

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:
Winter Weather Awareness Week Snow Squall Awareness Week Sign Up for Alerts Sign Up for the Ready PA Newsletter Ready Blog	Social Media Messages  Graphics  Talking Points

**Winter Weather Awareness Week**

**Social Media Messages/Graphics: Winter Weather Awareness Week (November 5-10, 2023)**

Learn how to stay safe before, during, & after winter storms & extreme cold by visiting: [www.ready.gov/winter](http://www.ready.gov/winter) #WinterSafety

Talk with your family about how to get prepared for extreme #cold weather: [www.ready.gov/kids/know-the-facts/winter-storms-extreme-cold](http://www.ready.gov/kids/know-the-facts/winter-storms-extreme-cold)

Snow Prep tips: check on neighbors, charge cell phones, find flashlights (check batteries) and follow local officials online. #WinterSafety

Include enough food, water, meds & anything used daily in your emergency kit to last for at least 72 hrs [www.ready.gov/winter](http://www.ready.gov/winter) #WinterSafety

Before a #WinterStorm: Have emergency supplies ready in your home; when the storm hits, stay put and off the roads. #WinterSafety

#WinterSafety Tip: Bring your furry friends inside when temperatures take a dip! More pet prep tips: [www.ready.gov/pets](http://www.ready.gov/pets)

Tip: Wipe dog’s paws after each trip outside. Ice-melting chemicals or rock salt can cause irritation, sickness or be fatal #WinterSafety

Staying warm with a space heater? Make sure it has an auto shut-off in case it tips over.

Winter fires can be deadly. When using your fireplace always keep a metal or heat tempered screen around it to stay safe. #WinterSafety

Keep anything that can burn at least 3 feet away from a fireplace, wood stove, or space heater. [www.ready.gov/winter](http://www.ready.gov/winter) #WinterSafety

**Social Media Messages/Graphics: Winter Weather Awareness Week  
(November 5-10, 2023)**



### Items for Your Pet's Emergency Kit

-  Food dish and water bowl, and several days worth of food and water
-  Extra supply of medicine, as well as a first aid kit
-  Collar with ID tag and a harness or leash
-  Crate or carrier for each pet



Have at least

**2**

ways to receive weather alerts.



**Check on  
older adults  
regularly  
during  
winter  
weather.**



## Talking Points: Winter Weather Awareness Week

Limit your time outside. If you need to go outside, then wear layers of warm clothing.

Reduce the risk of a heart attack by avoiding overexertion when shoveling snow and walking in the snow.

Watch for signs of frostbite and hypothermia.

- **Frostbite** causes loss of feeling and color around the face, fingers and toes.
  - **Signs:** Numbness, white or grayish-yellow skin, firm or waxy skin.
  - **Actions:** Go to a warm room. Soak in warm water. Use body heat to warm. Do not massage or use a heating pad.
  
- **Hypothermia** is an unusually low body temperature. A temperature below 95 degrees is an emergency.
  - **Signs:** Shivering, exhaustion, confusion, fumbling hands, memory loss, slurred speech or drowsiness.
  - **Actions:** Go to a warm room. Warm the center of the body first—chest, neck, head and groin. Keep dry and wrapped up in warm blankets, including the head and neck.

Be prepared for winter weather at home, work, and in your car. Create an emergency supply kit for your car. Include jumper cables, sand, a flashlight, warm clothes, blankets, bottled water and non-perishable snacks. Keep a full tank of gas.

## Snow Squall Awareness Week

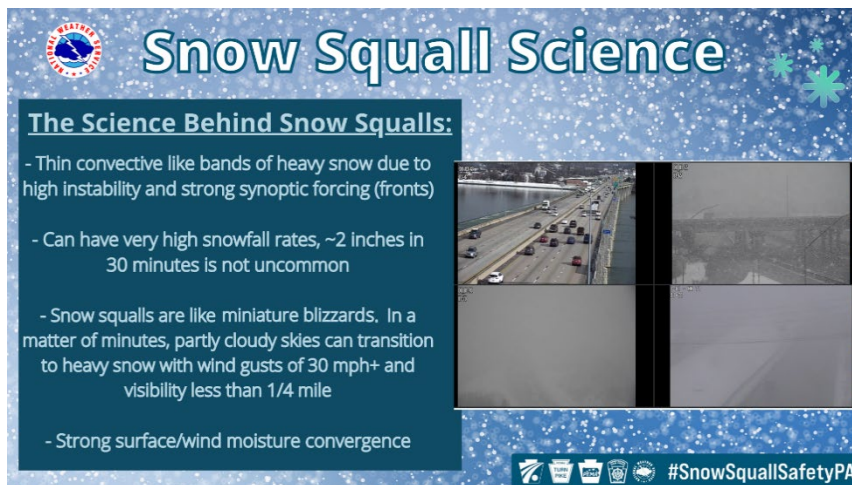
### Social Media Messages/Graphics: Snow Squall Awareness Week (November 13-17, 2023)

