

Winter Storm & Extreme Cold

| Preparedness | Twitter | Facebook | Image (Instagram) |
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| General Updates | <p>FYI: We are using #EventHashtag for updates on the winter storm. We encourage everyone to do the same.</p> <p>Watch the latest (insert time) press briefing on approaching winter storm from (PA DOH/Governor) bit.ly/addurl #EventHashtag</p> <p>(*If power is out, could link to YouTube video/website of local news station/PA DOH website with summary of key points from press conference)</p> <p>(*Tweet key messages from press conference)</p> <p>Tweet your winter storm questions to us @(DOH Twitter Handle) and we'll try to answer them #EventHashtag</p> <p>The next #EventHashtag update from (PA DOH/Governor) will take place at (insert date/time) Watch it at bit.ly/addurl</p> <p>Follow @(insert DOH Twitter handle) for updates on #EventHashtag</p> | <p>Watch the latest (insert time) press briefing on the approaching winter storm from (PA DOH/Governor). The next update on the storm will take place at (insert date/time), so keep checking back for the latest information. Link: addurl.gov Image: Include photo from press conference</p> <p>Ask us your questions about the approaching storm by commenting on this post and we'll do our best to answer them. Stay safe and warm! Link: addurl.gov Image: Include photo from press conference</p> <p>Have a Twitter account? If so, follow @(insert DOH or EMA Twitter Name) for weather updates, how to prepare for the storm, and what you can do to stay safe once the storm arrives. If you don't have a Twitter account, what are you waiting for? 😊 Link: PA DOH's Twitter Page Image: Use PA DOH Twitter Image</p> <p>Want to receive updates on the storm via text message on your phone? Of course you do!</p> | <p><Image from latest press conference></p> |

Other good organizations to follow for up to date information include (insert Twitter handles) #EventHashtag

Text “Follow(insert DOH Twitter handle)” to 40404 to receive updates via text message #EventHashtag

Learn how to prevent disease, illness, and injury before, during, and after a winter storm #EventHashtag <http://bit.ly/2c1vHq7>

Did you know you can get the latest severe weather updates on your smartphone? Find out how: <http://bit.ly/1mQ2QVb> #EventHashtag

Have a Facebook account? Like (DOH Facebook Page) for more updates on #EventHashtag

Remember to use 911 only in emergencies. For other requests, call 311 **(Or equivalent non-emergency contact center in your area.)** #EventHashtag

By staying informed, following instructions from health officials you can help protect yourself & your family from this threat #EventHashtag

(*Monitor and retweet key messages from emergency management agencies re: Winter Storm)

Text “Follow (insert DOH Twitter handle)” to 40404, and stay in the know during the snow.

Other good organizations to follow for up to date information include (insert Twitter handles).

Link: PA DOH’s Twitter Page

Image: Use PA DOH Twitter Image

Learn how to prevent disease, illness, and injury before, during, and after a severe storm **Link:**

<https://www.cdc.gov/disasters/winter/guide.html>

Did you know you can get the latest severe weather updates on your smartphone? Find out how:

Link: <http://www.ctia.org/your-wireless-life/consumer-tips/wireless-emergency-alerts>

Emergency personnel are likely to be very busy responding at the scene. Remember to only use 911 for emergencies. For any other concerns, dial 311 **(Or equivalent non-emergency contact center in your area.)** **Image:** response activity/phone

(*Monitor and share key messages from emergency management agencies re: Winter Storm)

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| | (If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”) | (If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”) | |
| Storm Trajectory | <p>Check out the latest projected path of the storm bit.ly/addurl #EventHashtag</p> <p>Are you still in a storm warning? Get the latest weather updates from the NWS <Insert City/State> Facebook page bit.ly/addurl #EventHashtag</p> | <p>Here’s a great link for those of you looking for detailed updates of the winter storm’s projected path. Stay safe and warm! Link: (Insert link) Image: Image showing storm’s path</p> <p>Are you still in a storm warning? Get the latest weather updates from the NWS <Insert City/State> Facebook page. Link: <Insert City/State Facebook Page URL></p> | <Image showing storm’s path> |
| Winter Weather Terms | <p>Know the difference between a Winter Storm Watch and Warning? Learn more here http://bit.ly/1BqEZSs #EventHashtag</p> | <p>Do you know the difference between a Winter Storm Watch and a Winter Storm Warning? Do you know how strong the winds need to be in order for a winter storm to be considered a blizzard? If not, check out this resource. Link: http://bit.ly/1BqEZSs Image: Needs a winter weather photo</p> | |
| Winter Weather Checklist/Emergency Supplies | <p>Stock up on emergency supplies for communication, food, safety & heating before the storm http://bit.ly/200IJED #EventHashtag</p> | <p>Do you know how you will communicate with your loved ones and what emergency supplies you need for the storm? Check out this Winter Storm Checklist to learn more. Link: http://bit.ly/200IJED Image: Link has a photo</p> | <Image showing emergency kit with supplies> |

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| | <p>Have an emergency kit w/ flashlight/batteries/ meds/1st aid/food that won't spoil/bottled water http://bit.ly/200IJED #EventHashtag</p> <p>Make sure to have cash and change on hand in preparation for the storm http://bit.ly/200IJED #EventHashtag</p> <p>Make sure your emergency kit includes important family documents http://bit.ly/200IJED #EventHashtag</p> <p>Keep your important documents in a waterproof, easy-to-carry container #EventHashtag</p> | <p>An emergency kit really comes in handy during a winter storm. Make sure yours includes: three days of food that won't go bad & bottled water, important papers (in a waterproof, easy-to-carry container), batteries, week's supply of medicine & cash. Link: http://bit.ly/200IJED Image: Add detailed picture of emergency kit with supplies</p> <p>Make sure to have cash and change on hand in preparation for the storm. Additionally, store important family documents in a waterproof, portable container with your emergency kit. Link: http://bit.ly/200IJED Image: Link needs a picture</p> | |
| Charge your devices | <p>If you still have power, now's a good time to charge up any electronics, gather flashlights, & test batteries #EventHashtag</p> | <p>If you still have power, now is a great time to charge up any electronics you may need during the storm. Also, don't forget to gather flashlights and test batteries. Image: Image of cell phone or flashlight</p> | |
| Prepare Home for Storm | <p>Check out some steps you can take to make your home safer this winter http://bit.ly/1cofHrc #EventHashtag</p> <p>*Another good website to consider for this message: http://1.usa.gov/1d5yICO</p> | <p>Need help making your home safe this winter? Get helpful advice on emergency supplies, inspecting your chimney, weatherproofing your home, and much more. Visit this webpage for more information Link: http://bit.ly/1cofHrc</p> | |

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| | | <p>Image: Link has photo</p> <p>*Another good website to consider for this message: http://www.ready.gov/winter-weather</p> | |
| <p>Preparing Car for Storm</p> | <p>(1/2): Transportation accidents are the leading cause of death during winter storms. Prepare your car http://bit.ly/200IJED#EventHashtag</p> <p>(2/2): Transportation accidents are the leading cause of death during winter storms. Assemble a car kit http://bit.ly/200IJED #EventHashtag</p> <p>Keep your car's gas tank full for emergency use and to keep the fuel line from freezing #EventHashtag</p> | <p>Transportation accidents are the leading cause of death during winter storms. So prepare your car for the storm, and assemble a car kit. Here are some helpful tips for winter driving.</p> <p>Link: http://bit.ly/200IJED</p> <p>Image: Add a photo of car in the winter</p> <p>To prepare for the storm, keep your car's gas tank full in case of an emergency. This will also keep the fuel line from freezing. For more information visit this webpage</p> <p>Link: http://bit.ly/200IJEDImage: Add a photo of car in the winter</p> | |
| <p>Check in with family</p> | <p>Update your social networks or text family/friends to say you're OK. Phone lines may be jammed #EventHashtag</p> <p>Check on neighbors, family who may need help during the storm #EventHashtag</p> | <p>Helpful Tip: Let your family and friends know that you are OK during the storm. Since phone lines may be jammed, the best way to do that is to update your social networks or send them a text.</p> <p>Image: Add an image of someone texting or using social media</p> | |

Now is a great time to update your emergency plan. Click here for details <http://bit.ly/2bxUWlm> #EventHashtag

Review your family's emergency plan with all your loved ones before the storm <http://bit.ly/2bxUWlm> #EventHashtag

If you have kids, be sure you know their school's winter storm plans #EventHashtag

If you have a home healthcare provider, make sure he/she knows your family's emergency plans as well #EventHashtag

Make a communications plan w/ your family describing how to contact each other during the storm <http://1.usa.gov/1eigarV> #EventHashtag

Do you have a family emergency plan? Need help creating one or updating your current plan? Now is a great time to create and update your emergency plan. Check out this resource for help creating a plan for your home, vehicle, and workplace.

