

Stakeholder Toolkit

2019 Hurricane Preparedness

The Federal Emergency Management Agency (<u>FEMA</u>), the <u>National Weather Service</u>, and the <u>Ready Campaign</u>, are shining the spotlight on National Hurricane Preparedness Week, May 5 - May 11, to prepare for hurricane season.

It only takes one storm to change your life and community. Tropical cyclones are among nature's most powerful and destructive phenomena, affecting both coastal and inland areas. Each year, many parts of the United States experience heavy rains, strong winds, floods, and coastal storm surges from tropical storms and hurricanes. As we have seen with Hurricanes Florence, Sandy and Matthew, the Atlantic coast is still vulnerable to tropical systems.

Hurricanes can cause loss of life and catastrophic damage to property along coastlines and can extend several hundred miles inland. The extent of damage varies according to the size, wind intensity, and path of the storm; the amount and duration of rainfall; and other factors including the number and type of buildings in the area, the terrain, and soil conditions.

<u>National Weather Service Hurricane Preparedness Week (May 5-11, 2019)</u> provides tips to help you and your family prepare for a potential land-falling tropical storm or hurricane. <u>FEMA</u> <u>Region III</u> encourages you to read up on how to prepare and get the word out and help your community prepare for hurricanes. This toolkit is designed to provide you and your organization with easy- to-use tools to promote this campaign and help your stakeholders be better prepared for disasters.

Public Affairs	Will Powell	215-931-5684
Congressional and Intergovernmental Affairs	Nicholas Morici	267-546-6419
Private Sector	Melissa Wiehenstroer	202-568-4391
Volunteer Agency Liaison	Michelle Breeland	215-931-5584
Community Preparedness	Carrie Weintraub	267-515-3499
Regional Preparedness Liaison	John Dispaldo	610-930-6869
Disability Integration	PJ Mattiacci	267-270-5804

FEMA REGION III POINTS OF CONTACT

TALKING POINTS

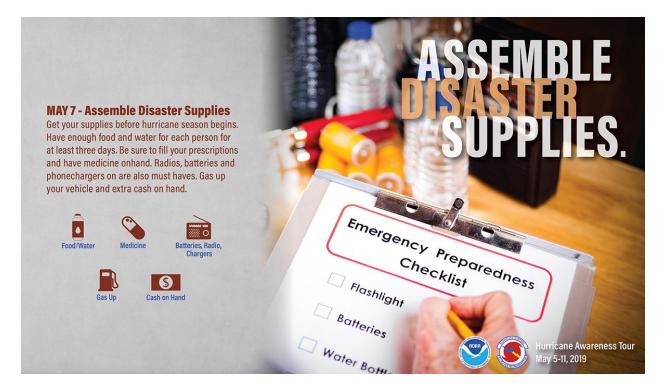
What you should know about hurricanes:

- Know what to do before, during, and after a hurricane.
- Prepare before hurricane season starts. Atlantic hurricane season starts June 1.
- Create a communications plan before a hurricane.
- Have emergency supplies in place at home, at work, and in the car.
- Know your local community's evacuation plan and evacuation routes.
- Listen to local officials.

NATIONAL HURRICANE PREPAREDNESS WEEK

National Hurricane Preparedness Week takes place May 5 - 11 and will highlight daily themes.













HURRICANE AWARENESS TOUR

The National Hurricane Awareness Tour will be visiting Harrisburg, PA on May 7 and Roanoke, VA on May 8. Tour highlights include visiting the NOAA P-3 and U.S. Air Force WC 130-J hurricane hunter aircraft and meeting with the pilots and flight crew, speaking with hurricane forecasters, meeting with National Weather Service meteorologists and emergency managers, and learning about hurricane safety and preparedness. Click to learn more about the <u>Harrisburg</u> and <u>Roanoke</u> Tour stops.

KEY MESSAGES

What to do Before a Hurricane: Prepare!

First, know your risk!

Your personal risk is based on several factors including:

- 1. Where you live.
 - If you live on the coast you are most at risk for extreme winds and flooding from rain and storm surge.
 - If you live inland you're at risk for wind, thunderstorms, and flooding.
 - Visit <u>Ready.gov/be-informed</u> to learn about the hazards that may impact your area.
 - Read the <u>State of the Climate</u> reports to discover historical trends.
- 2. The Structure of your home.
 - When skies are clear, know what needs to be done to reduce the risk of damage to structures from winds and flooding.
 - Aim to strengthen the building's outer shell including the doors, windows, walls, and roof. Make sure to cover your windows. Permanent storm shutters offer the best

protection, but you can also board up windows with 5/8" exterior grade or marine plywood that is cut to fit.

