

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 Preparedness Month Sign Up for Alerts Sign Up for the Ready PA Newsletter Ready PA Blog	Social Media Messages  Graphics  Talking Points

### National Preparedness Month

#### Social Media Messages/Graphics: National Preparedness Month

**National Preparedness Month Hashtags:** #PreparedInPA

Want to be safe on the road? Learn what you should have in your car emergency kit.

Learn more: <https://www.ready.pa.gov/BePrepared/MakeaPlan/Pages/For-Your-Vehicle.aspx>

#PreparedInPA

Want to be safe in the home? Learn what you should have in your home emergency kit.

Learn more: <https://www.ready.pa.gov/BePrepared/BuildKit/Pages/For-Your-Home.aspx>

#PreparedInPA



Protect your belongings against flood damage by taking one small step. Talk with an insurance agent to learn what low-cost options are available for you.

Learn more: <https://www.insurance.pa.gov/Coverage/Pages/Flood.aspx>

#PreparedInPA



**\*Use on September 9th\***

It's important to have an emergency kit ready in case of a disaster with items including flashlights, water, and batteries. If you have little ones, include a comfort item, like a teddy bear!

Learn more: <https://www.ready.pa.gov/BePrepared/BuildKit/Pages/default.aspx>

Hashtags: #TeddyBearDay #PreparedInPA



**\*Use on September 23rd\***

Happy First Day of Fall, PA! No better time than to create a home fire escape plan and test your smoke alarms. Visit your local fire department for guides and tips.

Learn more: <https://www.nfpa.org/Public-Education/Staying-safe/Preparedness/Escape-planning>

Hashtags: #PreparedInPA #BeFireSafePA



In the event of a home fire, every second counts, which is why having a fire escape plan is so important.

Make your fire escape plan now and practice it! Draw a map of each level of your home showing all doors and windows.

Discuss the map with everyone who lives with you.

Learn more: <https://bit.ly/3tpQpWy>

#PreparedInPA



**Make a fire escape plan.**

Talk to your family about what you should do if there is a fire. Practice your fire escape plan at least 2 times a year.

U.S. Fire Administration | FEMA | U.S. Department of Homeland Security

**\*Use on September 30\***

It's the last day of National Preparedness Month!

Keep it going by:

✓ Keep on learning and stay prepared with information from [ready.pa.gov](https://ready.pa.gov) all year long.

✓ Sign up for the ReadyPA monthly e-newsletter:

<https://www.ready.pa.gov/Pages/Subscribe.aspx>


#PreparedInPA


**Keep learning.  
Stay prepared.**

[ready.pa.gov](https://ready.pa.gov)



OUR WORK ISN'T DONE



#PREPAREDINPA 

## Talking Points: National Preparedness Month

- September is National Preparedness Month! Take the time to ensure your family and home are ready for any emergency that may come your way.
- Why prepare now for emergencies? Emergency workers will help after a disaster strikes, but they may not be able to reach everyone right away. That's why it's so important to be ready to survive on your own for at least three days during an emergency. Get started by reading the Emergency Preparedness Guide here: <https://www.ready.pa.gov/BeInformed/EmergencyPreparednessGuide/Documents/PAEmergencyPreparednessGuide.pdf>
- Do you have an emergency kit? Make sure you have enough supplies to last at least 72 hours. Build your emergency kit by starting here: <https://www.ready.pa.gov/BePrepared/BuildKit/Pages/For-Your-Home.aspx>
- Being prepared can be the difference between life and death during an emergency. Take the time to make a plan with your family today. <https://www.ready.pa.gov/BePrepared/MakeaPlan/Pages/default.aspx>
- Don't forget about your pets during an emergency. Make sure you have a plan in place for them as well. Get started here: <https://www.ready.pa.gov/BePrepared/PlanSpecialNeeds/Pages/Pets-and-Livestock.aspx>
- Take the time to learn basic first-aid skills and CPR. You never know when you may need to use them. Check your local hospital or Red Cross chapter for offerings in your area.
- Being prepared doesn't have to be expensive. Start small by making a list of the essentials you need and go from there. Pick up one or two items every time you go to the store.
- Your emergency contact list will help you keep in contact with your family in case you are separated during a disaster. Complete an [emergency contact card](#) (PDF) for each member of your family. Keep the completed cards in a prominent location in your home as well as wallets, purses, etc. [https://www.ready.pa.gov/BePrepared/MakeaPlan/Documents/FamilyEmergencyPlan .pdf](https://www.ready.pa.gov/BePrepared/MakeaPlan/Documents/FamilyEmergencyPlan.pdf)

## Sign Up for Alerts

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

Be informed when skies are blue and when they're gray.  
Sign up for weather alerts in your area.  
Sign up here: [bit.ly/Alert-PA](https://bit.ly/Alert-PA)  
#PreparedInPA

Know before you go! Sign up for alerts at [on.pa.gov/alerts](https://on.pa.gov/alerts) & [511pa.com](https://511pa.com).



Download the image [here](#).

Sign up for weather alerts so that during a disaster or emergency, you receive important and life-saving alerts.

[Sign Up for Alerts \(pa.gov\)](https://on.pa.gov/alerts)

#PreparedInPA

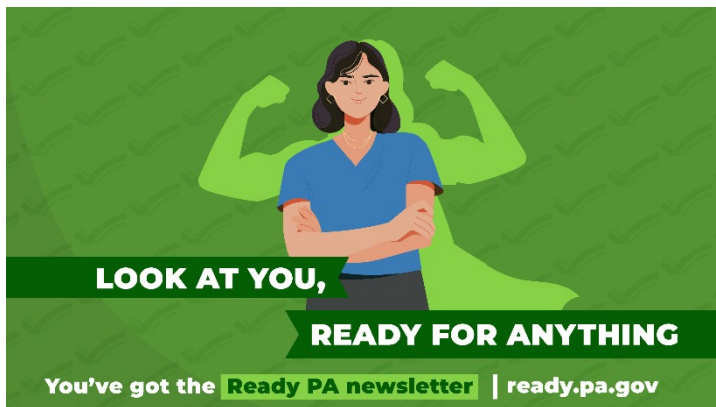


## Sign Up for the Ready PA Newsletter

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).



[Download graphic for Facebook & Instagram](#)



[Download graphic for Twitter](#)

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)



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





## 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 September Tip Sheet in your communications.