Link: <http://bit.ly/2bxUWlm>

Image: Needs a photo

Remember to review your family's emergency plan with all of your loved ones, especially your children. Also, be sure you know their school's winter storm plans.

Link: <http://bit.ly/2bxUWlm>

Image: Needs a photo

If you have a home healthcare provider, make sure he/she knows your family's emergency plans as well.

Link: <http://bit.ly/2bxUWlm>

Image: Needs a photo

Develop a communications plan with your family so you will know how to get in contact with one another during the storm, especially if there is a power outage.

Link:

<http://www.ready.gov/make-a-plan>

Image: Teen on cell phone

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| | | <p>Have a neighbor or a family member who may need help during the storm? If so, do your best to check on them prior to and immediately following the storm.</p> <p>Image: Add picture of elderly person</p> | |
| <p>Pets</p> | <p>What is best for you is usually best for your animals. Include your pets in your emergency plan bit.ly/NTRISR #EventHashtag</p> <p>What's best for you is often best for your pet/service animal. Include them in your emergency plan bit.ly/NTRISR #EventHashtag</p> <p>Never leave your animal behind if you have to leave your home. Have a plan for them too bit.ly/NTRISR #EventHashtag</p> <p>Bringing a pet or service animal to a shelter? Bring leash/vet records/license & week's supply of food/water/meds #EventHashtag</p> <p>Also bring a current photo of you with your pets to the shelter to help others identify them in case you get separated #EventHashtag</p> <p>Bring your pets indoors during the winter #EventHashtag</p> <p>Talk to your vet about boarding or sheltering options in advance of a disaster #EventHashtag</p> | <p>Our pets are our family. Keep in mind that during a disaster what is best for you is usually best for your pet or service animal. Never leave your animal behind if you have to leave your home and make sure to include your pets in your emergency plan</p> <p>Link: http://www.humanesociety.org/issues/animal_rescue/tips/pets-disaster.html</p> <p>Image: Link has a picture</p> <p>What is best for you is usually best for your pet or service animal. Make sure to include your pets in your emergency plan. Here is a to-do list for protecting your pets during a winter storm.</p> <p>Link: http://www.humanesociety.org/issues/animal_rescue/tips/pets-disaster.html</p> <p>Image: Has a picture</p> <p>Bringing a pet or service animal to a shelter? Don't forget their leash, veterinarian records, license, crate, and a week's supply of food, water, and medication. Also bring a current</p> | |

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| | <p>Have farm animals/livestock? Check out this resource for tips on how to prepare them for #EventHashtag http://bit.ly/1t7VMlo</p> | <p>photo of you with your pets to help others identify them in case you get separated. Image: Add a photo of dog/cat</p> <p>Don't leave your pal out in the cold this winter. Bring your pets indoors...they will thank you for it! Image: Add a photo of dog</p> <p>Do you have farm animals and/or livestock? Check out this resource for tips on how to prepare them for the extreme cold. Link: http://www.clemson.edu/extension/ep/cold_livestock.html Image: Cattle</p> | |
| Food Safety | <p>Keep food safe during power outages. Group food together in freezer, keep fridge closed, use coldest setting #EventHashtag</p> <p>Another tip in case of power outage: Put frozen bottles of water in your fridge before the storm to keep food colder longer #EventHashtag</p> <p>When in doubt, throw it out! Learn more about food safety after a storm: 1.usa.gov/qFjX1A</p> | <p>No one likes spoiled food. Keep your food safe in the event of a power outage during the storm by grouping food together in the freezer, keeping the fridge doors closed, and using the coldest setting. Also put frozen bottles of water in your fridge before the storm to keep food colder longer. Link: http://www.fda.gov/Food/RecallsOutbreaksEmergencies/Emergencies/ucm077023.htm Image: Add photo of food</p> | |
| Water/sewage system issues | <p>Fill bathtubs with water to use in case power is out and water is unavailable #EventHashtag</p> | <p>Don't be stuck without water if the power goes out during the storm. Fill your bathtubs</p> | |

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| | | <p>with fresh water as an extra supply for washing. Image: Add photo of hand washing</p> | |
| <p>Special Needs Preparedness</p> | <p>Infants & children need special attention during and after a disaster. Check out these tips http://bit.ly/18WS8F0 #EventHashtag</p> <p>Have a disability or need special medical attention? Make sure a neighbor knows you may need assistance #EventHashtag</p> <p>Older Pennsylvanians: Check out these tips to make sure you are prepared for the next emergency http://bit.ly/1dmWTHh #EventHashtag</p> <p>Check out these preparedness tips for people with disabilities and special medical needs http://bit.ly/IVtZot #EventHashtag</p> <p>Use a wheelchair & live in a high-rise? Make sure someone in your building knows you may need assistance #EventHashtag</p> <p>Rely on electrical medical devices? Have extra batteries/backup power source & fully charge device(s) before the storm #EventHashtag</p> | <p>Helpful Tip: Infants and children will need special attention during and after a disaster. Check out this website to learn emergency planning tips for your family and children. Link: http://www.portal.state.pa.us/portal/server.pt/community/hide_-_be_prepared/21274/helping_with_special_needs_children/1364088 Image: Link has an image</p> <p>Older Pennsylvanians: Are you ready for the winter storm? Not sure how to get ready? Check out these tips to make sure you are prepared. Link: http://www.portal.state.pa.us/portal/server.pt/community/hide_-_be_prepared/21274/helping_with_special_needs_older_pennsylvanians/1364089 Image: Link has an image</p> <p>Have a disability or need special medical attention? Not sure what to do during a winter storm? Check out these preparedness tips for people with disabilities and special medical needs.</p> | |

If you rely on medical/ assistive technology, purchase a battery, 12V inverter for car, or generator prior to the storm #Eventhashtag

If you use an electric wheelchair or scooter, have a backup power source or manual wheelchair available #EventHashtag

Medical & mental health personnel may be needed for shelters/alternative care sites – go to serv.pa.gov to register #EventHashtag

For states using special medical needs shelters:

Update on special medical needs shelters bit.ly/addurl Bring meds, medical supplies & important paperwork #EventHashtag

Link: http://www.portal.state.pa.us/portal/server.pt/community/hide_-_be_prepared/21274/helping_with_special_needs_people_with_disabilities/1364091

Image: Link has an image

If you rely on medical or assistive technology, purchase a battery, 12V inverter for car, or generator prior to the storm.

Image: Generator

Are you using a wheelchair and living in a high-rise? Make sure someone in your building knows that you may need assistance during the winter storm.

Image: Add image of person in wheelchair

Are you using an electric wheelchair or scooter? Make sure you have a backup power source or manual wheelchair available in case you lose power and need to evacuate during the winter storm.

Image: Add image of person in wheelchair

Medical & mental health personnel may be needed for shelters/alternative care sites. If you would like to help, visit the website below to register.