- Remove or secure all objects and non-building structures and clear the outside area around the building.
- Waterproofing basements and elevating critical utilities (e.g., electrical panels and heating systems) can help to protect against potential flooding. In flood-prone areas, consider elevating the entire structure.
- If you are in a mobile home or temporary structure, find a sturdy building where you can take shelter during the storm.
- <u>Click here</u> to learn about your property's projected risk to flood hazards.
- Remember to purchase flood insurance to provide financial protection for the cost of repairs due to flood damage! Standard insurance policies do not cover flooding, including storm surge flooding, but flood insurance is available for homeowners, renters, and business owners through the <u>National Flood Insurance Program</u>. You may also be able to purchase insurance for wind.
- 3. Your personal circumstances.
 - For instance, Hurricanes can cause widespread power outages, which may be a risk factor for people who need power-dependent medical devices.

Next, take action!

<u>Be a Force of Nature</u> by making sure that you and your loved ones are prepared for severe weather. This includes creating a disaster plan, together with an emergency communication plan, and putting together a disaster supplies kit.

- 1. What is a disaster plan?
 - Hope is not a plan. Sit down with your loved ones and talk through what to do in a disaster and make a <u>Family Emergency Plan</u>. Find out additional information with the <u>FEMA Preparedness Portal</u>.
 - Discuss important factors like who to call, where to meet, and what to pack.
 - Know about and look out for <u>Wireless Emergency Alerts</u>.
 - Know where to take shelter, no matter where you are when the storm hits.
 - 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.
 - Choose several destinations in different directions so you have options in an emergency.
 - Learn how you'll get to all three locations in an emergency. Determine multiple evacuation routes and become familiar with alternate routes and other means of transportation out of your area.
 - If you do not have a car, plan how you will evacuate. Make arrangements with family, friends or your local government. If you have a car, plan to take one car per family to reduce congestion and delay.
 - If you plan to drive in the event of an evacuation, keep a full tank of gas in the car. At all other times, keep at least a half tank of gas in in the car in case of an unexpected need to evacuate. Gas stations may be closed during emergencies and unable to pump gas during power outages.
 - Take into consideration additional needs for evacuation locations, such as weather the location will accept pets.

- Write down information on important locations like workplaces, schools, daycares, houses of worship, etc.
- Remember to take into account everyone's needs, such as any medical concerns, communications, pet needs, etc.
- Work through how to prepare for an evacuation and exercise the plan. Teach everyone how to turn off the utilities in your house (electricity, gas, water, etc.) so they can do so in case of an evacuation.
- Make a checklist of everything that needs to be done in a disaster. Divide tasks up amongst your family so nothing gets missed.
- 2. How can you get in touch during a disaster?
 - It is essential to go over how everyone in your family can communicate during an emergency.
 - Know about and look out for <u>Wireless Emergency Alerts</u>, which should be available regardless of network outages.
 - Know how you will learn important information after a disaster (radio, warning sirens, reverse 911, etc.).
 - Share contact information with everyone (friends, family, and out of town contacts).
 - Program "In Case of Emergency" contacts into each phone and label them ICE in front of their name.
 - Teach friends and family members to text on their cell-phones. Text messages can often get through when phone calls cannot.
 - Download the <u>FEMA smartphone app</u> and sign up to receive <u>text messages</u> from FEMA and your local response officials. Follow <u>FEMA</u> on Facebook and <u>FEMA</u> and <u>FEMA</u> <u>Region III</u> on Twitter.
 - Bookmark <u>weather.gov</u> to get the latest forecast information. Follow the National Weather Service on <u>Facebook</u> and <u>Twitter</u>.
- 3. What should you include in your disaster supplies kit?
 - Think of basic items your household may need in the event of an emergency, such as...
 - Food. Pick up canned good when you store has a sale. They should last a long time but be sure to write the dates you bought the items, so you can keep them fresh.
 - Water. Fill water barrels or clean two-liter soda bottles with fresh water. Replace fresh water in your kit every 6 months.
 - Medications
 - Supplies, including a First Aid Kit, flashlight, <u>NOAA Weather Radio</u>, an extra set of house and car keys, and gas.
 - Documents. 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 flash drive as well.
 - Assemble your kit well in advance of an emergency and make sure you have a way to take supplies with you easily. You may have to evacuate at a moment's notice and take essentials with you. Once a disaster hits, you will not have time to shop or search for supplies.
 - Visit <u>ready.gov/kit</u> for a basic list of suggested items.

