






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:
Preparedness Tips We  Your Winter Weather Terms Sign Up for the Ready PA Newsletter Ready PA Blog	Social Media Messages Graphics Talking Points




Preparedness Tips We

Social Media Messages/Graphics: Preparedness Tips We

Life-saving tips for anyone stranded in winter weather:

-  Run vehicle sporadically to stay warm
-  Keep exhaust clear from snow
-  Turn on lights/add bright markers to be seen
-  Don't leave the vehicle or overexert yourself



-  Safety First!  Being prepared for emergencies is not just a choice, it's a responsibility.
-  Here are a few essentials to keep you ready for the unexpected:

- Emergency kit: Stock up on non-perishable food, water, first aid supplies, and essentials.
- Communication plan: Have a family emergency contact list handy.
- Stay informed: Follow local news and emergency alerts.
- Practice drills: Know your evacuation routes and practice them with your family.

Social Media Messages/Graphics: Preparedness Tips We



🧠 ⚠️ When it comes to emergencies, it's better to be over-prepared than caught off guard. Here's a quick checklist to make sure you're ready for anything:

- 1 Create a family emergency plan.
- 2 Pack an emergency kit with essentials.
- 3 Know evacuation routes and meeting points.
- 4 Keep important documents in a waterproof container.

Share this checklist with your loved ones and let's build a safer community together!

🕒 ⏳ Time spent on preparedness is time well invested! ⏳ 🕒 You never know when disaster might strike, but being ready can make all the difference. Take a moment to review your emergency plan and refresh your supplies. Together, let's create a safer and more resilient community! 🌍💛

#PrepareNow #SafetyFirst #CommunityResilience

Talking Points: Preparedness Tips We



1. Why Be Ready:
 - Being ready for emergencies keeps you safe.
 - It's not just for big disasters – small things count too.
2. Family Plan:
 - Make a plan with your family.
 - Know where to go if you have to leave home.
3. Emergency Kit:
 - Have a box with food, water, and important papers.
 - Check it sometimes to make sure everything is okay.
4. Talk to Each Other:
 - Have a way to talk to family and friends.
 - Pick someone from another town to call if you can't reach each other.
5. Stay Updated:
 - Watch the news for important information.
 - Get alerts on your phone if you can.
6. Help Each Other:
 - Talk to your neighbors about emergencies.
 - Practice getting safe together.
7. Know Your Area:
 - Learn about the dangers where you live.
 - Plan for the things that could happen.
8. Practice Safety:
 - Do drills at home to be ready.
 - Learn simple first aid – it's like knowing how to help when someone is hurt.
9. Take Care of Everyone:
 - Think about kids, older people, or anyone who needs extra help.
 - Include what they need in your plan.
10. Stay Strong:
 - Being ready helps you stay strong when things are hard.
 - Do a bit at a time – it's easier that way.

Create an Emergency Plan

Develop a comprehensive emergency plan for your household. Include evacuation routes, emergency contacts, and a meeting point.

Build an Emergency Kit

Assemble a well-stocked emergency kit that includes essentials such as water, non-perishable food, a flashlight, batteries, a first aid kit, medications, important documents, and basic tools.

Talking Points: Preparedness Tips We



By incorporating these emergency preparedness tips into your Valentine's Day plans, you can ensure that you and your partner are ready for an emergency while still enjoying a special and safe celebration.

Communication Plan

- Establish a communication plan with your partner in case of emergencies, including a meeting point or contact person.
- Share important phone numbers and have a designated emergency contact.

Emergency Kit for Date Night

- Pack a small emergency kit with essentials such as a flashlight, first aid supplies, snacks, water, and any necessary medications.
- Include a list of allergies or medical conditions in case of unexpected situations.

Know the Safety Measures

- Know the safety measures in place at the restaurant or place you plan to visit.
- Take the time to understand the locations of emergency exits, be aware of fire extinguisher placements, and familiarize yourself with the designated emergency evacuation routes.

Transportation Safety

- If using transportation services, know the emergency procedures and exits.
- Keep the contact information of a reliable taxi or rideshare service in case alternative transportation is needed.

Weather Considerations

- Stay informed about the weather conditions, especially if your plans involve outdoor activities.
- Have appropriate clothing and gear for unexpected weather changes.

Stay Informed

- Monitor local news and weather updates for any potential emergencies in the area.
- Be aware of community alerts or advisories that may impact your plans.

Charge Devices

- Ensure your phones are fully charged to have access to communication in case of an emergency.
- Carry a portable charger to keep your devices powered throughout the day.

Emergency Contact Information

- Have a list of emergency contacts, including family members, friends, and local authorities.
- Store this information in your phone and share it with your partner.

