



**FEMA**

# Stakeholder Toolkit

*2015 NATIONAL HURRICANE PREPAREDNESS WEEK*

[National Hurricane Preparedness Week](#) is May 24<sup>th</sup> through May 30<sup>th</sup>, 2015. The Federal Emergency Management Agency ([FEMA](#)) and the National Oceanic and Atmospheric Administration ([NOAA](#)) have once again teamed up to promote National Hurricane Preparedness Week. This week is designed to encourage the Whole Community to learn about hurricanes and become prepared.

The goal of National Hurricane Preparedness Week is to inform the public about hurricane hazards and provide information which can be used to take action. The information presented can be used to save lives at work, home, while on the road, or on the water before, during, and after a hurricane strikes.

Three years ago Hurricane Sandy severely impacted the Mid-Atlantic. The weather event resulted in both emergency and major disaster declarations for Pennsylvania, Virginia, Delaware, Maryland, West Virginia, and Washington, DC.

In addition to promoting National Hurricane Preparedness Week through its own outreach channels, [FEMA Region III](#) is encouraging everyone to get the word out and help the Whole Community prepare for Hurricane Season, which runs from June 1<sup>st</sup> through November 30<sup>th</sup>, 2015.

This toolkit is designed to provide you and your organization with easy-to-use tools to promote this week and help your stakeholders be more aware of the risks of hurricanes, and be prepared for those risks.

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## Talking Points

### Key Message

- Know Your Risk for Hurricanes, Take Action, and Be an Example
- [National Hurricane Preparedness Week](#), begins on May 24<sup>th</sup> and extends through May 30<sup>th</sup> and highlights the importance of planning ahead to protect our families and secure our homes and communities in advance of the upcoming hurricane season.
- Hurricane season officially begins on June 1<sup>st</sup> and extends through November 30<sup>th</sup>, 2015.
- Even as long-term recovery efforts continue from previous storms, we must prepare now for this year's approaching hurricane season.
- Being prepared starts by knowing your risk and taking the appropriate actions before, during, and after a hurricane strikes. You can begin by visiting [ready.gov/hurricanes](http://ready.gov/hurricanes).

### Take Action

- It takes the Whole Community's participation to build resiliency. That's why it's important that you know what do before, during, and after a hurricane.
- Develop or update your [Emergency Preparedness Plan](#) and build an [Emergency Kit](#).
- Emergency Plan:
  - Your family may not be together when a disaster strikes so it is important to plan in advance:
  - How you will get to a safe place; how you will contact one another; how you will get back together; what you will do in different situations?
  - You should also inquire about emergency plans at places where your family spends time: work, daycare and school, faith organizations, sports events and commuting.
    - If no plans exist, consider volunteering to help create one.
- Emergency Kit:
  - An emergency supply kit is simply a collection of basic items your household may need in the event of an emergency.
  - Visit [ready.gov/basic-disaster-supplies-kit](http://ready.gov/basic-disaster-supplies-kit) for a complete list of suggested items.
  - Assemble your kit well in advance of an emergency.
  - You may have to evacuate at a moment's notice and take essentials with you, and once a disaster hits you won't have time to shop or search for supplies.

### What can you do?

- Have an emergency plan, and know what to do before severe weather strikes. Post your plan in your home or business where individuals can see it.

- Identify an appropriate shelter in your home, business, neighborhood and community ahead of time. Share this with your neighbor.
- Find out from local emergency management officials how you can be notified for each kind of disaster and sign up for additional alerts through social media and local news.
- Wireless Emergency Alerts (WEA) messages are alert messages that include a special tone and vibration received by your mobile device during an emergency in your area.
  - The purpose of WEA is to provide an increasingly mobile American public with a free and fast way to receive critically important information.
  - More information is available at <http://www.fema.gov/wireless-emergency-alerts>.

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## Daily Messages

### Sunday, May 24 – Introduction to Hurricane Preparedness Week

- Today marks the first day of the 2015 Hurricane Preparedness Week. This is the time for everybody to make hurricane preparedness a priority.
- An informed and motivated public will transform the way the United States responds to hurricanes and, ultimately, save more lives and livelihoods.
- Complete your Emergency Preparedness Plan, Update your Emergency Kit, and Stay Informed.
- Definitions
  - **Tropical Depression:** A tropical cyclone with maximum sustained winds of 38 mph or less.
  - **Tropical Storm:** A tropical cyclone with maximum sustained winds of 39 to 73 mph.
  - **Hurricane:** A tropical cyclone with maximum sustained winds of 74 mph or higher.
  - **Major Hurricane:** A tropical cyclone with maximum sustained winds of 111 mph or higher, meaning a Category 3, 4, or 5 on the [Saffir-Simpson Hurricane Wind Scale](#).

### Monday, May 25 – Storm Surge

- Background
  - [Storm surge](#) is water that is pushed toward the shore by the force of the winds swirling around the storm. This rise in water level can cause severe flooding in coastal areas, particularly when the storm tide coincides with normal high tides.
  - The greatest potential for loss of life related to a hurricane is from storm surge.
  - Storm surge can reach heights well over 20 feet and can span hundreds of miles of coastline.
  - The coast isn't the only area affected by storm surge; areas on a bay or river can also see the effects of storm surge, which can travel several miles inland.
  - Much of the United States' densely populated Atlantic and Gulf Coast coastlines lie less than 10 feet above mean sea level; the danger from storm surge and tides is tremendous.
  - Many buildings withstand hurricane force winds until their foundations, undermined by erosion, are weakened and fail.
- How to prepare
  - Elevate the furnace, water heater and electric panel in your home.