Link: <https://serv.pa.gov>

Image: Add an image of the website

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| | | <p><u>For states using special needs shelters:</u></p> <p>Check the link below for updates on special medical needs shelters. Be sure to bring medications, medical supplies, and important paperwork with you. Link: addurl.gov</p> | |
| Emergency Kit for Vehicle | <p>Be sure to add an emergency kit to your car, including a cell phone charger 1.usa.gov/1aeioGM #EventHashtag</p> <p>Keep the gas tank near full to help avoid ice in the tank and fuel lines 1.usa.gov/19moEkk #EventHashtag</p> <p>Learn what you should keep in your car in case of an emergency: http://1.usa.gov/1tI5TIF #EventHashtag</p> | <p>Did you know that during the winter you should keep your gas tank near full to help avoid ice in the tank and fuel lines? For more information on how to prepare your car for a winter storm check out this link. Link: http://emergency.cdc.gov/disasters/winter/beforestorm/preparecar.asp Image: Link has a picture</p> <p>Learn what you should keep in your car in case of an emergency Link: http://www.ready.gov/car Image: Car</p> | |
| Prescription Drugs | <p>Don't run out of meds. Some insurance plans allow early refills. Check with your pharmacy #EventHashtag</p> <p>Keep a list of your drugs, doctor contact info & dietary supplements with you at all times #EventHashtag</p> | <p>Worried that you will run out of medication during the upcoming storm? Did you know that some insurance plans allow early refills prior to a winter storm? Call or visit your pharmacy for more information. Image: Add image of medication</p> | |

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| | <p>Certain medications can increase your risk for hypothermia. Have a plan & know where to go if you lose heat #EventHashtag</p> | <p>Worried that you will run out of medication during the upcoming storm? Remember to keep a list of your medications, doctor’s contact information, dietary supplements, and insurance information with you at all times. Image: Add image of medication</p> <p>Did you know that certain medications can increase your risk for hypothermia? Contact your physician to find out if you are at an increased risk, and have a plan that includes knowing where to go in the event that you lose heat during the storm. Image: Add image of a cold elderly person</p> | |
| <p>Generator/ CO Poisoning</p> | <p>Don't use generators/grills in or within 20 feet of your home. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag</p> <p>Don't heat home with gas oven. Keep generators/grills outside. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag</p> <p>Never leave the motor running in a vehicle parked in an enclosed space like a garage. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag</p> <p>Install a battery operated carbon monoxide detector and test the batteries each month #EventHashtag</p> | <p>Every year more than 400 people in U.S. die from accidental carbon monoxide poisoning. Part of the problem is that you can’t see or smell carbon monoxide. The good news? There are steps you can take to help protect you and your family. Link: http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener Image: Add picture of a CO detector</p> <p>To protect you and your family from carbon monoxide poisoning, install a battery operated carbon monoxide detector and check the batteries each month. In the event</p> | |

Make sure to test your battery operated carbon monoxide detector #EventHashtag

Be aware of signs of carbon monoxide poisoning. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag

Headache is the most common sign of carbon monoxide poisoning #EventHashtag

You can't see/smell CO. Signs are like flu: headache/dizziness/weakness/nausea/sleepiness/confusion <http://1.usa.gov/19uD51W> #EventHashtag

If you have a headache or feel dizzy immediately get some fresh air #EventHashtag

If your carbon monoxide alarm sounds, move quickly to a fresh air location outdoors #EventHashtag

If you suspect carbon monoxide poisoning, get outside IMMEDIATELY and dial 9-1-1 from outside of your home #EventHashtag

that your carbon monoxide detector sounds, quickly get outside for some fresh air.

Link:

http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener

Image: Add picture of a CO detector

To protect you and your family from carbon monoxide poisoning, don't use generators or grills within 20 feet of your home, & don't heat your home with a gas oven. Also, never leave the motor running in a vehicle parked in an enclosed space like a garage.

Link:

http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener

Image: Add picture of a CO detector

The common signs of carbon monoxide poisoning (which are very similar to flu symptoms) – headache, dizziness, weakness, nausea, sleepiness, confusion. If you suspect carbon monoxide poisoning, get outside IMMEDIATELY and dial 9-1-1 from outside of your home.

Link:

http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener

Image: Add picture of a CO detector

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| Candles/Flashlights | To our candle-burning friends out there: use safe holders, keep them away from burnable things & don't leave them unattended #EventHashtag | Flashlights are the safest way to light your home when the power goes out, so have a few on hand. Using candles instead? Make sure you use safe holders, keep them away from things that could catch fire, and don't leave them unattended. Image: Add photo of a candle | |
| Rumor Control | <p>Be sure to actively monitor your audience for rumors and misinformation by searching for trending hashtags and monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>If credible rumor control pages are set up by other agencies (e.g. FEMA's Rumor Control page during Hurricane Sandy), link your audience to them.</p> <p>If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl, #Mythbuster), use it when correcting misinformation.</p> | <p>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>If credible rumor control pages are set up by other agencies (e.g. FEMA's Rumor Control page during Hurricane Sandy), link your audience to them.</p> | |

| Response | Twitter | Facebook | Image |
|-----------------|--|---|-------|
| General Updates | <p>Reminder: We are using #EventHashtag for updates on the winter storm. We encourage everyone to do the same.</p> <p>Watch the latest (insert time) press briefing on approaching winter storm from (PA DOH/Governor) bit.ly/addurl #EventHashtag</p> <p>(*If power is out, could link to YouTube video/website of local news station/PA DOH website with summary of key points from press conference)</p> <p>(*Tweet key messages from press conference)</p> <p>Tweet your winter storm questions to us @(DOH Twitter Handle) and we'll try to answer them #EventHashtag</p> <p>The next #EventHashtag update from (PA DOH/Governor) will take place at (insert date/time) Watch it at bit.ly/addurl</p> <p>Follow @(insert DOH Twitter handle) for updates on #EventHashtag</p> | <p>Watch the latest (insert time) press briefing on the approaching winter storm from (PA DOH/Governor). The next update on the storm will take place at (insert date/time), so keep checking back for the latest information. Link: addurl.gov Image: Include photo from press conference</p> <p>Ask us your questions about the approaching storm by commenting on this post and we'll do our best to answer them. Stay safe and warm! Link: addurl.gov Image: Include photo from press conference</p> <p>Have a Twitter account? If so, follow @(insert DOH or EMA Twitter Name) for weather updates, and what you can do to stay safe during the storm. If you don't have a Twitter account, what are you waiting for? ☺ Link: PA DOH's Twitter Page Image: Use PA DOH Twitter Image</p> <p>Reminder: Want to receive updates on the storm via text message on your phone? Of</p> | |

Other good organizations to follow for up to date information include (insert Twitter handles) #EventHashtag

Text “Follow(insert DOH Twitter handle)” to 40404 to receive updates via text message #EventHashtag

Learn how to prevent disease, illness, and injury before, during, and after a winter storm #EventHashtag <http://1.usa.gov/1DnUGbS>

Did you know you can get the latest severe weather updates on your smartphone? Find out how: <http://bit.ly/1mQ2QVb> #EventHashtag

Have a Facebook account? Like (DOH Facebook Page) for more updates on #EventHashtag

Remember to use 911 only in emergencies. For other requests, call 311 **(Or equivalent non-emergency contact center in your area.)** #EventHashtag

By staying informed, following instructions from health officials you can help protect yourself & your family from this threat #EventHashtag

course you do! Text “Follow (insert DOH Twitter handle)” to 40404, and stay in the know during the snow.

Reminder: Other good organizations to follow for up to date information include (insert Twitter handles).