Safe Meeting Points

- Identify safe meeting points in case you and your partner get separated during an emergency.
- Choose locations that are easily accessible and known to both of you.

Social Media Messages/Graphics: Winter Weather Terms

WINTER STORM WATCH

A Winter Storm Watch is issued when **heavy snow, sleet, or freezing rain is possible.**

Be prepared to adjust travel plans in case a Warning is issued.

Be Prepared.

WINTER STORM WARNING

A Winter Storm Warning is issued when **heavy snow, sleet, or freezing rain is expected.**

Travel will become dangerous. Delay or adjust travel plans until conditions improve.

Take Action!

 weather.gov

[Download graphic](#)

SNOW:RATIO

The percentage of water within a sample of snow is called "snow ratio". An old rule of thumb was that for every 10 inches of snow, there would be 1 inch of water (10:1).

However, snow ratios can vary dramatically around the country and from event to event.

Variables that affect snow ratio

-  Depth of the "warm" layer from the surface into the snow-producing cloud.
-  Amount of ice in the snow-producing cloud.
-  If it's windy, snowflakes can fracture, losing their "lacy" structure.
-  Deep cold leads to higher snow ratios.

[Download graphic](#)

Talking Points: Know Your Winter Weather Terms

1. Winter Weather Overview:

- Winter storms vary from moderate snow to severe blizzards, featuring wind-driven snow, low temperatures, strong winds, icing, sleet, and freezing rain.

2. Winter Weather Advisory:

- Caution is advised when a Winter Weather Advisory is issued.
- Expect light wintry precipitation or patchy blowing snow, causing slick conditions.
- Travel may be affected if precautions are not taken.

3. Winter Storm Watch:

- Be prepared when a Winter Storm Watch is announced.
- Medium confidence that a significant winter storm with heavy snow, sleet, or freezing rain may occur.
- Anticipate potential impacts and prepare accordingly.

4. Winter Storm Warning:

- Take immediate action when a Winter Storm Warning is issued.
- High confidence that a winter storm will bring heavy snow, sleet, or freezing rain with significant impacts.
- Prepare for challenging conditions and possible disruptions.

5. Common Winter Weather Terms:

- Understand the range of winter weather terms, from advisory to warning.
- Recognize the potential dangers associated with low temperatures, strong winds, and various forms of precipitation.

6. Safety Measures:


- Emphasize the importance of safety during winter weather events.
- Encourage listeners to stay informed, heed warnings, and take necessary precautions for travel and outdoor activities.

Winter Alerts


Alerts

Know before you go this holiday season.

 Sign up for traffic alerts: [511pa.com](https://www.511pa.com)


 Get weather alerts sent to your phone: on.pa.gov/alerts


Stay in-the-know all season with weather alerts. Sign up at on.pa.gov/alerts.

 Check road conditions before you leave the house: [511pa.com](https://www.511pa.com)

Over the river and through the woods, ready as ever we go. 🎵🌲

Know before you go all holiday season:

 Check road conditions at [511pa.com](https://www.511pa.com)

 Get alerts by signing up at on.pa.gov/alerts



holiday travel **KNOW**
before you go

511PA	AlertPA
 Road conditions	 Weather alerts
 Traffic delays	 Health notifications
 Warnings	 Building alerts
 Weather forecasts	on.pa.gov/alerts
 Traffic speed info	
 Live traffic cameras	
 Plow truck tracker	
511pa.com	





HOLIDAY TRAVEL

KNOW *before you go*

511PA	AlertPA
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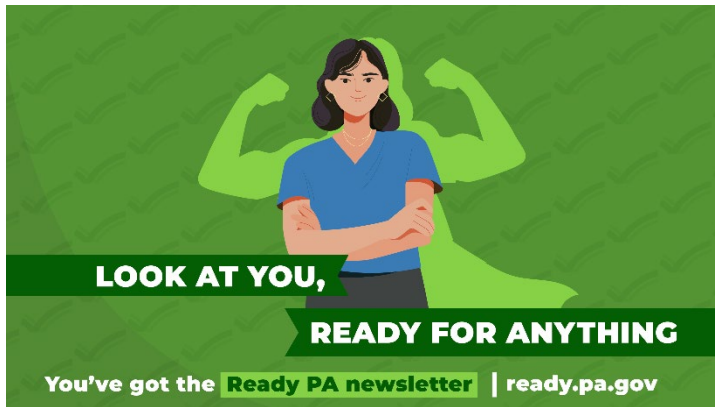
Sign Up for the Ready PA Newsletter

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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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 link to the February Tip Sheet in your communications:

Winter Travel Safety Tip Sheet

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Winter%20Travel%20Safety%20Tips.pdf