- Consider installing "check valves" to prevent flood water from backing up into the drains of your home.
- If feasible, construct barriers to stop floodwater from entering the building and seal walls in basements with waterproofing compounds.
- What to do during
  - Be aware of streams, drainage channels, canyons and other areas known to flood.
  - Be prepared to evacuate if flood waters rise.
  - Secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.
  - Turn off utilities at the main switches or valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.
  - Do not walk or drive through flood waters. You could easily be swept away and you cannot see dangers that may be in the water. "Turn around, don't drown!"

## Tuesday, May 26 – Wind

- Background
  - Any hurricane will produce strong, dangerous winds. A category 1 hurricane has sustained winds over 74 mph while a category 5 hurricane has sustained winds over 157 mph.
  - **Tropical Storm Watch:** Tropical storm conditions (sustained winds of 39 to 73 mph) are *possible* within the specified coastal area within 48 hours.
  - **Tropical Storm Warning:** Tropical storm conditions (sustained winds of 39 to 73 mph) are *expected* somewhere within the specified coastal area within 36 hours.
  - **Hurricane Watch:** Hurricane conditions (sustained winds of 74 mph or higher) are *possible* within the specified coastal area. A hurricane watch is issued 48 hours in advance of the anticipated onset of tropical-storm-force winds.
  - **Hurricane Warning:** Hurricane conditions (sustained winds of 74 mph or higher) are *expected* somewhere within the specified coastal area. A hurricane warning is issued 36 hours in advance of the anticipated onset of tropical-storm-force winds.
- What to do before
  - Cover your home's windows. Permanent storm shutters offer the best protection for windows. A second option is to board up windows with 5/8" marine plywood, cut to fit and ready to install.
  - Install straps or additional clips to securely fasten your roof to the frame structure. This will reduce roof damage.
  - Be sure trees and shrubs around your home are well trimmed so they are more wind resistant.

- Reinforce your garage doors; if wind enters a garage it can cause dangerous and expensive structural damage.
- Plan to bring in all outdoor furniture, decorations, garbage cans and anything else that is not tied down.
- Consider getting flood insurance; most homeowner's policies don't cover flooding. Keep in mind that flood insurance takes 30 days to take effect.
- What to do during
  - Stay away from windows and doors, even if they are covered. Take refuge in a small interior room, closet or hallway on the bottom floor.
  - Close all interior doors. Secure and brace external doors.
  - If you are in a multi-story building and away from water, go to a low floor and stay in the halls or other interior rooms away from windows.
  - Lie on the floor under a table or other sturdy object.
  - Secure your home, close storm shutters, and secure outdoor objects or bring them indoors.
  - Ensure a supply of water for sanitary purpose such as cleaning and flushing toilets. Fill the bathtub and other larger containers with water.

### Wednesday, May 27 – Inland Flooding

- Background
  - Hurricanes and tropical storms often produce widespread, torrential rains in excess of six inches, which may result in deadly and destructive floods.
  - Hurricanes can cause extensive flood damage in coastal and inland areas. Flooding or flash flooding can happen before, during, and after a hurricane.
  - Inland areas are subject to flooding both from tidal surge traveling up rivers and bays, and also from the prolonged rainfall that a hurricane can bring.
  - **Flood Watch:** Flooding is possible.
  - **Flash Flood Watch:** Flash flooding is possible. Be prepared to move to higher ground.
  - **Flood Warning:** Flooding is occurring or will occur soon; if advised to evacuate, do so immediately.
  - **Flash Flood Warning:** A flash flood is occurring; seek higher ground on foot immediately.
- What to do before
  - Everyone is at risk and should consider flood insurance protection. Flood insurance is the only way to financially protect your property or business from flood damage.

- Clear loose and clogged rain gutters and downspouts.
- Identify levees and dams in your area, and determine whether they pose a hazard to you.
- Learn community hurricane evacuation routes and how to find higher ground. Determine where you would go and how you would get there if you needed to evacuate.
- If feasible, construct barriers to stop floodwater from entering the building, and seal walls in basements with waterproofing compounds.
- Consider installing "check valves" to prevent flood water from backing up into the drains of your home.
- What to do during
  - Listen to the radio or television for information.
  - Be aware that flash flooding can occur. If there is any possibility of a flash flood, move immediately to higher ground. Do not wait for instructions to move.
  - Secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.
  - Turn off utilities at the main switches or valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.

### **Thursday, May 28 – Quick Tips to Prepare**

- Pick up some canned goods when your store has a sale, they will last a long time and ensure you will have something to eat.
- Clean empty two-liter soda bottles and fill them with water.
- If it has been six months since you got fresh water for your kit, it's time to rotate new stuff in.
- Write the date you bought items for your kit on them; it will help keep everything fresh.
- Around the dinner table, talk to your family about where you would meet in the event of an emergency.
- If you have pets, identify some pet-friendly hotels in case you have to evacuate.
- Trim back trees and shrubbery so they don't become flying debris.
- Clear out your rain gutters so water doesn't back up and leak into your house.
- Program "In Case of Emergency" contacts into your phone.
- Teach friends and family members to text on their cell phones; text messages can often get through when phone calls can't.

- Make copies of important documents for your emergency kit. (*medications, medical info, proof of address, passports, birth certificates, insurance policies, etc.*) Consider putting them on a secure flash drive, as well.
- Get an extra set of house and car keys made for your emergency kit.
- Download the FEMA smartphone app ([FEMA.gov/smartphone-app](https://www.fema.gov/smartphone-app)).
- Teach everyone how to turn off the utilities in your house (*electricity, gas, water, etc.*) so they can do it in case of an evacuation.
- Make a checklist of everything that needs to be done before a storm, and divide up it up among your family. This gives everyone the opportunity to participate, learn how the family will respond to a storm, and ensures that no details are missed.
- Learn how to forward your home phone so loved ones can still contact you if you evacuate.
- Sign up to receive alert text messages from FEMA ([FEMA.gov/text-messages](https://www.fema.gov/text-messages)) and your local response officials. Learn more: [Ready.gov/alerts](https://www.ready.gov/alerts).