What to do During a Hurricane: Take Shelter!

Fatalities and injuries caused by hurricanes are often the result of individuals remaining in unsafe locations during a storm. If authorities advise you to evacuate, do so immediately and stick to designated evacuation routes – evacuating is the best action to protect yourself and your family from the high winds and flooding. If you can, leave early to avoid delays caused by traffic, lines, high winds, and flooding. Follow recommended evacuation routes – do not take shortcuts as they may be blocked. Make sure to move to a location on higher ground before floodwaters prevent your ability to leave. Be alert for road hazards when evacuating, such as washed-out roads or bridges and downed power lines. Do not drive into flooded areas! Be sure to remember the Five Ps of Evacuation: People, Prescriptions, Papers, Personal Needs, and Priceless Items.

- If you do not evacuate, take precautions to protect yourself and stay safe from the high winds and potential localized flooding.
- Stay indoors, away from windows and glass doors. For protection in extremely high winds, go to a small, interior, windowless room, such as a bathroom or closet, on the lowest level not likely to flood. You can also lie on the ground under a table or another sturdy object.
- Don't go outside until you're sure it's safe! When the eye of the storm passes there may not be wind or rain, but once the eye moves, the wind and rain may intensely begin again.
- If you are in a mobile home or temporary structure, move to a sturdy building.

What to do After a Hurricane: Be an Example!

After a hurricane take time to make any adjustments to your emergency plan. How well did your home weather the storm? Was your evacuation process smooth? Did you have enough supplies? Did you feel fully prepared? Take the lessons you learned from the storm to update your emergency plan, communications, and kit. Continue to build your preparedness!

In addition, you can be an example by sharing your weather preparedness story with your community. Continue to <u>be a force of nature</u> by letting your friends and family know what you did to become weather-ready. Building a culture of preparedness is dependent on all of us.

Many people are more likely to act when they receive messages from a trusted source, such as their family, friends, or community leaders. Additionally, studies show that individuals need to receive messages a number of ways before taking appropriate action. Knowing this, share your story broadly on social media and other sites. On Twitter, use the #HurricanePrep and #HurricaneStrong hashtags. Share your emergency plan with others and lead by example!

PRESS RELEASE TEMPLATE

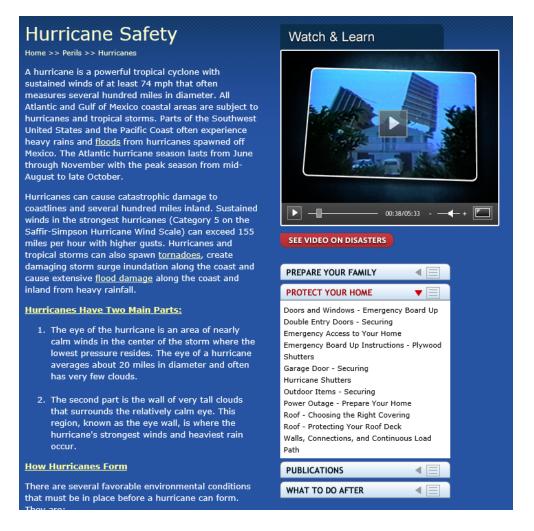
<ORGANIZATION> is Encouraging Everyone to be #HurricaneStrong

Take the Next Step Hurricane Awareness

<CITY, St.> – <INSERT ORGANIZATION> is proud to join and promote Hurricane Preparedness Week. Hurricane Preparedness Week is May 5-11, 2019 and is a good opportunity to know the risks from a land-falling tropical storm or hurricane. The National Weather Service reminds us that it only takes one storm to change your life and community and to remain #HurricaneStrong <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to being a leader for emergency preparedness>.

