



FEMA

Stakeholder Toolkit

2015 Severe Weather Preparedness Week

Severe Weather Preparedness Week: March 1-7, 2015

The Federal Emergency Management Agency ([FEMA](#)), the [Ready Campaign](#), and The National Oceanic and Atmospheric Administration ([NOAA](#)) are teaming up again to highlight the importance of preparing for severe weather during the month of March.

During Severe Weather Preparedness Week, we ask that you [Be a Force of Nature](#) by knowing your risk, taking action, and being an example where you live.

In addition to asking Americans to learn their risks and take action to prepare through their own outreach channels, [FEMA Region III](#) is encouraging everyone to get the word out and help the Whole Community prepare for severe weather. 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.

For your reference, below are points of contact for the various stakeholder groups. Should you have any questions on this document, please contact the creator, [Peter Herrick, Jr.](#)

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Talking Points

National Severe Weather Preparedness Week: March 1-7, 2015

Key Message

- **Know Your Risk:** Hurricanes, droughts, tornadoes, snowstorms, flooding – severe weather impacts every part of the country. The first step to becoming weather-ready is to understand the type of hazardous weather that can affect where you live and work, and how the weather could impact you and your family. .
- **Take Action:** Make an emergency evacuation plan, build an emergency kit or update your existing kit, inventory and keep important papers and valuables in a safe place, and get involved. You can begin by visiting Ready.gov/prepare.
 - [America's PrepareAthon!](#) is an opportunity for individuals, organizations, and communities to take action and prepare for specific hazards through drills, group discussions, and exercises.
- **Be an example where you live:** Be a positive influence on your community by sharing your weather preparedness story. Be a Force of Nature by letting your friends and family know what you did to become weather-ready.
 - Register your actions at Ready.gov/prepare to officially be a part of America's PrepareAthon!

Know Your Risk

- In 2014, there were [8 weather and climate disaster events](#) with losses exceeding \$1 billion each across the United States. These events included a drought event, a flooding event, 5 severe storm events, and a winter storm event. Overall, these events resulted in the deaths of 53 people and had significant economic effects on the areas impacted.
- What you can do:
 - Visit Ready.gov/be-informed to learn about the hazards that may impact your area.
 - Bookmark weather.gov to get the latest forecast information.
 - Follow [@FEMAreion3](#) on Twitter.
 - Follow FEMA on [Facebook](#) and [Twitter](#).
 - Follow the National Weather Service on [Facebook](#) and [Twitter](#).
 - Read the [State of the Climate](#) reports to discover historical trends.

Take Action

- [Be a Force of Nature](#) by making sure that you and your family are prepared for severe weather. This includes creating a disaster supplies kit and making sure that you can receive emergency messages.
- Here is what you can do;

- Obtain a [NOAA Weather Radio](#).
- Learn about [Wireless Emergency Alerts](#).
- Develop or update your [Ready Emergency Preparedness Plan](#) and build an [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 for a complete list of suggested items.
 - Try to assemble your kit well in advance of an emergency.
 - 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.
- Join [America's PrepareAthon!](#) and take action by holding a drill, exercise, or preparedness discussion with the hazard specific playbooks available for the whole community. Register your actions to officially join America's PrepareAthon!
 - Take action against [Hurricanes](#).
 - Take action against [Tornadoes](#).
 - Take action against [Floods](#).

Be an Example

- Be a positive influence on your community by sharing your preparedness story.
- Building a nation of preparedness requires the action of all of us. Each and every person across the country has the potential to be an example and be ready.
- Studies show that individuals need to receive messages a number of ways before taking appropriate action.
- Many people are more likely to act when the messages they receive are from a trusted source- family, friends, or community leader.
- Share the actions you've taken to be prepared with your family and friends by posting your story on your social media site.
- Tweet that you're prepared with the hashtag **#ImAForce**
- Have an emergency plan, and know what to do before a disaster strikes. Post your plan in your home or business where individuals can see it.
- Find out from local emergency management how you can be notified for each kind of disaster and sign up for additional alerts through social media and local news.
- Using the America's PrepareAthon! materials, you can lead a preparedness discussion, drill, or exercise in your home or workplace. Help others get informed and take action with you.