## Friday, May 29 – Make a Plan

- Background
  - It is important to plan in advance: how you will get to a safe place; how you will contact family and friends; how you will get back together; and what you will do in different situations.
  - You should also inquire about emergency plans at places where your family spends time: work, daycare and school, faith organizations, sports events, and commuting.
- [Emergency Plan](#)
  - Identify three places to meet family and friends in the event of an emergency. One in your neighborhood, one in your town, and one out of town.
  - Learn how you will get to your out of town location; determine your evacuation routes.
  - Write down information on important locations like workplaces, schools, daycares, houses of worship, etc.
  - Make sure you take into account everyone's needs, such as age, any medical conditions, dietary restrictions, communications, etc.
  - Know how you will access important information after a disaster (*battery powered radio, warning sirens, reverse 911, etc.*)
  - Share contact information with everyone (*friends, family, and out of town contacts*).
- Continuity of Operations Planning (COOP)

- An organization's continuity of operations ([COOP](#)) plan documents the overarching strategy, policies, and procedures required to function if operations are disrupted

## **Saturday, May 30 – After the Storm**

- Background
  - Recovering from a disaster is usually a gradual process. Safety is a primary issue, as are mental and physical well-being.
  - Your primary concern after a disaster is your family's health and safety. Consider possible safety issues and monitor family health and well-being.
  - If assistance is available, knowing how to access it makes the process faster and less stressful.
- Health & Safety
  - Administer first aid and seek medical attention for any injured person following a disaster.
  - Check for injuries. Do not attempt to move seriously injured persons unless they are in immediate danger of death or further injury.
  - Be aware of exhaustion. Don't try to do too much at once. Set priorities and pace yourself. Get enough rest.
  - When cleaning up, wear sturdy boots and work gloves. Wash your hands thoroughly after working with debris.
  - Watch for washed out roads, contaminated buildings, contaminated water, gas leaks, broken glass, damaged electrical wiring, and slippery floors.
- Returning Home
  - You may be anxious to see your property, but do not return to your home before the area is declared to be safe by local officials.
  - Walk carefully around the outside and check for loose power lines, gas leaks, and structural damage.
  - Enter the home carefully and check for damage. Be aware of loose boards, and slippery floors.
- Seeking Disaster Assistance
  - Monitor local radio or television reports and other media sources for information about where to get emergency housing, food, first aid, clothing, and financial assistance.
  - Determine what resources may be available from organizations like the [Red Cross](#), [Salvation Army](#), and various local organizations.

- In the most severe disasters, the federal government is called in to help with temporary housing, counseling, low-interest loans and grants, and other assistance.
- Most federal assistance becomes available when the President declares a “Major Disaster” for the affected area at the request of a state governor.
- Coping with Disaster
  - The emotional toll that disaster brings can sometimes be even more devastating than the financial strains of damage and loss of home, business or personal property.
  - Seek crisis counseling if you or someone in your family is experiencing issues with disaster-related stress.
  - Even individuals who experience a disaster “second hand” through exposure to extensive media coverage can be affected.
  - Talk with someone about your feelings - anger, sorrow and other emotions - even though it may be difficult.
  - Seek help from professional counselors who deal with post-disaster stress.
  - Do not hold yourself responsible for the disastrous event or be frustrated because you feel you cannot help directly in the rescue work.

## Press Release Template

### 2015 NATIONAL HURRICANE PREPAREDNESS WEEK

<CITY, STATE> – <INSERT ORGANIZATION> is proud to join and promote the 2015 [National Hurricane Preparedness Week](#) to spread the word and encourage <employees or residents> and the rest of the community to be prepared. <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to being a leader for hurricane preparedness by knowing the risk, taking action and being an example>.

The Federal Emergency Management Agency ([FEMA](#)) and the National Oceanic Atmospheric Administration ([NOAA](#)) have partnered again to promote [National Hurricane Preparedness Week](#), and are calling upon Americans to prepare for this hurricane season.

Taking preparedness actions can save lives and protect property anywhere - at home, in schools, in your neighborhood, and in the workplace. National Hurricane Preparedness Week begins on May 24<sup>th</sup> and extends through May 30<sup>th</sup> and highlights the importance of planning ahead to protect our families and secure our communities and homes in advance of the upcoming hurricane season. For these reasons we are asking you to pledge and take the following steps:

*Know your risk:* Learn how [hurricanes](#) can affect where you live, work, go to school, and play and how the weather could impact you, your family, and your community. Once you understand your risk, you are better equipped to take preparations. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and obtain a [NOAA Weather Radio](#).

*Take action:* Develop an [emergency plan](#) and practice how and where you will evacuate if instructed by your emergency management officials. Post your plan in your home where visitors can see it. You can also download [FEMA's mobile app](#) so you can access important safety tips on what to do before, during, and after a hurricane. Learn about the National Hurricane Center's [warning and alerts](#).

*Be an Example:* Once you have pledged and taken action, be an example by talking to your family, friends, colleagues, and neighbors on what you have done to prepare. There are a number of ways that you can [get involved](#) in your community and help out in preparing for and responding to disasters.