National Hurricane Week will spotlight the following:

- <u>May 5th Determine your risk</u>. Find out what types of wind and water hazards could happen where you live and start preparing for how to handle them. Hurricanes are not just a coastal problem. Their impacts can be felt hundreds of miles inland and can include strong winds, flooding, rip currents, tornados, and large waves.
- <u>May 6th Develop an Evacuation Plan.</u> Find out if you live in a storm surge hurricane evacuation zone or if you' re in a home that could be unsafe during a hurricane. If you are, figure out where you' d go and how you' d get there if told to evacuate. You do not need to travel hundreds of miles. Identify friends or family who live in safe locations and homes who may be able to serve as your evacuation destination. Be sure to account for your pets, and keep in mind that most local shelter don' t permit them. Put your plan in writing for you and your friends and family!
- May 7th Assemble Disaster Supplies. You' ll need supplies to get through the storm and a potentially lengthy and unpleasant aftermath. Stock up on non-perishable food, water, and medicine to last each person in your family (and your pets) a minimum of one week. Remember that electricity and water could be out for a week or longer. You' ll need extra cash, a battery-powered radio, and flashlights (and gas, if you have a car). Many of us have cell phones, so you'll need a portable, crank, or solar powered USB charger to charge the battery.
- May 8th Get an Insurance Checkup. Think about purchasing insurance early, before a disaster strikes. Call your company or agent to see what is and what is not covered. Discuss your options with your insurance company you may want to see if you can get additional coverage, so your homeowner' s insurance can repair or replace your home. Don' t forget coverage for your car or boat! Remember that standard homeowner' s insurance doesn' t cover flooding, so you'll need a separate policy from your company or through the National Flood Insurance Program (see www.floodsmart.gov). Act now as flood insurance requires a 30-day waiting period.
- <u>May 9th Strengthen your Home.</u> If you plan to ride out the storm in your home, make sure it is in good condition and up to local hurricane building code specifications, if applicable. Look into retrofitting many of these retrofits do not cost much or take much time. Have the proper plywood, steel, or aluminum panels to board up the windows and doors. Remember, the garage door is the most vulnerable part of the home, so it must be able to withstand the winds. <u>The Federal Alliance for Safe Homes (FLASH)</u> has tips for protecting your home, including the potential cost of retrofits and how to assemble them available on their website.



- <u>May 10th Help your Neighbor.</u> Many Americans rely on their neighbors after a disaster, but there are also many ways you can help your neighbors before a hurricane approaches. Learn about all the different actions you and your neighbors can take to prepare and recover from the hazards associated with hurricanes.
- <u>May 11th Complete your Written Hurricane Plan</u>. Start preparing for hurricanes before hurricane season begins. If you wait until a hurricane nears, you may be under duress. Take the time now to write down your hurricane plan. Know where you will ride out the storm and make time to get and store your supplies. You don't want to be standing in long lines when a hurricane warning is issued, as supplies may be sold out by the time you reach the front of the line. Being prepared can mean the difference between being a hurricane victim and being a hurricane survivor.

###

ONLINE RESOURCES

- Be a Force of Nature
- <u>Severe Weather</u>
- <u>Floods</u>
- <u>Lightning</u>
- <u>Heat</u>
- <u>Wildfires</u>
- <u>Rip Currents</u>
- <u>Tsunamis</u>

SOCIAL MEDIA

FEMA, Ready.gov, and NOAA recommend using social media tools to promote Hurricane Preparedness Week. You can promote the campaign and general preparedness through your own channels, or by promoting messages posted by the FEMA, Ready.gov, and NOAA accounts.

Below are sample messages that you can post on your own social media accounts to engage your friends/followers and promote Hurricane Preparedness Week. More information and ideas on how to take action and be an example can be found on FEMA's official <u>Facebook</u>, <u>Twitter</u> or <u>Instagram</u> accounts, Ready.gov's official <u>Facebook</u> or <u>Twitter</u> accounts, NOAA's official <u>Facebook</u> or <u>Twitter</u> accounts, National Weather Service's official <u>Facebook</u> and <u>Twitter</u> accounts, or FEMA Region III's <u>Twitter</u> account. NOAA also has a <u>social media page</u> with suggestions for Hurricane Preparedness Week and Ready.gov has a <u>social media toolkit</u>.