Quick Tips to Prepare

- Pick up some canned goods when your store has a sale, they'll last a long time and ensure you'll have something to eat.
- Clean empty two-liter soda bottles and fill them with water
- If it's been 6 months since you got fresh water for your kit, rotate fresh water in.
- Write the date you bought items for your kit on them, it'll help you keep everything fresh.
- Around the dinner table, talk to your family about where you would meet in the event of an emergency.
- Identify some pet-friendly hotels in case you have to evacuate.
- 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 flash drive as well.
- Get an extra set of house and car keys made for your emergency kit.
- Download the [FEMA smartphone app](#).
- 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. That way everyone has a responsibility and nothing gets missed.
- Learn how to forward your home phone so others can still contact you if you evacuate.
- Sign up to receive [text messages](#) from FEMA and your local response officials.

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.
 - Winging it is not an emergency plan. Sit down with your family and talk through what to do in a disaster.
 - Discuss important factors like who to call, where to meet, and what to pack.
- 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 any medical concerns, communications, etc.
- 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).

Press Release Template

<ORGANIZATION> is Encouraging Everyone to “Be a Force of Nature”

Take the Next Step
National Severe Weather Preparedness Week
March 1-7, 2015

<CITY, St.> – <INSERT ORGANIZATION> is proud to join and promote the 2015 [National Severe Weather Preparedness Week](#) campaign to spread the word and encourage <employees or residents> and the rest of the community to [Be a Force of Nature](#) by knowing your risk, taking action, and being an example where you live. <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to being a leader for emergency preparedness>.

The Federal Emergency Management Agency ([FEMA](#)), the [Ready Campaign](#), and The National Oceanic and Atmospheric Administration ([NOAA](#)) are teaming up again to highlight the importance of preparing for severe weather before it strikes. During National Severe Weather Preparedness Week take time to learn what hazards may impact you, taking action by making a kit and having a plan, and become an example where you live by sharing your actions.

Taking preparedness actions can save lives and protect property anywhere - at home, in schools, in your neighborhood, and in the workplace. National Severe Weather Week runs from March 1st through 7th; it highlights the importance of preparing for severe weather before it strikes. In 2014, there were [8 weather and climate disaster events](#) with losses exceeding \$1 billion each across the United States. These events included a drought event, a flooding event, 5 severe storm events, and a winter storm event. Overall, these events resulted in the deaths of 53 people and had significant economic effects on the areas impacted.

Know your risk: Learn what hazards pose a risk where you live and work and their potential impact on you, your family, and your community. Once you understand your risk, you are better equipped to take preparations. You can learn more about hazards in your area by talking to local officials or going to [Ready.gov/Be-Informed](#).

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 take action with [America’s PrepareAthon!](#) by using the [hurricane](#), [tornado](#), [flood](#), [winter weather](#) playbooks to conduct drills, group discussions, and exercises.

More information can be found at <INSERT ORGANIZATION WEBSITE or <http://www.nws.noaa.gov/com/weatherreadynation/severe.html>>. Information on the different types of hazards is available at [Ready.gov](#) or the Spanish-language web site [Listo.gov](#).

###

Online Resources

FEMA, Ready, and NOAA recommend using social media tools as a way to promote “[Be a Force of Nature](#)”! You can promote the campaign and general preparedness through your own channels, or by promoting messages posted by the FEMA, Ready and NOAA accounts.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers as part of the [Be a Force of Nature](#) campaign. More information and ideas on how to take action and be an example can be found on FEMA’s official [Facebook](#), [Twitter](#) or [Instagram](#) accounts, Ready’s official [Facebook](#) or [Twitter](#) accounts, America’s PrepareAthon!’s [Twitter](#) account, NOAA’s official [Facebook](#) or [Twitter](#), National Weather Service’s official [Facebook](#) and [Twitter](#) account or FEMA Region III’s [Twitter](#) account.