More information can be found at <INSERT ORGANIZATION WEBSITE or [ready.gov/hurricanes](#)>. Information on the different types of severe weather such as tornadoes, severe thunderstorms, and flooding is available at [weather.gov](#) and [ready.gov/hurricanes](#) or the Spanish-language web site [listo.gov](#).

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## Op-Ed Template

### 2015 National Hurricane Preparedness Week, **[Insert Organization]** Pledges to Be Prepared

History teaches that hurricane awareness and preparation are common threads that can reduce the impact of hurricane disasters. Families, individuals, and businesses that know their vulnerability and what actions to take can reduce the effects of a hurricane. [National Hurricane Preparedness Week](#) extends from May 24<sup>th</sup> through May 30<sup>th</sup>, 2015.

We are making a [pledge](#) to prepare because we believe in taking action to prepare and reduce the impacts of a hurricane. These actions will protect our families, homes, and communities in advance of the upcoming hurricane season; which runs from June 1<sup>st</sup> through November 30<sup>th</sup>.

<ORGANIZATION> for example, *[include a couple examples of local people, organizations, businesses, or communities that have taken steps to prepare – or have successfully executed a preparedness plan during a disaster].*

We are asking all of *[city, county, state, employees, or residents]* to join us for National Hurricane Preparedness Week by taking the [pledge](#) to prepare –and taking these simple steps: know and understand your weather risk, take action, and be an example for your family, friends and neighbors.

*Knowing your risk is* to understand how hurricanes and tropical storms and associated weather events can disrupt lives and directly impact you and your family. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and obtain a [NOAA Weather Radio](#).

*Taking action* can include a number of easy to take steps. <ORGANIZATION> is [pledging](#) to prepare and *[include an example of any activity conducted – you may want to insert here an accomplishment as well]*. We encourage everyone to complete your [emergency plan](#), update your [emergency kit](#), and download the [FEMA smartphone application](#) to access important safety tips on what to do before, during, and after a hurricane.

*Being an example* by talking to your family, friends, colleagues, and neighbors on what you have done to prepare. You can also inspire others by posting your story on your Facebook, LinkedIn, and Twitter accounts. You can even post the [hurricane widget](#) on your social media profiles.

The *[ORGANIZATION, please include an example of how you have inspired others i.e. social media networks, website postings, or any other appropriate action.]*

Join us today and pledge to prepare at [ready.gov/hurricanes](#) during [National Hurricane Preparedness Week](#).

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## Blog Post Template

< INSERT ORGANIZATION >

### 2015 NATIONAL HURRICANE PREPAREDNESS WEEK, WE PLEDGE TO PREPARE

<INSERT ORGANIZATION> is joining thousands around the country who are preparing and taking action to be ready for this hurricane season. National Hurricane Preparedness Week begins on May 24<sup>th</sup> and extends through May 30<sup>th</sup>. It highlights the importance of planning ahead to protect our families, homes, and communities ahead of the upcoming hurricane season.

Hurricane season officially begins June 1<sup>st</sup> and runs through November 30<sup>th</sup>. It takes the Whole Community's engagement to build resilient neighborhoods. Being prepared begins by knowing your risk and taking the appropriate actions before, during, and after a hurricane strikes. You can start by visiting [ready.gov/hurricanes](http://ready.gov/hurricanes).

Hurricanes are powerful storms that can bring with them severe coastal and inland flooding, dangerous storm surges, high winds, tornados, and heavy rainfall that can trigger evacuations and prolonged power outages. The effects of these storms can be devastating to entire communities and can have long-lasting consequences, including loss of life and property.

With these risks in mind, you can join your friends, neighbors, businesses, and community in pledging to be prepared for hurricane season taking the following steps:

- *Know your risk:* Understand how hurricanes and tropical storms can affect where you live, work, play, and worship. You should check the weather forecast regularly when storms are approaching. Sign up for [local alerts](#) from emergency management officials and obtain a [NOAA Weather Radio](#).
- *Take action:* Actions can be small, simple, and quick. One way is to [pledge](#) to develop an [emergency plan](#); then practice how and where you will evacuate if needed. Sit down with your family and build an emergency communications plans. You can download [FEMA's mobile app](#) so you can access important safety tips on what to do before, during, and after a hurricane. Learn about the National Hurricane Center's [warning and alerts](#).
- *Be an example:* Once you have pledged and taken action, be an example by talking to your family, friends, colleagues, and neighbors on what you have done to prepare. You could inspire others by posting your story on your Facebook, LinkedIn, and Twitter account. Or you can even post the [hurricane widget](#) on your social media profiles.

Join us today and learn more about preparing at [ready.gov/hurricanes](http://ready.gov/hurricanes).

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## Online Resources

FEMA and NOAA recommend using social media tools as a way to promote [National Hurricane Preparedness Week](#), May 24<sup>th</sup> – May 30<sup>th</sup>, and throughout hurricane season. You can promote hurricane preparedness through your own channels, or by promoting messages posted on FEMA or NOAA accounts.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers during Hurricane Preparedness Week. More information and ideas on how to take action and be an example can be found at [ready.gov/hurricanes](#) or on FEMA's official [Facebook](#) or [Twitter](#) accounts, NOAA's official [Facebook](#) or [Twitter](#) accounts, or FEMA Region III's [Twitter](#) account.

FEMA and NOAA encourage adding the widget and banners below to your organization's website as well. The widget allows you to share preparedness directly with your website visitors. You or your web team simply need to grab our widget's embed code at [fema.gov/help/widgets](#), add it to your site, and you're all set.

The severe weather banners direct site visitors to information specific to that type of disaster. Once users are on [Ready.gov](#), they can also access a [clickable map](#) to find contact information for state and local government agencies, where they can learn more about specific severe weather warning and alert systems in their communities.