Twitter

General

- #severeweatherprep makes sense! Take your first steps today. <u>www.ready.gov</u>
- 39% of Americans live in areas of high-susceptibility to high-impact weather #severewxprep <u>http://go.usa.gov/cyKXR</u>
- FEMA urges the use of weather radios. For programming information, visit <u>@NOAA</u>. <u>http://go.usa.gov/h9sC</u>
- If you use a power wheelchair, keep a light-weight manual wheelchair available for emergencies.
- We can't say it enough: know your evacuation routes! <u>http://go.usa.gov/cyKYR</u>
- Preparing your pets makes sense. #PetPreparedness <u>http://www.ready.gov/animals</u>
- Don't let bad weather sneak up on you! Check <u>weather.gov</u> every morning before you go out. #SevereWeatherPrep
- Develop a family plan, make an #emergencykit & get involved in #preparedness #BeAForce
- <u>https://www.ready.gov/severe-weather</u> is your one-stop-shop for information to keep you and yours safe before, during & after #severewx!
- Do you have the basics in your emergency kit? Pledge to prepare and check this list: <u>https://www.ready.gov/build-a-kit</u>
- Home, Work or Car build a #disasterkit <u>http://go.usa.gov/yb0</u> Be a force of nature! #BeAForce
- In #severewx, listen to <u>@NOAA</u> Weather Radio for comprehensive weather and emergency info. Learn more: <u>http://go.usa.gov/yb9</u> #BeAForce

Flood

- Prepare before a flood by installing a water alarm in your basement. More tips: <u>http://1.usa.gov/1poPE5S</u> #BeAForce
- 30: The number of days it takes for #floodinsurance to begin. Don't wait until it's too late! <u>https://www.floodsmart.gov/</u> #BeAForce
- Don't wait until it's raining cats and dogs to get #petprepared http://www.ready.gov/animals

Tornado

- Information can get twisted but click here for the truth! #BeAForce #Tornadosafety http://go.usa.gov/cyK8j
- Be sure that your loved ones are safe and sound after a #tornado! Have a meeting place or communication plan! <u>www.ready.gov/make-a-plan</u>

Hurricane Preparedness Week

- Hurricane Preparedness Week (May 5-11, 2018) is your time to prepare for a hurricane. <u>https://www.weather.gov/wrn/hurricane-preparedness</u> #HurricanePrep #HurricaneStrong
- Are you in a hurricane evacuation zone? <u>http://flash.org/hurricane-season/evacuation-zones/find-your-evacuation-zones.pdf</u> #HurricanePrep #HurricaneStrong
- What should be in your hurricane kit? <u>https://www.ready.gov/kit</u>#HurricanePrep #HurricaneStrong
- Are you insured for a hurricane? Find coverage at <u>www.floodsmart.gov</u> #HurricanePrep #HurricaneStrong
- Can your home withstand a hurricane? <u>https://www.fema.gov/what-mitigation</u> #HurricanePrep #HurricaneStrong
- You can play a large role in how your neighbors fare before, during and after a hurricane. #HurricanePrep #HurricaneStrong
- Make a plan before hurricane season begins. <u>http://www.ready.gov/make-a-plan</u> #HurricanePrep #HurricaneStrong
- Storm surge is dangerous! Remember, when officials say it is time to evacuate... go! <u>https://youtu.be/bBa9bVYKLP0 #HurricanePrep #HurricaneStrong</u>
- #HurricaneSeason Pro tip: make a family communications plan, figure out your evacuation route and stockpile 5 days of supplies you can take with you. Learn More @readygov
- #HurricaneSeason Tip: Know your surroundings. Learn the elevation level of your property and whether the land is flood-prone. This will help you know how your property will be affected when storm surge or tidal flooding are forecasted. More at www.floodsmart.gov
- #HurricaneSeason #HurricaneSafety 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.
- Cover all of 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. Tape does not prevent windows from breaking. #HurricaneSeason #HurricaneSafety

- #HurricaneSeason #HurricaneSafety 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. #HurricaneSeason #HurricaneSafety
- #ImOnABoat #HurricaneSafety Determine how and where to secure your boat. Install a generator for emergencies.
- If in a high-rise building, be prepared to take shelter on or below the 10th floor. Consider building a safe room. #HurricaneSeason