Link: PA DOH’s Twitter Page

Image: Use PA DOH Twitter Image

Learn how to prevent disease, illness, and injury before, during, and after a severe storm

Link:

<http://emergency.cdc.gov/disasters/alldisasters.asp>

Did you know you can get the latest severe weather updates on your smartphone? Find out how:

Link: <http://www.ctia.org/your-wireless-life/consumer-tips/wireless-emergency-alerts>

Emergency personnel are likely to be very busy responding at the scene. Remember to only use 911 for emergencies. For any other concerns, dial 311 **(Or equivalent non-emergency contact center in your area.)**

Image: response activity/phone

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| | <p>(*Monitor and retweet key messages from emergency management agencies re: Winter Storm)</p> <p>(If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”)</p> | <p>(*Monitor and share key messages from emergency management agencies re: Winter Storm)</p> <p>(If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”)</p> | |
| <p>Details on Storm</p> | <p>The heaviest snowfalls are expected for XXX County(ies) #EventHashtag</p> <p>Check out the latest projected path of the storm bit.ly/winterstormtracker #EventHashtag</p> | <p>Check out this map to get the latest projected path of the winter storm below. As of now, the heaviest snowfalls are expected for XXX County(ies). Link: addurl.com Image: Image showing path/snow totals</p> | <p><Image showing path></p> |
| <p>Check in with family</p> | <p>Update your social networks or text family/friends to say you’re OK. Phone lines will be busy #EventHashtag</p> <p>If it safe to go outside, check on neighbors, family who are worried or may need help #EventHashtag</p> <p>Use Red Cross’ Safe and Well site to let your family and friends know that you are ok http://bit.ly/1F2yFjR #EventHashtag</p> | <p>Let your family and friends know that you are OK during a winter storm. Since phone lines may be busy, the best way to do that is to update your social networks or send them a text. Image: Show someone texting or using social media</p> <p>Have a neighbor or a family member who may need help after the storm? If it safe to go outside, check on neighbors who are worried or may need help. Image: Add picture of elderly person</p> | |

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| | | <p>Want to touch base with your loved ones to let them know that you are alright? Log on to the Red Cross' Safe and Well site here: Link: https://safeandwell.communityos.org/cms/index.safe.php Image: Link has an image</p> | |
| Medical Attention | <p>In need of urgent medical attention? Call 9-1-1 for all medical emergencies #EventHashtag</p> | <p>In need of urgent medical attention? Call 9-1-1 for all medical emergencies. Image: Show ambulance or dispatch center</p> | |
| Winter Weather Terms | <p>Know the difference between a Winter Storm Watch and Warning? Learn more here http://bit.ly/19wxHPH #EventHashtag</p> | <p>Do you know the difference between a Winter Storm Watch and a Winter Storm Warning? Do you know how strong the winds need to be in order for a winter storm to be considered a blizzard? Check out this resource to learn all about the winter storm terms you'll be hearing as the storm approaches. Link: http://www.portal.state.pa.us/portal/server.pt/community/be_informed/21273/winter_storms/1359190 Image: Needs a winter weather photo</p> | |
| Understanding Wind Chill | <p>Wind chill refers to how wind and cold feel on your skin. Stronger wind = heat is carried away from your body faster #EventHashtag</p> | <p>Did you know that wind chill refers to how wind and cold feel on your skin? The stronger the wind, the faster heat is carried away from your body. Check out this chart to see how the wind chill can affect how long it takes to get frostbite.</p> | |

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| | | <p>Link: http://www.bt.cdc.gov/disasters/winter/duringstorm/outdoorsafety.asp Image: Link has an image, could also include screenshot of wind chill chart</p> | |
| Food Safety | <p>Keep food safe during power outage. Group food together in freezer, keep fridge closed, turn to coldest setting #EventHashtag</p> | <p>No one likes spoiled food. Keep your food safe in the event of a power outage during the storm by grouping food together in the freezer, keeping the fridge doors closed, and using the coldest setting. Also put frozen bottles of water in your fridge before the storm to keep food colder longer. Image: Add photo of food</p> | |
| Safe Water | <p>When very cold temps are expected leave water taps slightly open so they drip to avoid frozen pipes #EventHashtag</p> <p>Check out this fact sheet to learn ways to keep your food and water safe during/following a disaster 1.usa.gov/qFjX1A #EventHashtag</p> <p>Boil water advisory: Let water boil for at least one minute, let cool, before using. #EventHashtag</p> <p>Bring water to a boil in order to kill major water-borne pathogens 1.usa.gov/qFjX1A #EventHashtag</p> | <p>It's cold out there! Leave water taps slightly open so that they drip in order to avoid frozen pipes. Image: Add image of tap</p> <p>Check out this fact sheet to learn ways to keep your food and water safe during or following a disaster Link: http://emergency.cdc.gov/disasters/foodwater/facts.asp</p> <p>If you normally use a well make sure it is not contaminated prior to use. If your water is contaminated, use bottled or treated water.</p> | |

Unsure about what to do during the current boil water advisory? Check out this fact sheet: <http://1.usa.gov/1uDLpx3> #EventHashtag

Don't use contaminated water to wash food or dishes/brush teeth/wash your hands/make ice/make baby formula 1.usa.gov/qFjX1A #EventHashtag

It is safe to do laundry as usual while there is a boil water advisory <http://1.usa.gov/1uDLpx3> #EventHashtag

Consider all public & well water unsafe & use bottled water until local authorities announce that the water supply is safe #EventHashtag

Tap water IS NOT safe to drink in **XXX area**. Use bottled water until water is declared safe. Stay tuned for updates #EventHashtag

Have questions about the safety of your water? Contact your local health department at **XXX-XXX-XXXX** #EventHashtag

When water is safe:

The boil water advisory in **XXX area** has been lifted. Tap water is once again safe to use and drink #EventHashtag

Link:

http://www.portal.state.pa.us/portal/server.pt/community/disaster/14145/food_and_water_safety_during_a_flood_or_hurricane/558386

Image: Add an image

Consider all public and well water unsafe and use bottled water until local authorities announce that the water supply is safe

Link: addurl.gov

Image: Add an image of bottled water

There is a boil water advisory for the following counties: **XXX**. Make sure to let water boil for at least one minute, and then let it cool before using

Link: addurl.gov

Image: Add an image of pot/kettle of boiling water

Remember to bring water to a boil. Boiling water kills major water-borne pathogens.

Link: 1.usa.gov/qFjX1A

Image: Link has an image

Unsure about what to do during the current boil water advisory? Check out this fact sheet

Link:

<http://www.cdc.gov/healthywater/emergency>

[/dwa-comm-toolbox/before/tools/What-to-Do-During-a-Boil-Water-Advisory.docx](#)

Remember: Don't use contaminated water to wash your food or your dishes, brush your teeth, wash your hands, make ice, or make baby formula. Use bottled water instead. For more information:

Link:

<http://emergency.cdc.gov/disasters/foodwater/facts.asp>

It is safe to do laundry as usual while there is a boil water advisory.

Link:

<http://www.cdc.gov/healthywater/emergency/dwa-comm-toolbox/before/tools/What-to-Do-During-a-Boil-Water-Advisory.docx>

Image: Laundry basket

Have questions about the safety of your water? Contact your local health department at **XXX-XXX-XXXX** to get the latest information.

When water is safe:

The boil water advisory in **XXX area** has been lifted. Your tap water has been tested and is once again safe to use and drink.