### Widget

URL: [fema.gov/widgets](#)

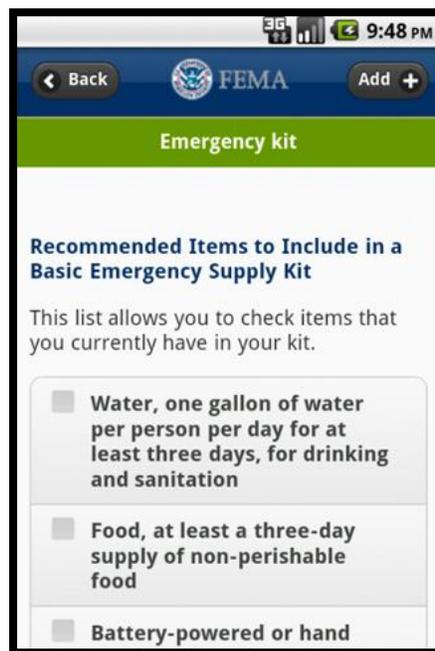


**FEMA App** (*smartphone app for mobile devices*)

The FEMA App contains disaster safety tips, interactive lists for storing your emergency kit, emergency meeting location information, and other disaster-specific information. The FEMA App also contains a new feature to its free app that will enable users to receive weather alerts from the National Weather Service for up to five locations across the U.S.

This new feature is valuable because it allows users to receive alerts on severe weather happening anywhere in the nation, even if the phone is not located in the area, making it easy for family and friends to help each other stay safe from across the nation. Weather alerts in the FEMA app also encourage users to take protective action by providing details on what to do to stay safe during severe weather.

The app is free to download through your smart phone provider's app store on [Android](#), [Apple](#), and [Blackberry](#) devices.



## Graphics

Below are a sampling of available graphics. A full catalog of graphics is available via America's PrepareAthon!

<http://community.fema.gov/connect.ti/AmericasPrepareathon/view?objectId=136740>



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## America's PrepareAthon! Resources

America's PrepareAthon! is an opportunity for individuals, organizations, and communities to prepare for specific hazards through drills, group discussions, and exercises. Below are tools and resources to help all sectors of the community to take action against hurricanes. For more information on America's PrepareAthon! go to [www.ready.gov/prepare](http://www.ready.gov/prepare)

- [How to Prepare for a Hurricane](#) - This hazard-specific guide provides information on the basics of each hazard, how to protect yourself and your property, and what steps to take now.
- Select the community sector below that best represents your organization and you will find a **Playbook** that explains the benefits of participating and suggests simple drills and exercises focused on Hurricane preparedness. **Also included are step-by-step guides and resources to make implementation easy.**
  - [Workplaces](#)
    - Playbook for Your Day of Action
    - Prepare Your People for Hurricane Safety
    - Prepare Your Organization for Hurricane Safety
  - [K-12 Schools](#)
    - Playbook for Your Day of Action
    - Prepare Your People for Hurricane Safety
    - Prepare Your Organization for Hurricane Safety
  - [Institutions of Higher Education](#)
    - Playbook for Your Day of Action
    - Prepare Your People for Hurricane Safety
    - Prepare Your Organization for Hurricane Safety
  - [Community Based Organizations](#)
    - Playbook for Your Day of Action
    - Prepare Your People for Hurricane Safety
    - Prepare Your Organization for Hurricane Safety
  - [Houses of Worship](#)
    - Playbook for Your Day of Action
    - Prepare Your People for Hurricane Safety
    - Prepare Your Organization for Hurricane Safety
  - [Local Government Leaders](#)
    - Playbook for Your Day of Action

### *Day of Action Resources*

- [Overview](#) - This document provides a brief overview of the goals, research, and resources behind the America's PrepareAthon! campaign.
- [Talking Points](#) - This document provides key talking points and messaging you can use to explain the purpose and goals of America's PrepareAthon!
- [Resource Catalog](#) - This Resource Catalog provides an overview and examples of the easy-to-use information resources, branding materials, and promotional materials that are available to download and use in implementing and promoting a day of action.

- [Communications Toolkit](#) - This guide provides key messaging as well as social media tips and tools that can be used to promote and support America's PrepareAthon! activities.
- [Media Event Planning Guide](#) - This guide provides media planning and outreach guidelines, and includes fill-in-the-blank templates.
- [Fact Sheet](#) - This document provides key facts about disasters, preparedness, and ways to get involved in America's PrepareAthon!
- [Be Smart. Take Part. Prepare Your Organization for Disaster](#) - This brochure presents organizations with a brief overview of America's PrepareAthon! and explains how they can participate to build resiliency in their organizations.
- [Disaster Survivor Video](#)
- [Our Role in America's PrepareAthon! PowerPoint Presentation](#) - This customizable presentation is designed to help people within an organization inform decision makers about America's PrepareAthon! The PowerPoint outlines the benefits of participating in America's PrepareAthon! and ways in which an organization can hold a day of action.
- [Resources in Other Languages](#)
- [National Creative](#) - These include posters, web badges, and digital invitations that can all be customized with your community or organization's name.
- [National Logos](#) - America's PrepareAthon! provides a cohesive brand and platform for whole-community participation to support communications and promotion.
- [Checklist for Your Day of Action](#) - This checklist provides a comprehensive list of suggested activities to help plan for and hold a day of action.
- [Participant Feedback Survey](#) - This survey can be used to gather feedback from participants about day of action activities. Feedback from participants will help identify areas to strengthen in preparedness planning within your organization.
- [Be Smart Resource Guide for Alerts and Warnings](#) - This document outlines alerts, notifications, apps, and other resources available by location and by hazard.
- [Be Smart- Protect your Critical Documents and Valuables](#) - This checklist outlines documents that would be needed after a disaster to get on the road to recovery.
- [Certificate of Participation](#) - These certificates can be customized and provided to your day of action participants.