Facebook

- Hurricanes aren't just a coastal problem. Their impacts can be felt hundreds of miles inland, and significant impacts can occur without it being a major hurricane. Hurricane Preparedness Week (May 5-11, 2019) is your time to prepare for a potential land-falling tropical storm or hurricane. <u>http://weather.gov/hurricanesafety</u>
- Make sure you have a written hurricane evacuation plan. If you live in a storm surge hurricane evacuation zone or if you're in a home that would be unsafe during a hurricane, figure out where you'd go and how you'd get there if told to evacuate. You do not need to travel far. Find a friend or relative who doesn't live in an evacuation zone or unsafe home and see if you can use their home as your evacuation destination. Remember to account for your pets, as most local shelters do not permit them. http://flash.org/hurricane-season/evacuation-zones/find-your-evacuation-zones.pdf
- If a hurricane strikes, you'll need supplies not just to get through the storm, but for the potentially lengthy recovery period that could follow. Have enough non-perishable food, water and medicine to last each person in your family a minimum of one week. Electricity and water could be out for at least that long. You'll need extra cash, a battery-powered radio, flashlights, and a portable crank or solar powered USB charger to charge your phone. https://www.ready.gov/kit
- Call your insurance company or agent to make sure you have enough homeowner's insurance to repair or even replace your home. Don't forget coverage for your car or boat. Remember, standard homeowner's and renter's insurance don't cover flooding you'll need a separate policy for flooding. Contact your company or an agent or use the agent locator at <u>www.floodsmart.gov</u>. Act now as flood insurance requires a 30-day waiting period. <u>https://www.fema.gov/what-mitigation</u>
- If you'll ride out a hurricane in your home, make sure it is in good repair and up to local hurricane building code specifications. Have the proper plywood, steel or aluminum panels to board up the windows and doors. The garage door is the most vulnerable part of the home, so it must be able to withstand high winds. https://www.fema.gov/what-mitigation
- Many Americans rely on their neighbors after a disaster, but there are also many ways you can help your neighbors before a hurricane. Learn about the actions you and your neighbors can take to prepare and recover from the hazards associated with hurricanes. <u>https://community.fema.gov/action/plan-with-neighbors</u>
- 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 the wrong decisions. Take the time now to write down your hurricane plan. Gather your supplies and know where you'll ride out the storm. You don't want to be stuck in long lines when a Hurricane Watch is issued, and supplies may be sold out by the time

you reach the front of the line. Preparing makes you resilient to the impacts of wind and water and can mean the difference between being a hurricane victim and a hurricane survivor. <u>https://www.ready.gov/make-a-plan</u>

- Learn the dangers of a hurricane storm surge with this fast draw video. Storm surge is what officials use when determining who to evacuate. Remember, when officials say it is time to evacuate... go! <u>http://youtu.be/bBa9bVYKLP0</u>
- It only takes one storm to change your life and community. Tropical cyclones are among nature's most powerful and destructive phenomena. If you live in an area prone to tropical cyclones, you need to prepare. Learn how during Hurricane Preparedness Week (May 5-11, 2019). <u>http://hurricanes.gov/prepare</u>
- Hurricane Preparedness Week (May 5-11, 2019) is your time to prepare for a potential land-falling tropical storm or hurricane. Learn how with daily tips and related links. Share these with your friends and family to ensure that they're prepared. <u>http://hurricanes.gov/prepare</u>
- Remember, it only takes one storm to change your life and community. For more information on hurricanes and hurricane safety, visit <u>www.weather.gov/hurricanesafety</u>
- Tornadoes can happen any time of year but are most common in the spring and summer. Now is the time to make a plan for where you'll shelter if a tornado warning is issued. Have a plan for all members of your family at home, work, and school. <u>https://www.ready.gov/make-a-plan</u>
- If you're hunkering down to ride out the storm, take a moment to think through what to do in a power outage.

Charge your devices now.

Check your supplies and make sure you can reach them easily.

Have blankets and other warm items of clothing ready.

Remember: do not use a gas stove to heat your home and place generators outside of the house, away from windows.

More tips: <u>ready.gov/power-outages</u>



LOGOS, BANNERS, AND POSTERS





Hurricane Preparedness Week May 5-11, 2019



QUJCK FACTS ABOUT HURRJCANES

Hurricanes are massive storm systems that form

Can happen along any U.S. coast or territory in the Atlantic or Pacific

SEP

Most active in September

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

Threats from Aurricanes include powerful winds, heavy rainfall, storm surges, coastal and inland flooding, rip currents, tornadoes, and landslides.