Logo and Poster

Download the *Be a Force of Nature* graphic for your website

- Use this square graphic to promote Severe Weather
- http://www.nws.noaa.gov/com/weatherreadynation/files/force_of-Nature_icon.jpg



NOAA’s National Weather Service (NWS) National Seasonal Safety Campaign Badge for Spring Weather Safety. *The spring campaign will be launched on March 1.*

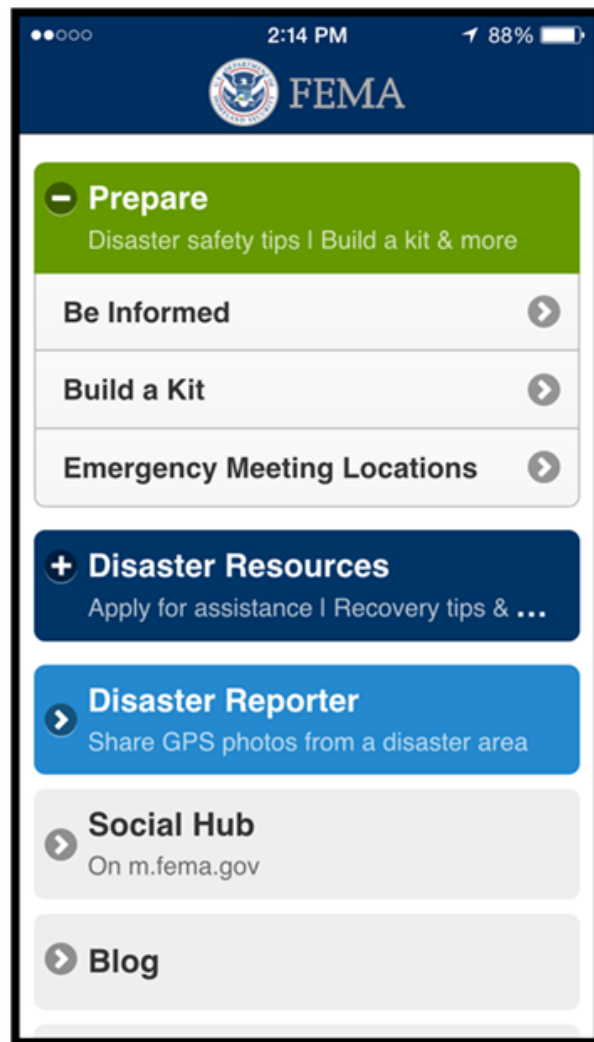


Download America’s PrepareAthon! Hazard Specific Posters and Promotional Tools

- [General America's PrepareAthon! Promotional Materials](#)
- [Tornado Promotional Materials](#)
- [Flood Promotional Materials](#)

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



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](#)
- Ready
 - [Facebook](#)
 - [Twitter](#)
- America's PrepareAthon!
 - [Twitter](#)
- NOAA
 - [Facebook](#)
 - [Twitter](#),
- NWS
 - [Facebook](#)
 - [Twitter](#)

Social Media Messaging

National Severe Weather Preparedness Week: March 1-7, 2015

These messages are designed to be posted at any point during National Severe Weather Preparedness Week (March 1-7). Feel free to adapt the messages to suit your needs.