### *Promotional Material for Hurricane Preparedness*

Please review the [America's PrepareAthon! Resource Catalog](#) to see all the print and digital materials available for download. Also provided is a [Media Guide](#) to help with outreach to media, including fill-in-the-blank templates, and a [Communications Toolkit](#) filled with social media tips, tools and templates. The below poster, web banners, web badges, and digital invitation can all be **customized** to promote hurricane preparedness at your organization. You can download the following tools to customize [here](#). Use the [How to Guide: Digital Media Tools](#) step-by-step instructions on how to use the various America's PrepareAthon! digital media tools for promotion.

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## Social Media

FEMA, NOAA, and FEMA Region III will have daily messages on their Facebook and Twitter accounts throughout the week.

You may follow and echo the messaging from these accounts.

- FEMA Region III
  - [Twitter](#)
- FEMA HQ
  - [Facebook](#)
  - [Twitter](#)
- NOAA
  - [Facebook](#)
  - [Twitter](#)

### Twitter Messaging – General

These messages are designed to be posted at any point during National Hurricane Preparedness week. Feel free to adapt the messages to suit your needs.

- It's National #Hurricane Preparedness Week. Learn to prepare your family & home before severe tropical weather <http://ready.gov/hurricanes>
- Hurricane season starts June 1, pledge to prepare at <http://ready.gov/pledge> & share how you're getting ready w/ #ImPrepared
- Hurricane season starts June 1, inspire your neighbors to make a family emergency plan. Info at <http://ready.gov/make-a-plan>
- During #Hurricane Preparedness Week, share how you're getting prepared for the start of hurricane season by using #ImPrepared
- Share how you have helped your family/neighborhood/city prepare for hurricanes and tropical storms. Use #ImPrepared
- It's #Hurricane Preparedness Week. Add prescription medications to your family emergency kit to ensure they won't run out after a disaster
- Hurricanes can cause extensive flooding in coastal & inland areas. Share how you're preparing for the effects of hurricanes w/ #ImPrepared
- Pledge to prepare & take the first step to ensure you & your family are ready before hurricane season starts June 1 <http://ready.gov/hurricanes>
- It's Hurricane Preparedness Week – add a @NOAA Weather Radio to your family emergency kit. Info: <http:// nws.noaa.gov/nwr/>

- Take the first step to ensure you and your family are ready before hurricane season starts, pledge to prepare <http://ready.gov/hurricanes> #ImPrepared
- This week (May 24-May 30) is National Hurricane Preparedness Week. Find out how to prepare for hurricanes at <http://.ready.gov/hurricanes>
- It's National Hurricane Preparedness Week. Pledge to prepare your home or business for #hurricane season <http://ready.gov/hurricanes>
- If you live in a #hurricane prone area, make it a priority to prepare your family/home/business this hurricane season. <http://ready.gov/hurricanes>
- If you live in a #hurricane prone area, know your evacuation routes & shelters close to your home, community or workplace.
- See if your emergency mgmt agency has email or text alerts: <http://ready.gov/community-state-info>. Then share w/ your followers.
- #SafetyTip: Be prepared for hurricanes, tropical storms, and flooding – build an emergency kit [www.ready.gov/build-a-kit](http://www.ready.gov/build-a-kit).
- #Hurricane term: A hurricane warning means \*one is expected\* in your area. Follow evacuation orders from local officials if given.
- #Hurricane term: A hurricane watch means \*one is possible\* in your area. Know your evacuation route & listen to local officials.
- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. #ImPrepared
- Know what to do before a hurricane strikes – create an emergency plan today at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes) & share w/ #ImPrepared
- #SafetyTip: If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out.

## Facebook Messaging – General

These messages are designed to be posted at any point during National Hurricane Preparedness week. Feel free to adapt the messages to suit your needs.

- During Hurricane Preparedness Week, make a pledge to prepare your family, home, or business before a disaster strikes. Visit [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes) to learn how you can get prepared to lessen the impact of severe tropical weather.
- We're asking families, communities, and businesses to pledge to prepare for hurricane season at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes).

- Did you know: Most hurricane deaths and damages aren't because of winds – they happen because of flooding. Visit [www.floodsmart.gov](http://www.floodsmart.gov) to find out if you live in a flood-prone area and how flood insurance can lessen the financial impact of a flood.
- There were 13 Presidential major disaster declarations for Hurricane Sandy, reaching from Maine to West Virginia. Even if you don't live in a coastal area, hurricanes and tropical storms can impact you and your family. Learn how to get your family, home, and business prepared at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes) and make the pledge to get prepared.
- Hurricanes aren't just powerful gusts of wind – they can produce dangerous amounts of rain & flooding, too. Learn how to protect your family, home, or business from all the potential effects of hurricanes at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes).
- NOAA Weather Radios broadcast official National Weather Service warnings, watches, forecasts and other hazard information 24 hours a day, 7 days a week. Get yours today – it's a great addition to any home emergency kit [www.nws.noaa.gov/nwr/](http://www.nws.noaa.gov/nwr/)
- If a hurricane or tropical storm threatens your area, do you know what to do? Contact your local emergency management office and find out if you live in an evacuation zone and what your evacuation route is. [www.ready.gov/community-state-info](http://www.ready.gov/community-state-info)
- A hurricane and tropical storm safety tip: If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out. More tips at [www.ready.gov/hurricanes](http://www.ready.gov/hurricanes)
- Hurricane season begins June 1. Familiarize yourself & your family with severe weather terminology:
  - A hurricane warning means \*one is expected\* in your area. Follow evacuation orders from local officials if given.
  - A hurricane watch means \*one is possible\* in your area. Know your evacuation route & listen to local officials.
  - To keep up with your local weather forecast, follow local media updates or visit [www.weather.gov](http://www.weather.gov).