Do you know your alerts and warnings? When emergencies strike, public safety officials may send you an alert on your TV, phone, or radio. Follow the instructions in the alert and pay attention to guidance from local officials. #BeReady #WinterSafety

Learn about warnings for snow squalls – which are sudden, 30- to 60-minute storms that bring whiteout conditions. Snow and gusty winds may cause low visibility and icy roads, making driving dangerous. #BeReady #WinterSafety

Be aware. Be Prepared. Take Action! If you cannot exit the road in time and encounter a snow squall, avoid slamming on your brakes. Turn on your headlights and headlight, stay in your lane and increase your following distance.

If you receive a snow squall alert, and can delay motor travel, do so. Don't forget to download the 511PA app for your mobile device. It's free and lets you get real-time traffic conditions, access live traffic cameras, and track the progress of road treatments during the storm! #BeReady #WinterSafety

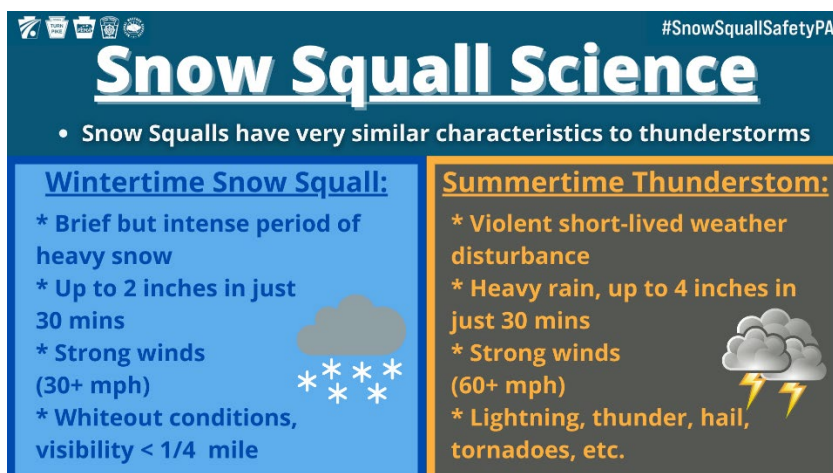


**Snow Squall Science**

**The Science Behind Snow Squalls:**

- Thin convective like bands of heavy snow due to high instability and strong synoptic forcing (fronts)
- Can have very high snowfall rates, ~2 inches in 30 minutes is not uncommon
- Snow squalls are like miniature blizzards. In a matter of minutes, partly cloudy skies can transition to heavy snow with wind gusts of 30 mph+ and visibility less than 1/4 mile
- Strong surface/wind moisture convergence

#SnowSquallSafetyPA



**Snow Squall Science**

#SnowSquallSafetyPA

- Snow Squalls have very similar characteristics to thunderstorms

<b>Wintertime Snow Squall:</b>	<b>Summertime Thunderstorm:</b>
<ul style="list-style-type: none"><li>* Brief but intense period of heavy snow</li><li>* Up to 2 inches in just 30 mins</li><li>* Strong winds (30+ mph)</li><li>* Whiteout conditions, visibility &lt; 1/4 mile</li></ul>	<ul style="list-style-type: none"><li>* Violent short-lived weather disturbance</li><li>* Heavy rain, up to 4 inches in just 30 mins</li><li>* Strong winds (60+ mph)</li><li>* Lightning, thunder, hail, tornadoes, etc.</li></ul>

## Talking Points: Snow Squall Awareness Week

What is a snow squall?

- A brief but intense period of heavy snow (up to 2 inches in 30 minutes), strong winds (30+ mph), and whiteout conditions (visibility less than ¼ mile).

What are the impacts associated with snow squalls?

- Quick reductions in visibility and sudden slick conditions on roadways.
- Can cause roads to turn into a sheet of ice in just a few minutes, even if the roads only appear wet beforehand.
- Stopping distances on an icy roadway are multiplied by x10.
- High-speed wrecks, pileups, and subsequent injuries and fatalities.

When do snow squalls occur?

- They typically occur during the daytime hours, they can occur at any time of day.
- Like summertime thunderstorms, they can happen on days with partly cloudy skies.
- They are often associated with strong cold fronts and generally last less than 1 hour.
- They are most common between November and March.

What is a snow squall warning?

- Issued for areas that will be impacted by snow squalls.
- Similar to a Tornado or Severe Thunderstorm Warning.
- Will trigger an alert on your cell phone for the most dangerous squalls.