General

- Need a widget? We have 'em for hurricane preparedness, flood insurance & more at www.fema.gov/help/widgets!
- FEMA urges the use of weather radios. For programming information, visit [@NOAA](https://twitter.com/NOAA). <http://go.usa.gov/h9sC>
- Learn how your community is working to improve emergency sheltering for people with access and functional needs. <http://go.usa.gov/h9sR>
- Take action, get a kit. Make sure you have enough food, water and other supplies to last for at least 3 days. <http://www.ready.gov>
- If you use a power wheelchair, keep a light-weight manual wheelchair available for emergencies. <http://www.ready.gov>
- Preparing your pets for emergencies makes sense. Download this brochure and share with your pet loving friends: <http://www.ready.gov>

- Weather knows no boundaries – help [@FEMA](#) & [@NOAA](#) & be a force of nature. Pledge to prepare & share your story! <http://go.usa.gov/yKI>
- Know your risk, take action & be a force of nature! [@NOAA](#) & [@FEMA](#) team up for Nat'l Severe Weather Preparedness Week. #BeAForce
- Know your risk: Be a force of nature by understanding the hazardous weather where you live! <http://go.usa.gov/ybD> #BeAForce [@FEMA](#)
- Be a force of nature & sign up for localized weather alerts by city, state or zip code <http://go.usa.gov/ybD> #BeAForce
- Severe weather takes many forms – does your family have an #emergency plan? Download & fill out today: <http://go.usa.gov/yb2> #BeAForce
- Get a [@NOAA](#) weather radio to notify you of impending severe weather while you are indoors! #severewx #imprepared <http://go.usa.gov/yKF>
- Take Action: Develop a family plan, put an #emergency kit together & get involved in #preparedness! #BeAForce
- www.Ready.gov/severeweather is your one-stop-shop for information to keep you and your family safe before, during & after #severewx!
- Do you have the basics in your emergency kit? Pledge to prepare and check this list: <http://go.usa.gov/ybk> #BeAForce
- #Home #Work or #Car – build a #disaster supplies kit. <http://go.usa.gov/yb0> Be a force of nature! #BeAForce
- In #severewx, listen to [@NOAA](#) Weather Radio for comprehensive weather and emergency info. Learn more: <http://go.usa.gov/yb9> #BeAForce
- Take action and be a force of nature – listen to your [@NOAA](#) Weather Radio <http://go.usa.gov/yb9> #BeAForce
- Be an Example: Did you register your actions at www.ready.gov/prepare? Tell us your story and help others. #PrepareAthon #BeAForce

Hazard Specific Messaging

Flood

- Prepare before a [#flood](#) by installing a water alarm in your basement. More tips: <http://1.usa.gov/1poPE5S> #PrepareAthon #BeAForce
- 30: The number of days it takes for flood insurance to begin. Don't wait until it's too late! <http://1.usa.gov/15vEcTH> #BeAForce
- Spread [#flood](#) awareness in your community with these creative promotional tools! <http://1.usa.gov/1tylAZ2> #PrepareAthon #BeAForce
- Get your organization prepared for a [#flood](#) with the [@PrepareAthon](#) flood playbook: <http://1.usa.gov/1tylCzY> #PrepareAthon #BeAForce

- Flooding is an increased risk if you live close to sea level! Know your risk and prepare: <http://1.usa.gov/1nGpc9d> #PrepareAthon #BeAForce
- Anywhere it rains, it can flood. To be prepared for a flood, it's important to be ready to evacuate quickly. #BeAForce
- Lack of flood preparedness got you down in the dumps? Never fear! #PrepareAthon has what you're looking for! <http://1.usa.gov/1nGpc9d>
- Looking for a better way to get prepared? Go to #PrepareAthon for your #flood-prep toolkit needs! Read more at <http://1.usa.gov/1nGpc9d>
- How experienced are you in a flood situation? #CERT performs drills to ready the community! Read more at 1.usa.gov/1cowrMd #PrepareAthon
- Do you have a flood toolkit? Don't get washed away! Get prepared! Find your flood resources at <http://1.usa.gov/1nGpc9d> #PrepareAthon

