Graphics: National Building Safety Month

May is #BuildingSafetyMonth2023! Building safety is... Personal, Local, & Global.




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Week 1: Building Safety Starts at Home

 #BuildingSafetyMonth2023 is finally here! This month's theme is "It Starts with YOU!", and Week 1 is all about how building safety starts at home. What are you doing this month to celebrate? Comment below, and read our at-home safety tips, here: <https://bit.ly/3IsBAmF> #BuildingSafety365

Week 2: Building Safety Professionals and You

 #BuildingSafetyMonth2023 continues, and the theme for Week 2 explores how building safety professionals impact our everyday lives at home or at work! Learn more about what building safety professionals do, and when to call them, here: <https://bit.ly/3IsBAmF> #BuildingSafety365

Week 3: Prepare Your Community

Let's keep spreading the word about #BuildingSafetyMonth2023! Week 3 is all about making sure your community is prepared for fires, floods, hurricanes, tornados and more. Check out these tips for disaster preparedness, here: <https://bit.ly/3IsBAmF> #BuildingSafety365

Social Media Messages/Graphics: National Building Safety Month continued

Week 4: Advocate for Your Community

Let your voice be heard this week for #BuildingSafetyMonth2023! Learn how to advocate for your community, get your kids involved and learn more about how to become a building safety professional, here: <https://bit.ly/3lsBAmF>.
#BuildingSafety365

Week 5: Solving Challenges Together

The final week for #BuildingSafetyMonth2023 includes solving challenges together on a global scale! Learn more about ways we can combat water scarcity, improve building resiliency and increase sustainability around the world, here: <https://bit.ly/3lsBAmF>
#BuildingSafety365

Talking Points: National Building Safety Month

Building Safety Starts At Home!

- [The Sound of Safety](#)
There are things you can do at home to stay safe and help reduce the risk of fire.
- Put a smoke alarm on every level of your home, outside each sleeping area and inside every bedroom.
- Test each smoke alarm regularly. Keep batteries fresh by replacing them annually.
- If a fire does break out, it's very important to know how to safely escape. It only takes less than 30 seconds for a small flame to burn completely out of control and turn into a major fire.

[Make a Safe Exit](#)

- Make an escape plan so everyone knows how to get out fast. Pick a meeting place outside the home where everyone will meet.
- Portable heaters need their space. Keep anything that can burn at least three feet away.
- Keep all items that can burn away from your home, clean leaves from your gutters and clear dead leaves and branches from shrubs and trees.

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- Never overload electrical cords or power strips. Be sure the total amount of energy used by appliances and lights plugged into the cord or strip does not exceed the capacity.
- Don't use appliances that have damaged cores.
- For mold prevention, watch for leaky pipes, condensation and wet spots, and fix sources of moisture problems as soon as possible.
- Don't flush medication, disposable wipes, coffee grounds, just to name a few down the toilet.

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.



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



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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 [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



Logo

Your website and logo go here.

Ready PA Tip Sheet

Share the the May Tip Sheet in your communications:

Hurricane & Tropical Storm Get Ready Guide