Link: addurl.gov

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| <p>Heating Your Home Safely</p> | <p>Limit opening doors/windows, close off unneeded rooms, stuff towels under doors, hang blankets over windows #EventHashtag</p> <p>Make sure you are heating your home safely by following these steps: 1.usa.gov/18q8JCY #EventHashtag</p> <p>Make sure your fireplace or wood stove is properly vented to the outside 1.usa.gov/18q8JCY #EventHashtag</p> <p>Do not place space heater within 3 feet of anything that may catch fire 1.usa.gov/18q8JCY #EventHashtag</p> <p>Never place a space heater on top of furniture or near water 1.usa.gov/18q8JCY #EventHashtag</p> <p>Avoid using extension cords to plug in your space heater 1.usa.gov/18q8JCY #EventHashtag</p> | <p>Image: Add an image of pot/kettle of boiling water</p> <p>It's cold out there! A few tips to help keep your house warm. Try to limit opening doors & windows, close off any unneeded rooms, stuff towels under doors, and hang blankets over windows to help insulate your home. Every little bit helps!</p> <p>Image: Add picture of family looking cold indoors</p> <p>Remember to make sure your fireplace or wood stove is vented to the outside & your space heater is at least three feet from anything that may catch fire. Never place a space heater on top of furniture or near water & avoid using extension cords.</p> <p>Link: http://emergency.cdc.gov/disasters/winter/duringstorm/indoorsafety.asp</p> <p>Image: Link has a photo</p> | |
| <p>Staying Warm</p> | <p>Remember to eat. Food provides your body with needed energy to produce its own heat #EventHashtag</p> | <p>Being cold isn't fun, but getting warm can be! Did you know that eating a well-balanced meal can help you stay warm? Food provides your body with the energy it needs to produce its own heat, so don't forget to eat!</p> <p>Image: Add image of food</p> | |

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| | <p>Infants lose body heat more easily than adults. Check out these tips for keeping your infant warm 1.usa.gov/18q8JCY #EventHashtag</p> | <p>Do you have an infant with you during this winter storm? Remember that infants lose body heat more easily than adults. Check out this link to learn about more tips for keeping your infant warm during this storm.</p> <p>Link: http://emergency.cdc.gov/disasters/winter/duringstorm/indoorsafety.asp</p> <p>Image: Replace photo with a picture of a baby</p> | |
| <p>Going Outside</p> | <p>Try to stay indoors. Make any trips outside brief, dress warmly & stay dry 1.usa.gov/1b2HCZf #EventHashtag</p> <p>Going outside? Check out these tips on how to stay dry and warm 1.usa.gov/1b2HCZf #EventHashtag</p> <p>Wear hats, scarves & water-repellent coats. Wear mittens instead of gloves; they'll keep your hands warmer #EventHashtag</p> <p>Going outside? Cover your mouth & protect your lungs from extremely cold air #EventHashtag</p> <p>Don't ignore shivering. It's an important first sign that the body is losing heat and that it's time to go inside #EventHashtag</p> | <p>It's cold out there, so stay inside if you can. If you have to go outside: dress warmly, cover your mouth with a scarf to protect your lungs from cold air, & keep your trips brief. Never ignore shivering – it's a sign that your body is losing heat. If you start to shiver, it's time to go inside!</p> <p>Link: http://emergency.cdc.gov/disasters/winter/duringstorm/outdoorsafety.asp</p> <p>Image: Link has an image</p> | |

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| <p>Hypothermia</p> | <p>Signs of hypothermia: sever shivering/memory loss/confusion/slurred speech/drowsiness. If so get immediate medical help #EventHashtag</p> <p>If you notice symptoms of hypothermia call 911 & follow these tips to help the victim http://bit.ly/19wxHPH #EventHashtag</p> <p>Hypothermia victims need immediate medical treatment. If waiting for help, slowly warm them starting with their chest/stomach #EventHashtag</p> <p>For more information on recognizing hypothermia and what to do if someone has it, visit http://1.usa.gov/18uuu2b #EventHashtag</p> | <p>How do you know if someone has hypothermia? Look for these signs: severe shivering, memory loss, confusion, slurred speech, & drowsiness. If you notice these symptoms, call 9-1-1 and slowly warm the person having these symptoms, starting with their chest and stomach area.</p> <p>Link: http://emergency.cdc.gov/disasters/winter/staysafe/hypothermia.asp</p> <p>Image: Add an image of someone looking very cold</p> | |
| <p>Frostbite</p> | <p>Signs of frostbite: Loss of feeling/pale appearance in fingers/toes/ear lobes/tip of nose. If so get immediate medical help #EventHashtag</p> <p>Frostbite victims need immediate medical care. If waiting for help, slowly warm the affected areas #EventHashtag</p> <p>For more information on recognizing frostbite and what to do if someone has it, visit http://1.usa.gov/1e70kXt #EventHashtag</p> | <p>It's very cold, so be on the lookout for signs of frostbite: white or pale area on the fingers, toes, ear lobes, or tip of nose, skin that feels strangely firm or waxy, and numbness. Frostbite victims need immediate medical care. If you are waiting for help, slowly warm the affected areas.</p> <p>Link: http://emergency.cdc.gov/disasters/winter/staysafe/frostbite.asp</p> <p>Image: Add an image of someone looking very cold</p> | |

Avoid Exertion

Cold weather puts extra strain on the heart. Have heart disease/high blood pressure? Follow docs advice on shoveling snow #EventHashtag

Lots of shoveling ahead? Don't overdo it. Heart attacks from overexertion are a major cause of death in the winter #EventHashtag

Clearing snow from the driveway? Stretch before you go out to warm up your body and help prevent injury #EventHashtag

Have heavy outdoor chores? Work slowly & don't overdo it. Your body is already working hard to stay warm #EventHashtag

Shoveling snow? Dress warm/take breaks/drink water. Push snow when you can. If lifting it, bend your knees not your back #EventHashtag

When shoveling do your best to avoid twisting motions that can stress your back #EventHashtag

If you have chest pain, shortness of breath or other heart attack symptoms, seek immediate care or call 911 #EventHashtag

Have to shovel snow? Cold weather puts an extra strain on your heart – so dress warmly, drink lots of water & don't overdo it. Your body is already working hard just to stay warm. If you experience chest pain, shortness of breath or other heart attack symptoms, call 9-1-1 right away.

For more tips on how to stay safe while working outside in the cold, check out this resource

Link:

<http://www.portal.state.pa.us/portal/server.pt?open=514&objID=558299&mode=2>

Image: Add image of person shoveling

To stay safe while working outside in the cold: stretch beforehand so you don't get hurt and to warm up your body, drink lots of water, dress warm, wear shoes with rubber bottoms so you don't fall, work slowly, take breaks, and don't overdo it.

Link:

<http://www.portal.state.pa.us/portal/server.pt?open=514&objID=558299&mode=2>

Image: Add image of person shoveling

About to shovel? Avoid twisting motions that can stress your back. When you can, push snow instead of lifting it. When you have to lift, bend your knees, not your back. If you

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| | | <p>have chest pain, shortness of breath, or other heart attack symptoms, call 9-1-1.</p> <p>Link: http://www.portal.state.pa.us/portal/server.pt?open=514&objID=558299&mode=2</p> <p>Image: Add image of person shoveling</p> | |
| Special Populations | <p>Seniors & infants most at risk for hypothermia. If power is out for long time stay with a relative/friend or go to a shelter #EventHashtag</p> <p>Make sure small children, especially babies, stay warm. They get colder much faster than adults #EventHashtag</p> <p>Check in on neighbors who may need help, including seniors and people with disabilities #EventHashtag</p> | <p>Infants are at an increased risk for hypothermia because they lose body heat faster than adults. Check out this link to learn about more tips for keeping your infant warm during this storm.</p> <p>Link: http://emergency.cdc.gov/disasters/winter/duringstorm/indoorsafety.asp</p> <p>Image: Replace photo with a picture of a baby</p> <p>Seniors are at an increased risk for hypothermia. If you have an older neighbor who may need help and you can safely get to them, check on them to make sure they are safe and warm.</p> <p>Image: Add picture of elderly person</p> | |
| Generator/CO Poisoning | <p>Remember not to use generator indoors. Be aware of signs of carbon monoxide poisoning 1.usa.gov/HsHFHm #EventHashtag</p> <p>Don't use generators/grills in or within 20 feet of your home. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag</p> | <p>Every year more than 400 people in U.S. die from accidental carbon monoxide poisoning. Part of the problem is that you can't see or smell carbon monoxide. The good news? You can take some steps to help protect you and your family.</p> | |