## Twitter Messages – Daily Messaging

These messages are designed to support the Daily Messages listed previously. You can post these messages from your own accounts. Feel free to be creative and adapt the messages to suit your needs.

### Sunday, May 24 – Introduction to Hurricane Preparedness Week

- Today kicks off #Hurricane Preparedness Week. Now's the time to get prepared for hurricane season. <http://ready.gov/hurricanes>

- Sandy, Irene, Lee. #Hurricanes which had huge impacts on our region. Make sure you're ready this year. <http://ready.gov/hurricanes>
- Work with your friends & family to have a plan for communicating in case a #hurricane hits you. <http://ready.gov/hurricanes>. #ImPrepared
- This is #Hurricane Preparedness Week. As you get ready for hurricane season, share your actions using #ImPrepared
- #Hurricane Term – tropical depression, a cyclone with max sustained winds under 38mph. Join us and be able to say #ImPrepared
- #Hurricane Term – tropical storm, a cyclone with max sustained winds of 39-73mph. Get ready at <http://ready.gov/hurricanes>.
- #Hurricane Term – hurricane, a cyclone with sustained winds of 74+ mph. Make sure you're prepared. <http://ready.gov/hurricanes>
- #Hurricane Term – major hurricane, a cyclone with sustained winds of 111+ mph. Make sure you're prepared. <http://ready.gov/hurricanes>
- Help your community prepare for #hurricane season and get out the word. Great info at <http://ready.gov/hurricanes>.

### **Monday, May 25 – Storm Surge**

- #Hurricane Term – storm surge, water that is pushed toward the shore by the force of the winds swirling around the storm.
- The greatest potential for loss of life related to a hurricane is from the storm surge. Get prep tips at <http://ready.gov/hurricanes>.
- #Hurricane Prep – Elevate the furnace, water heater, and electric panel in your home. <http://ready.gov/hurricanes>. #ImPrepared
- #Hurricane prep tip - build barriers to stop floodwater from entering the building & seal walls in basements. <http://ready.gov/hurricanes>
- #Hurricane Prep Tip – Don't walk/drive through flood waters. You could be swept away and you cannot see dangers that may be in the water.

### **Tuesday, May 26 – Wind**

- #Hurricane Term – Tropical Storm Watch: sustained winds of 39-73 mph are \*possible\* within 48hrs. <http://nhc.noaa.gov/prepare> #ImPrepared

- #Hurricane Term – Tropical Storm Warning: sustained winds of 39-73 mph are \*expected\* w/in 36hrs. <http://nhc.noaa.gov/prepare> #ImPrepared
- #Hurricane Term – Hurricane Watch: sustained winds of 74+ mph are \*possible\* within 48hrs. <http://nhc.noaa.gov/prepare> #ImPrepared
- #Hurricane Term – Hurricane Warning: sustained winds of 74+ mph are \*expected\* within 36hrs. <http://nhc.noaa.gov/prepare> #ImPrepared
- #Hurricane Prep Tip – Permanent storm shutters offer the best protection for windows. A second option is 5/8” marine plywood. #ImPrepared
- #Hurricane Prep Tip – Trim trees and shrubs around your home so they’re more wind resistant. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Prep Tip – Reinforce garage doors; if wind enters a garage it can cause structural damage. #ImPrepared
- #Hurricane Tip - Stay away from windows/doors, even if they’re covered. Go to an interior room or closet on a low floor. #ImPrepared
- #Hurricane Tip - Close all interior doors. Secure and brace external doors. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Tip - Ensure a supply of water. Fill the bathtub & other larger containers w/ water. <http://ready.gov/hurricanes> #ImPrepared

### Wednesday, May 27 – Inland Flooding

- #Hurricanes and tropical storms can produce rains over 6”, which can cause destructive floods. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Term – Flood Watch: flooding is possible, be aware & listen to the news & local officials. <http://ready.gov/floods> #ImPrepared
- #Hurricane Term – Flash Flood Watch: flash flooding is possible. Be ready to move to higher ground. <http://ready.gov/floods> #ImPrepared
- #Hurricane Term – Flood Warning: flooding is occurring/will occur soon; if advised to evacuate, do so immediately. #ImPrepared
- #Hurricane Term – Flash Flood Warning: a flash flood is occurring; go to higher ground on foot immediately. #ImPrepared
- Everyone is at risk & should consider flood insurance. It’s the only way to financially protect your property. <http://floodsmart.gov>

- #Hurricane Tip – Clear loose and clogged rain gutters and downspouts to protect your house. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Tip – Identify levees and dams in your area and whether they pose a hazard to you. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Tip – Learn community hurricane evacuation routes. Plan where you would go and how you would get there if needed. #ImPrepared
- #Hurricane Tip – Consider installing "check valves" to prevent flood water from backing up into the drains of your home. #ImPrepared