Tornado

- Don't get it twisted! Tornadoes can occur with almost no warning; get prepared w/ #PrepareAthon <http://1.usa.gov/1r1pHQi> #BeAForce
- Lightning and hail are common in tornado weather. Learn what else to expect. <http://1.usa.gov/1f0YhFv> #BeAForce #PrepareAthon
- Every state has some risk for tornadoes. Prepare today for what may come tomorrow. #BeAForce <http://1.usa.gov/1knu5Ax>
- Live in a tornado-prone area? Practice going to your protective location often. #PrepareAthon #BeAForce <http://1.usa.gov/1siRA7I>
- #PrepareAthon is working to keep you out of the path of a tornado with alerts and warnings. Register today! 1.usa.gov/1iHcsyx
- Whipping winds don't stand a chance against these tornado tips! Check them out and get the #tornado info at 1.usa.gov/1i5BbyU
- Be sure that your family is safe and sound after a #tornado! Have a meeting place or communication plan! www.ready.gov/make-a-plan
- Get your #tornado toolkit together today and register with #PrepareAthon for more info at 1.usa.gov/1iHcsyx
- Practice makes perfect! Make sure you go through the training for tornado preparedness! Check out 1.usa.gov/1i5BbyU
- Get your tornado warnings earlier when you register through America's #PrepareAthon! Get your info here at 1.usa.gov/1iHcsyx
- #SafetyTip of the Day: Practice what to do if a tornado strikes by getting involved with #PrepareAthon at 1.usa.gov/1iHcsyx

Facebook Messaging

- Be Smart. Take Part. Prepare. Register now to participate in America's PrepareAthon! and provide details about the activities you're planning for #SpringSafetyPrep. Share the steps you are taking to get yourself and your community prepared. Visit www.ready.gov/prepare for more information!
- Are you registered for America's PrepareAthon? America's PrepareAthon! is a national, grassroots campaign for action to increase community preparedness and resilience through hazard-specific drills, group discussions, and exercises. #SpringSafetyPrep www.ready.gov/prepare.
- Floods can happen at any time. Take simple steps to protect your family and property from the damaging impact of floods. Stay afloat by participating in America's PrepareAthon! grassroots campaign by registering at: www.ready.gov/prepare
- Floods can occur during any season, especially if you live in a low-lying area, along a coast, or downstream from a dam or levee. Take action to prepare for flooding today by visiting the America's PrepareAthon! website to access "How To Prepare" guides, toolkits, and creative materials to organize a preparedness event in your area: www.ready.gov/prepare
- Get ready for the next America's PrepareAthon! Visit www.ready.gov/prepare today to register and take action to prepare your community for wildfires, floods, or tornadoes. #SpringSafetyPrep #PrepareAthon

Instagram

Flood

- Flooded with so much preparedness information you don't know what to do? Make it simple and register with America's PrepareAthon! 1.usa.gov/1tyyBE8
- Not sure what measures to take before a flood happens? Register with America's PrepareAthon! to get in the know! 1.usa.gov/1tyyBE8
- Swimming in a flood of regret can be avoided if you sign up for America's PrepareAthon! We can give you proper flood preparation tips! 1.usa.gov/1tyyBE8



Tornado

- What would you do in a tornado? Be prepared and register for America's PrepareAthon! 1.usa.gov/1tyyBE8
- Don't be swept away in tornado confusion! Keep your feet firmly planted and sign up with America's PrepareAthon! 1.usa.gov/1tyyBE8



- Think of America's PrepareAthon! as your Oz. If you sign up and follow our yellow brick road, we are sure to lead you to proper tornado preparedness! 1.usa.gov/1tyyBE8

National Severe Weather Preparedness Week Tools

NOAA:

- [Be a Force of Nature](#)
- [National Seasonal Safety Campaign](#) (Spring: March 1)

Ready:

- Ready.gov/Severe-Weather

What is severe weather? (Click for more information on each hazard)

- [Tornadoes](#)
- [Thunderstorms & Lighting](#)
- [Floods](#)