Don't heat homes with gas oven. Keep generator/grills outside. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag

Never leave the motor running in a vehicle parked in an enclosed space like a garage. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag

Make sure to test your battery operated carbon monoxide detector #EventHashtag

Be aware of signs of carbon monoxide poisoning. Fumes can kill 1.usa.gov/HsHFHm #EventHashtag

Headache is the most common sign of carbon monoxide poisoning #EventHashtag

You can't see/smell CO. Signs are like flu: headache/dizziness/weakness/nausea/sleepiness/confusion <http://1.usa.gov/19uD51W> #EventHashtag

If you have a headache or feel dizzy immediately get some fresh air #EventHashtag

If your carbon monoxide alarm sounds, move quickly to a fresh air location outdoors #EventHashtag

Link:

http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener

Image: Add picture of a CO detector

To protect you and your family from carbon monoxide poisoning, install a battery operated carbon monoxide detector and check the batteries each month. In the event that your carbon monoxide detector sounds, quickly get outside for some fresh air.

Link:

http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener

Image: Add picture of a CO detector

To protect you and your family from carbon monoxide poisoning, don't use generators or grills within 20 feet of your home, & don't heat your home with a gas oven. Also, never leave the motor running in a vehicle parked in an enclosed space like a garage.

Link:

http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener

Image: Add picture of a CO detector

The common signs of carbon monoxide poisoning (very similar to flu symptoms) – headache, dizziness, weakness, nausea, sleepiness, confusion. If you suspect carbon

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| | <p>If you suspect carbon monoxide poisoning, get outside IMMEDIATELY and dial 9-1-1 from outside of your home #EventHashtag</p> | <p>monoxide poisoning, get outside IMMEDIATELY and dial 9-1-1 from outside of your home. Link: http://emergency.cdc.gov/disasters/cofacts.asp?s_cid=ecard_2009EmerGener Image: Add picture of a CO detector</p> | |
| <p>Candles/Flashlights</p> | <p>To our candle-burning friends out there: use safe holders, keep them away from burnable things & don't leave them unattended #EventHashtag</p> | <p>Flashlights are the safest way to light your home when the power goes out, so have a few on hand. Using candles instead? Make sure you use safe holders, keep them away from things that could catch fire, and don't leave them unattended. Image: Add photo of a candle</p> | |
| <p>Warming Stations/Shelters</p> | <p><u>ReTweet updates on warming locations from partner agencies</u></p> <p>Locations of warming stations for those who have lost heat and/or power for electric medical devices bit.ly/addurl #EventHashtag</p> <p>If heading to a shelter, have medicine, medical supplies & important paperwork ready. Take only important items #EventHashtag</p> <p>Bring portable oxygen tanks. If you rely on medical/assistive tech purchase a battery, 12V inverter for car, or generator #EventHashtag</p> | <p><u>Monitor and share updates on warming locations from partner agencies</u></p> <p>No power? No heat? Here is an updated list of warming stations for those who need to get warm or power their electric medical devices: Link: addurl.gov</p> <p>If heading to a shelter, have medicine, medical supplies (including portable oxygen tanks) & important paperwork ready. Make sure to turn off gas, electricity, and water and disconnect appliances. Link: addurl.gov Image: Add image of emergency kit</p> | |

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| | <p>Turn off gas, electricity, and water and disconnect appliances before you evacuate #EventHashtag</p> <p>Don't leave your emergency kit behind when you evacuate, you worked so hard to put it together! #Eventhashtag</p> <p>If you need emergency assistance during a disaster, please call 9-1-1 #EventHashtag</p> <p><u>ReTweet updates on shelter locations from PEMA, DPW, Red Cross. If those agencies aren't tweeting use the following messages:</u></p> <p>Here is the most recent update on shelter locations bit.ly/addurl #EventHashtag</p> <p><u>For states using special medical needs shelters:</u></p> <p>Update on special medical needs shelters bit.ly/addurl Bring meds, medical supplies & important paperwork #EventHashtag</p> | <p><u>Monitor and share updates on shelter locations from PEMA, DPW, Red Cross. If those agencies aren't posting updates use the following messages:</u></p> <p>Here is the most recent update on shelter locations. Link: addurl.gov Image: Add an image of site/map</p> <p><u>For states using special medical needs shelters:</u></p> <p>Here is an update on special medical needs shelters. Remember to bring medication, medical supplies, and important paperwork with you when you head to a shelter. Link: addurl.gov Image: Add an image of site/map</p> | |
| Driving in the Storm | Avoid driving in the storm. If you must drive, stay on main roads and try to only travel during the day #EventHashtag | The leading cause of death during winter storms is auto accidents. Don't go on the road unless it's absolutely necessary. For more information, including what to do if you get stuck in your car, check out these tips: | |

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| | <p>If driving, be sure to let someone know where you are going, along with your main and back-up routes #EventHashtag</p> <p>If trapped in your car during a storm pull over/turn on hazard lights/stay in car & follow these tips http://bit.ly/19wxHPH #EventHashtag</p> <p>Drivers can learn current road conditions by calling 511* or by visiting www.511PA.com</p> <p>*(Or an alternate road condition hotline in your area.)</p> | <p>Link: http://www.portal.state.pa.us/portal/server.p t/community/pema fact sheets/4666/hide - winter driving/464648</p> <p>Image: Car driving through heavy snow</p> <p>Stay off the roads if you can, If you have to drive, keep these tips in mind: stay on the main roads, only travel during the day, let someone know where you are going before setting out. Call 511* or visit www.511PA.com for updates on road closures and conditions.</p> <p>Link: http://www.portal.state.pa.us/portal/server.p t/community/pema fact sheets/4666/hide - winter driving/464648</p> <p>Image: Car driving through heavy snow</p> <p>*(Or an alternate road condition hotline in your area.)</p> | |
| Road/Transportation status | <p><u>ReTweet road condition updates</u></p> <p>Check out this (site/map) for public transit updates bit.ly/addurl #EventHashtag</p> | <p><u>Monitor and share updates on road conditions from partner agencies</u></p> <p>Check out this (site/map) for public transit updates Link: addurl.gov Image: Image of road closure map</p> | |
| Social Service Needs | <p><u>ReTweet updates on social service needs from DPW, Salvation Army, and United Way. If those</u></p> | <p><u>Share updates on social service needs from DPW, Salvation Army, and United Way. If</u></p> | |

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| Power Outage | <p><u>agencies are not tweeting, use the following messages:</u></p> <p>This (site/map) provides up to date information on food bank locations bit.ly/addurl #EventHashtag</p> <p>Check here for an updated list of food and water distribution centers bit.ly/addurl Keep checking for updated list #EventHashtag</p> <p><u>For Southeastern PA:</u></p> <p>Need food, shelter, or clothing? Call 2-1-1 #EventHashtag</p> <p>If you are an agency that supports individuals in their homes, contact your county, call 2-1-1 or click here www.211sepa.org #EventHashtag</p> | <p><u>those agencies are not posting on FB use the following messages:</u></p> <p>Check out this (site/map) for updated information on food bank locations. Link: addurl.gov Image: Add an image of the map</p> <p>Check here for an updated list for food and water distribution centers. Keep checking as this list is updated (daily). Link: addurl.gov Image: Add an image of the list</p> <p><u>For Southeastern PA:</u></p> <p>Need food, shelter, or clothing following the winter storm? Call 2-1-1 or visit http://www.211sepa.org/ Image: 211 SEPA logo</p> <p>If you are an agency that supports individuals in their homes, get in touch with your county by contacting them directly, by calling 2-1-1 or by visiting the link below. Link: http://www.211sepa.org/ Image: Add an image of 211 SEPA logo</p> | |
| | <p><u>ReTweet updates on utility status from other agencies</u></p> | <p><u>Share updates on utility status from other agencies</u></p> | |