### **Thursday, May 28 – Quick Tips to Prepare**

- #Hurricane Tip – Pick up some canned goods when your store has a sale and put them in your emergency kit. #ImPrepared
- #Hurricane Tip – Clean empty two-liter soda bottles and fill them w/ water. Have at least one gallon per person, per day. #ImPrepared
- #Hurricane Tip – Write the date you bought items for your emergency kit on them, it'll help keep everything fresh. #ImPrepared
- #Hurricane Tip – talk to your family about where you would meet in the event of an emergency and how you would communicate. #ImPrepared
- #Hurricane Tip – identify some pet-friendly hotels and shelters in case you have to evacuate. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Tip – Program “In Case of Emergency” contacts into your phone. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Tip – Make copies of important documents for your emergency kit. Consider putting them on a flash drive. #ImPrepared
- #Hurricane Tip – Get an extra set of house and car keys made for your emergency kit. <http://ready.gov/hurricanes> #ImPrepared
- #Hurricane Tip – Download the FEMA smartphone app at <http://fema.gov/smartphone-app>. #ImPrepared
- #Hurricane Tip – Learn how to forward your home phone so loved ones can still contact you if you evacuate. #ImPrepared
- #Hurricane Tip – Sign up to get texts from @FEMA (<http://fema.gov/text-messages>) and alerts from local response officials. #ImPrepared

### **Friday, May 29 – Make a Plan**

- #Hurricane Tip – Have a plan. Know how you’ll get to a safe place and how you’ll contact family/friends. <http://ready.gov/make-a-plan>
- #Hurricane Tip – Ask about emergency plans at places where your family spends time (work, daycare, school, etc.) #ImPrepared
- #Hurricane Tip – Write down info for important locations (workplaces, schools, daycares, etc.) <http://ready.gov/make-a-plan> #ImPrepared
- #Hurricane Tip – Take into account everyone’s needs, like dietary needs, medical concerns, communications, etc. in your plan. #ImPrepared
- #Hurricane Tip – Know how you will learn important information after a disaster (radio, warning sirens, reverse 911, etc.) #ImPrepared

### **Saturday, May 30 – After the Storm**

- #Hurricane Tip – after a hurricane, you need to consider possible safety issues and monitor family health and well-being. #ImPrepared
- #Hurricane Tip – Be aware of exhaustion. Don’t try to do too much at once. Set priorities and pace yourself. Get enough rest. #ImPrepared
- #Hurricane Tip – When cleaning up, wear sturdy boots and work gloves. Wash your hand thoroughly after working with debris. #ImPrepared
- #Hurricane Tip – Seek crisis counseling if you or someone in your family is experiencing issues with disaster-related stress. #ImPrepared
- #Hurricane Tip – You may be anxious to get home after the storm, but do not before the area is declared to be safe by local officials.

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## Public Service Announcements

### "Progress"

- A 30-second Public Service Announcement for the Ready Campaign featuring Al Roker.
- [http://www.fema.gov/medialibrary/media\\_records/11274](http://www.fema.gov/medialibrary/media_records/11274)

### ESPN "Hero"

- A reminder of an easy way to be a hero: preparing for a disaster.
- [http://www.fema.gov/medialibrary/media\\_records/9466](http://www.fema.gov/medialibrary/media_records/9466)

### "Consequences"

- A public service announcement promoting preparedness.
- [http://www.fema.gov/medialibrary/media\\_records/3112](http://www.fema.gov/medialibrary/media_records/3112)

### Listo.gov – Consecuencias

- Anuncio de servicio público que recalca la importancia de la preparación.
- [http://www.fema.gov/medialibrary/media\\_records/3111](http://www.fema.gov/medialibrary/media_records/3111)

### "The Day Before: Hurricane Irene"

- A 15-second Public Service Announcement reminding you that the day before a disaster is just a normal day.
- [http://www.fema.gov/medialibrary/media\\_records/9607](http://www.fema.gov/medialibrary/media_records/9607)

### "The Day Before"

- A 30-second Public Service Announcement reminding you that the day before a disaster is just a normal day.
- [http://www.fema.gov/medialibrary/media\\_records/9608](http://www.fema.gov/medialibrary/media_records/9608)

### "The Day Before"

- A 60-second Public Service Announcement reminding you that the day before a disaster is just a normal day.
- [http://www.fema.gov/medialibrary/media\\_records/9609](http://www.fema.gov/medialibrary/media_records/9609)

### Listo.gov - Inundaciones Anuncio

- Anuncio de servicio público que recalca la importancia de la preparación.
- [http://www.fema.gov/medialibrary/media\\_records/3114](http://www.fema.gov/medialibrary/media_records/3114)

## FEMA Independent Study Training

- [IS-324.A Community Hurricane Preparedness](#)
- [IS-366 Planning for the Needs of Children in Disasters](#)
- [IS-271.A Anticipating Hazardous Weather and Community Risk for Emergency Managers](#)
- [IS-22 Are You Ready? An In-Depth Guide to Citizen Preparedness](#)
- [IS-10.A Animals in Disaster: Module A. Awareness and Preparedness](#)
- [IS-11.A Animals in Disaster: Module B. Community Planning](#)
- [IS-288 The Role of Voluntary Agencies in Emergency Management](#)
- [IS-244.B Developing and Managing Volunteers](#)
- [IS-111.A Livestock in Disasters](#)
- [IS-909 Community Preparedness: Implementing Simple Activities for Everyone](#)
- [IS-247.A Integrated Public Alert and Warning System \(IPAWS\) for Public Safety Officials](#)
- [IS-546.A Continuity of Operations Awareness](#)
- [IS-318 Mitigation Planning for Local and Tribal Communities](#)

## Related Websites

- [NOAA Hurricane Center](#)
- [American Red Cross](#)
- [U.S. Environmental Protection Agency](#)
- [U.S. Department of Health and Human Services, Center for Disease Control](#)
- [Consumer Product Safety Commission](#)
- [Prep-Parady: A Preparedness Game](#)