If a snow squall warning is issued, what should I do?

- Avoid or delay motor travel until the squall passes through your location.

What if I am already driving when a snow squall warning is issued?

- Safely exit the road at the next opportunity.

What if I cannot exit the road in time and am approaching a snow squall?

- Avoid slamming on your brakes.
- Turn on your headlights and hazard lights.
- Stay in your lane.
- Increase your following distance.

What if I get caught in a pileup because of a snow squall?

- If possible, drive slowly forward and move to the front of the pileup.
- If stopped, DO NOT stand outside your vehicle on or near the roadway.
- If you can do so safely, get as far away from the roadway as possible.
- If you cannot safely exit your vehicle, remain seated inside your vehicle.

Where can I check road conditions?

- Download the 511PA App for Apple or Android or visit 511pa.com for free.
- Get traffic conditions, traffic speeds, live traffic camera images, highway construction updates, and weather conditions & alerts.

For more information, visit [www.weather.gov/ctp/snowsquall](http://www.weather.gov/ctp/snowsquall)

## Sign Up for Alerts

### Social Media Messages/Graphics: Sign up for Alerts

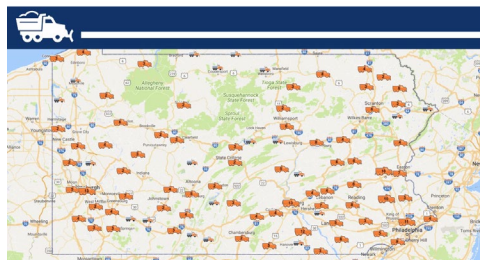
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Being informed is an important part of dealing with whatever mother nature has in store for us. You can sign up for emergency and weather alerts, health notifications, building alerts and other updates from state and federal agencies online at [ready.pa.gov/beinformed](http://ready.pa.gov/beinformed) #BeInformed #WinterSafety

Did you know you can get travel info on the go? The 511PA app has up to date information on construction projects, weather, roadway incidents and can even show you where the nearest EV charger is. #knowbeforeyougo #wintersafety



Download graphic [here](#).



Download graphic [here](#).



## Talking Points: Sign up for Alerts

- Motorists are encouraged to “Know Before You Go” by checking conditions on more than 40,000 roadway miles by visiting [www.511PA.com](http://www.511PA.com).
- [511PA](#) provides free, 24-hour traveler information services on roadways throughout the Commonwealth.
- [511PA](#) provides traffic delay warnings, weather forecasts, traffic speed information and access to more than 860 traffic cameras.
- [AlertPA](#) is a notification system by CodeRED for emergency and weather related alerts, health notifications, building alerts, and other updates from commonwealth and federal agencies.
- A CodeRED Weather Warning will automatically alert you if your address falls in the path of severe weather, as determined by the National Weather Service.
- Check road conditions frequently, sign up for AlertPA by CodeRED and [511PA](#).
- Want to know where the plow trucks are? Check plow truck statuses and travel alerts along a specific route using the "[Check My Route](#)" tool.

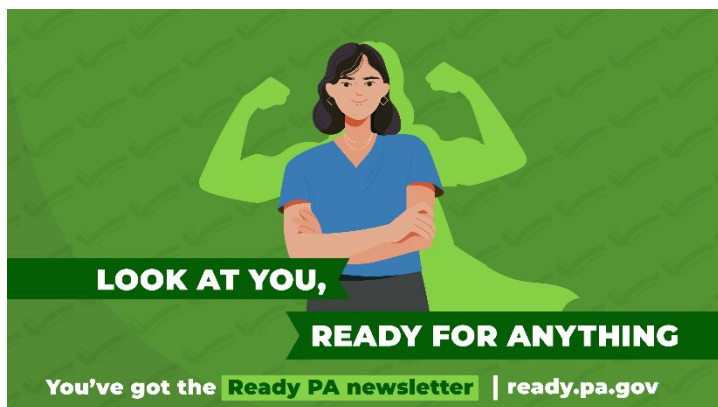
## Sign Up for the Ready PA Newsletter

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)

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## Visit our Ready PA Blog

Timely safety tips. Every month. Just for Pennsylvanians.  
Visit the Ready PA Blog: [bit.ly/ready-blog](http://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](http://www.ready.pa.gov)



## Logo

Your website and logo go here.

## Ready PA Tip Sheet

Share the November Tip Sheet in your communications:

Snow Squall Tip Sheet:

[https://www.ready.pa.gov/BeInformed/ReadyPA\\_Newsletter/Documents/Snow-Squall-Tip-Sheet.pdf](https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Snow-Squall-Tip-Sheet.pdf)