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| | <p><u>Use Generator/ CO Poisoning, Hypothermia, Food Safety and Safe Water messages</u></p> <p>If your power is out, do not call 911. Instead contact your utility company #EventHashtag</p> <p>Report power outages you're experiencing to your utility providers. Report every 8 hrs. Call XXX-XXX-XXXX or visit bit.ly/addurl #EventHashtag</p> | <p><u>Use Generator/ CO Poisoning, Hypothermia, Food Safety and Safe Water messages</u></p> <p>If your power is out, do not call 911. Instead contact your utility company.</p> <p>Link: Include link to utility company</p> <p>Report power outages you're experiencing to your utility providers. Report them every 8 hours. Call XXX-XXX-XXXX or visit:</p> <p>Link: addurl.gov</p> <p>Image: Unlit light bulb</p> | |
| Rumor Control | <p>Be sure to actively monitor your audience for rumors and misinformation by searching for trending hashtags and monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>If credible rumor control pages are set up by other agencies (e.g. FEMA's Rumor Control page during Hurricane Sandy), link your audience to them.</p> <p>If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl, #Mythbuster), use it when correcting misinformation.</p> | <p>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>If credible rumor control pages are set up by other agencies (e.g. FEMA's Rumor Control page during Hurricane Sandy), link your audience to them.</p> | |

| Recovery | Twitter | Facebook | Image |
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| General Updates | <p>Reminder: We are using #EventHashtag for updates following the winter storm. We encourage everyone to do the same.</p> <p>Watch the latest (insert time) press briefing following the storm from (PA DOH/Governor) bit.ly/addurl #EventHashtag</p> <p>(*If power is out, could link to YouTube video/website of local news station/PA DOH website with summary of key points from press conference)</p> | <p>Watch the latest (insert time) press briefing following the winter storm from (PA DOH/Governor). The next update on the storm will take place at (insert date/time), so keep checking back for the latest information Link: addurl.gov Image: Include photo from press conference</p> <p>Have a Twitter account? If so, follow @(insert DOH or EMA Twitter Name) for updates on how to stay safe following the storm. If you</p> | |

(*Tweet key messages from press conference)

The next #EventHashtag update from (PA DOH/Governor) will take place at (insert date/time) Watch it at bit.ly/addurl

Reminder: Follow @(insert DOH Twitter handle) for updates on #EventHashtag recovery

Other good orgs to follow for updated info on recovery include (insert Twitter handles like @PhilaOEM) #EventHashtag

Have a Facebook account? Like (DOH Facebook Page) for more updates on #EventHashtag

Learn how to prevent disease, illness, and injury before, during, and after a winter storm #EventHashtag <http://1.usa.gov/1DnUGbS>

Did you know you can get the latest severe weather updates on your smartphone? Find out how: <http://bit.ly/1mQ2QVb> #EventHashtag

Remember to use 911 only in emergencies. For other requests, call 311 **(Or equivalent non-emergency contact center in your area.)** #EventHashtag

don't have a Twitter account, what are you waiting for? 😊

Link: PA DOH's Twitter Page

Image: Use PA DOH Twitter Image

Reminder: Want to receive updates on the storm via text message on your phone? Of course you do! Text "Follow (insert DOH Twitter handle)" to 40404, and stay in the know during the snow.

Reminder: Other good organizations to follow for up to date information include (insert Twitter handles).

Link: PA DOH's Twitter Page

Image: Use PA DOH Twitter Image

Emergency personnel are likely to be very busy responding at the scene. Remember to only use 911 for emergencies. For any other concerns, dial 311 **(Or equivalent non-emergency contact center in your area.)**

Image: response activity/phone

(*Monitor and share key messages from Emergency Management Agencies re: Winter Storm)

(If you are using a message that references your agency specifically, personalize the

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| | <p>(*Monitor and retweet key messages from Emergency Management Agencies re: Winter Storm)</p> <p>(If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”)</p> | <p>message using “We” instead of the generic “Public Health Officials”)</p> | |
| <p>Locating Loved Ones</p> | <p>Need help locating loved ones after the storm? Register with Red Cross’ Safe and Well http://bit.ly/9ZwlyY #EventHashtag</p> | <p>Let your loved ones know how you are doing after the winter storm. Register with Red Cross’ Safe and Well now. Also, remember to text them or use social media to keep in touch.</p> <p>Link: https://safeandwell.communityos.org/cms/index.php</p> <p>Image: Link has an image</p> | |
| <p>Medical supplies</p> | <p><u>ReTweet messages/maps about status of pharmacies from partner agencies</u></p> <p>Out of your daily meds? Click here for an updated map of pharmacies that are open in your area bit.ly/addurl #EventHashtag</p> | <p><u>Share messages/maps about status of pharmacies from partner agencies</u></p> <p>Out of your daily medications following the storm? Check out this map for an updated look at which pharmacies are open in your area</p> <p>Link: addurl.gov</p> <p>Image: Include image of map</p> | |

Safe Water

When very cold temps are expected leave water taps slightly open so they drip to avoid frozen pipes #EventHashtag

Check out this fact sheet to learn ways to keep your food and water safe during/following a disaster 1.usa.gov/qFjX1A #EventHashtag

Boil water advisory: Let water boil for at least one minute, let cool, before using.
#EventHashtag

Bring water to a boil in order to kill major water-borne pathogens 1.usa.gov/qFjX1A
#EventHashtag

Unsure about what to do during the current boil water advisory? Check out this fact sheet:
<http://1.usa.gov/1uDLpx3> #EventHashtag

Don't use contaminated water to wash food or dishes/brush teeth/wash your hands/make ice/make baby formula 1.usa.gov/qFjX1A
#EventHashtag

It is safe to do laundry as usual while there is a boil water advisory <http://1.usa.gov/1uDLpx3>
#EventHashtag

The storm may be over, but it's still very cold!
Leave water taps slightly open so that they drip in order to avoid frozen pipes
Image: Add image of tap

Check out this fact sheet to learn ways to keep your food and water safe during or following a disaster
Link:
<http://emergency.cdc.gov/disasters/foodwater/facts.asp>

If you normally use a well make sure it is not contaminated prior to use. If your water is contaminated, use bottled or treated water.
Link:
http://www.portal.state.pa.us/portal/server.pt/community/disaster/14145/food_and_water_safety_during_a_flood_or_hurricane/558386

Image: Add an image

Consider all public and well water unsafe and use bottled water until local authorities announce that the water supply is safe
Link: addurl.gov
Image: Add an image of bottled water

There is a boil water advisory for the following counties: **XXX**. Make sure to let water boil for

Consider all public & well water unsafe & use bottled water until local authorities announce that the water supply is safe #EventHashtag

Tap water IS NOT safe to drink in **XXX area**. Use bottled water until water is declared safe. Stay tuned for updates #EventHashtag

Have questions about the safety of your water? Contact your local health department at **XXX-XXX-XXXX** #EventHashtag

When water is safe:

The boil water advisory in **XXX area** has been lifted. Tap water is once again safe to use and drink #EventHashtag

at least one minute, and then let it cool before using

Link: addurl.gov

Image: Add an image of pot/kettle of boiling water

Remember to bring water to a boil. Boiling water kills major water-borne pathogens.

Link: 1.usa.gov/qFiX1A

Image: Link has an image

Unsure about what to do during the current boil water advisory? Check out this fact sheet

Link:

<http://www.cdc.gov/healthywater/emergency/dwa-comm-toolbox/before/tools/What-to-Do-During-a-Boil-Water-Advisory.docx>

Remember: Don't use contaminated water to wash your food or your dishes, brush your teeth, wash your hands, make ice, or make baby formula. Use bottled water instead. For more information:

Link:

<http://emergency.cdc.gov/disasters/foodwater/facts.asp>

It is safe to do laundry as usual while there is a boil water advisory.

Link:

<http://www.cdc.gov/healthywater/emergency>

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| | | <p>/dwa-comm-toolbox/before/tools/What-to-Do-During-a-Boil-Water-Advisory.docx</p> <p>Image: Laundry basket</p> <p>Have questions about the safety of your water? Contact your local health department at XXX-XXX-XXXX to get the latest information.</p> <p>When water is safe:</p> <p>The boil water advisory in XXX area has been lifted. Your tap water has been tested and is once again safe to use and drink.</p> <p>Link: addurl.gov</p> <p>Image: Add an image of pot/kettle of boiling water</p> | |
| Food Safety | <p>Get rid of spoiled food. When in doubt, throw it out 1.usa.gov/qFiX1A #EventHashtag</p> <p>If your home was without power, your food may not be safe to eat. Learn more here http://1.usa.gov/1aCNXkO #EventHashtag</p> <p>Check out this resource for tips on food safety following the storm http://1.usa.gov/1aCNXkO #EventHashtag</p> | <p>When in doubt, throw it out. If you lost power during the storm, make sure you check for and get rid of any spoiled food. This link provides more information on how to identify food that is no longer safe to eat.</p> <p>Link: http://emergency.cdc.gov/disasters/foodwater/facts.asp</p> <p>Image: Link has image</p> <p>If electricity at your home has been off for more than 4 hours, throw away perishable foods (including meat, poultry, fish, eggs,</p> | |

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| | | <p>leftovers, etc.) Discard anything that has been above 40 degrees for two hours or more.</p> <p>Link: http://emergency.cdc.gov/disasters/foodwater/facts.asp</p> <p>Image: Photo of food listed above</p> <p>If electricity at your home has been off for more than 4 hours, throw away perishable foods, which include meat, poultry, fish, eggs, leftovers, etc. Freezers, if full and left unopened, will keep food safe for 48 hours (or 24 hours if they are half full). When in doubt, throw it out.</p> <p>Link: http://emergency.cdc.gov/disasters/foodwater/facts.asp</p> <p>Image: Link has an image</p> | |
| <p>Recovery Assistance</p> | <p>Affected homeowners, renters & businesses should go to disasterassistance.gov to sign up for possible assistance #EventHashtag</p> <p>Continue to check in on neighbors who might need help #EventHashtag</p> | <p>Need help following the storm? Affected homeowners, renters, & businesses should go to disasterassistance.gov to sign up for possible assistance.</p> <p>Link: disasterassistance.gov</p> <p>Image: Link has an image</p> <p>It's still cold out there. Remember to check in on neighbors who might need help and see how they are doing following the storm. Thanks for being a good neighbor!</p> | |

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| | | <p>Link: disasterassistance.gov</p> <p>Image: Link has an image</p> | |
| Road/transportation status | <p><u>Retweet mass transit updates from partner agencies</u></p> <p>Check out this (site/map) for public transit updates bit.ly/addurl #EventHashtag</p> | <p><u>Monitor and share updates on road conditions from partner agencies</u></p> <p>Check out this (site/map) for public transit updates</p> <p>Link: addurl.gov</p> <p>Image: Image of road closure map</p> | <Map> |
| Power Outage | <p><u>ReTweet updates on utility status from other agencies</u></p> <p><u>Use Generator/ CO Poisoning, Hypothermia, Food Safety and Safe Water messages</u></p> <p>If your power is out, do not call 911. Instead contact your utility company #EventHashtag</p> <p>Report power outages you're experiencing to your utility providers. Report every 8 hrs. Call XXX-XXX-XXXX or visit bit.ly/addurl #EventHashtag</p> | <p><u>Share updates on utility status from other agencies</u></p> <p><u>Use Generator/ CO Poisoning, Hypothermia, Food Safety and Safe Water messages</u></p> <p>If your power is out, do not call 911. Instead contact your utility company.</p> <p>Link: Include link to utility company</p> <p>Report power outages you're experiencing to your utility providers. Report them every 8 hours. Call XXX-XXX-XXXX or visit:</p> <p>Link: addurl.gov</p> <p>Image: Unlit light bulb</p> | |
| Warming Stations | <p><u>ReTweet updates on warming stations from other agencies</u></p> | <p>Monitor and share updates on warming locations from partner agencies</p> | |

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| | <p>Locations of warming stations for those who have lost heat and/or power for electronic medical devices #EventHashtag</p> | <p>Still without power or heat? Here is an updated list of warming stations for those who need to get warm or power their electric medical devices. Link: addurl.gov</p> | |
| <p>Social Service Needs</p> | <p><u>Re-Tweet updates on social service needs from DPW, Salvation Army, and United Way. If those agencies are not tweeting, use the following messages:</u></p> <p>This (site/map) provides up to date information on food bank locations bit.ly/addurl #EventHashtag</p> <p>Check here for an updated list of food and water distribution centers bit.ly/addurl Keep checking for updated list #EventHashtag</p> <p><u>For Southeastern PA:</u></p> <p>Need food, shelter, or clothing? Call 2-1-1 #EventHashtag</p> <p>Need help with cleanup? Call 2-1-1 or XXX (Local EMA; VOAD; EOC?) #EventHashtag</p> <p>Agencies needed for food distribution. Call 2-1-1 to help #EventHashtag</p> | <p><u>Share updates on social service needs from DPW, Salvation Army and United Way. If those agencies are not posting on FB use the following messages:</u></p> <p>Check out this (site/map) for updated information on food bank locations.</p> <p>Check here for an updated list for food and water distribution centers. Keep checking as this list is updated (daily). Link: www.addurl.com Image: Add an image of the list of food and water distribution centers</p> <p><u>For Southeastern PA:</u></p> <p>Need food, shelter, or clothing following the winter storm? Call 2-1-1 or visit the link below. Thanks for any help you can provide! Link: http://www.211sepa.org/ Image: 211 SEPA logo</p> <p>If you are an agency that supports individuals in their homes, get in touch with your county</p> | |

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| Finding Gasoline | <p>If you are an agency that supports individuals in their homes, contact your county, call 2-1-1 or click here www.211sepa.org #EventHashtag</p> | <p>by contacting them directly, by calling 2-1-1 or by visiting the link below. Link: http://www.211sepa.org/ Image: Add an image of 211 SEPA logo</p> | |
| | <p><u>ReTweet messages/maps about status of gas stations from partner agencies</u></p> <p>Check here for an updated list of gas stations that currently have fuel and power bit.ly/addurl #EventHashtag</p> | <p>Share Facebook messages/maps about status of gas stations from partner agencies</p> <p>Check here for an updated list of gas stations that currently have fuel and power Link: addurl.gov</p> | |
| Location of Charging Stations | <p>ReTweet messages/maps about status of charging stations from partner agencies</p> <p>Check here for a list of locations open to the public where you can charge your cell phones bit.ly/addurl #EventHashtag</p> | <p>Share Facebook messages/maps about status of charging stations from partner agencies</p> <p>Check here for an updated list of locations open to the public where you can charge your cell phones Link: addurl.gov Image: Cell phone charger</p> | |
| Rumor control | <p>Be sure to actively monitor your audience for rumors and misinformation by searching for trending hashtags and monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>If credible rumor control pages are set up by other agencies (e.g. FEMA’s Rumor Control page</p> | <p>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>If credible rumor control pages are set up by other agencies (e.g. FEMA’s Rumor Control</p> | |

during Hurricane Sandy), link your audience to them.

If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl, #Mythbuster), use it when correcting misinformation.

page during Hurricane Sandy), link your audience to them.