



FEMA

Stakeholder Toolkit

2016/2017 Winter Weather Preparedness

Winter Weather Preparedness

The Federal Emergency Management Agency ([FEMA](#)), the [Ready Campaign](#), [America's PrepareAthon!](#) and the National Oceanic and Atmospheric Administration ([NOAA](#)) will be promoting [winter weather preparedness](#) this December and encouraging the [Whole Community](#) to take action.

Winter weather can occur anywhere and bring freezing rain, ice, snow, high winds or a combination of all these conditions. One of the primary concerns is the winter weather's ability to knock out heat, power and communications services to your home or office, sometimes for days at a time. Heavy snowfall and extreme cold can immobilize an entire region. The National Weather Service ([NWS](#)) refers to winter storms as the "Deceptive Killers" because most deaths are indirectly related to the storm. It is important to be prepared for winter weather before it strikes to decrease your risk.

The Whole Community can prepare for winter weather by building a kit, making a plan, being informed by receiving alerts, and knowing how to stay safe.

In addition to asking Americans to promote winter weather preparedness through their own outreach channels, [FEMA Region III](#) is encouraging everyone to get the word out and help the Whole Community prepare for winter. This toolkit is designed to provide you and your organization with easy to use tools to promote this campaign and help you to support your own stakeholders to take action against [winter weather](#).

For your reference, below are points of contact for the various stakeholder groups. Should you have any questions about this document, please contact the creator, Amanda Hancher.

FEMA REGION III POINTS OF CONTACT

Public Affairs	William Powell	215-931-5684
Congressional Affairs	Corey Rigby	215-931-5715
Intergovernmental Affairs	Stephanie Pyle	215-931-5654
Private Sector	Stephanie Pyle	215-931-5654
Volunteer Agency Liaison	Michelle Breeland	215-931-5584
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Talking Points

- [Winter weather](#) can occur anywhere and bring freezing rain, ice, snow, high winds or a combination of all these conditions. It has the potential to cause power outages that last for days or weeks; making it hard to keep warm and making travel very dangerous.
- One of the primary concerns is winter weather's ability to knock out heat, power and communications services to your home or office, sometimes for days at a time. Heavy snowfall and extreme cold can immobilize an entire region.
- Winter storms can range from a moderate snow over a few hours to a blizzard with blinding, wind-driven snow that lasts for several days. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, icing, sleet and freezing rain.
- The National Weather Service (NWS) refers to winter storms as the “Deceptive Killers” because most deaths are indirectly related to the storm. Instead, people die from secondary hazards like traffic accidents on icy roads and of hypothermia from prolonged exposure to cold. It is important to be prepared for winter weather before it strikes.
- Take action for winter storms with America’s PrepareAthon! Plan a day of action in your community by holding a workshop, plan a drill or exercise, encourage your family, friends, co-workers, and community members to sign up for alerts. Visit Ready.gov/prepare for helpful guides and to register your actions.

Key Messaging

Before Winter Storms and Extreme Cold

- Before winter approaches, add the following supplies to your emergency kit:
 - Rock salt or more environmentally safe products to melt ice on walkways.
 - Sand to improve traction.
 - Snow shovels and other snow removal equipment.
 - Sufficient heating fuel. You may become isolated in your home and regular fuel sources may be cut off. Store a good supply of dry, seasoned wood for your fireplace or wood-burning stove.
 - Adequate clothing and blankets to keep you warm.
- Make a [Family Communications Plan](#). Your family may not be together when disaster strikes, so it is important to know how you will contact one another, how you will get back together and what you will do in case of an emergency.
- A [NOAA Weather Radio](#) broadcasts alerts and warnings directly from the NWS for all hazards. You may also sign up in advance to receive notifications from your local emergency services.

- Read FEMA's [*Be Smart. Know Your Alerts and Warnings*](#) for a summary of different weather notifications. Free smart phone apps, such as those available from [FEMA](#) and the [American Red Cross](#), provide information about finding shelters, providing first aid, and seeking assistance for recovery.
- Minimize travel. If travel is necessary, keep a disaster supplies kit in your vehicle.
- Bring pets/companion animals inside during winter weather. Move other animals or livestock to sheltered areas with non-frozen drinking water.

Winterize Your Vehicle

- Check, or have a mechanic check, the following items on your car:
 - Antifreeze levels - ensure they are sufficient to avoid freezing.
 - Battery and ignition system - should be in top condition and battery terminals should be clean.
 - Brakes - check for wear and fluid levels.
 - Exhaust system - check for leaks and crimped pipes and repair or replace as necessary. Carbon monoxide is deadly and usually gives no warning.
 - Fuel and air filters - replace and keep water out of the system by using additives and maintaining a full tank of gas. A full tank will keep the fuel line from freezing.
 - Heater and defroster - ensure they work properly.
 - Lights and flashing hazard lights - check for serviceability.
 - Oil - check for level and weight. Heavier oils congeal more at low temperatures and do not lubricate as well.
 - Thermostat - ensure it works properly.
 - Windshield wiper equipment - Repair any problems and maintain proper washer fluid level.
 - Install good winter tires - make sure the tires have adequate tread. All-weather radials are usually adequate for most winter conditions. However, some jurisdictions require that to drive on their roads, vehicles must be equipped with chains or snow tires with studs.
- Update the emergency kits in your vehicles with:
 - a shovel
 - windshield scraper and small broom
 - flashlight
 - battery powered radio
 - extra batteries
 - water
 - snack food

- matches
- extra hats, socks and mittens
- first aid kit with pocket knife
- necessary medications
- blanket(s)
- tow chain or rope
- road salt and sand
- booster cables
- emergency flares
- fluorescent distress flag

Be Informed

- Know the terms used to describe changing winter weather conditions and what actions to take.
- These terms can be used to determine the timeline and severity of an approaching storm. (Advisory / Watch / Warning). The NWS also issues advisories and warnings for other winter weather, including blizzards, freezes, wind chill, lake effect snow, and dense fog.
- Be alert to weather reports and tune in for specific guidance when these conditions develop.
 - Freezing Rain - Rain that freezes when it hits the ground, creating a coating of ice on roads, walkways, trees and power lines.
 - Sleet - Rain that turns to ice pellets before reaching the ground. Sleet also causes moisture on roads to freeze and become slippery.
 - Wind Chill- Wind chill is the temperature it “feels like” when you are outside. The NWS provides a wind chill calculator to show the difference between air temperature and the perceived temperature and the amount of time until frostbite occurs. For more information, visit: [nws.noaa.gov/om/windchill](https://www.nws.noaa.gov/om/windchill).
 - Winter Weather Advisory - The NWS issues a winter weather advisory when conditions are expected to cause significant inconveniences that may be hazardous. If caution is used, these situations should not be life-threatening.
 - Winter Storm Watch - A winter storm is possible in your area.
 - Tune in to NOAA Weather Radio, commercial radio, or television for more information.
 - The NWS issues a winter storm watch when severe winter conditions, such as heavy snow and/or ice, may affect your area but the location and timing are still uncertain.

- A winter storm watch is issued 12 to 36 hours in advance of a potential severe storm. Tune in to NOAA Weather Radio, local radio, TV, or other news sources for more information.
- Monitor alerts, check your emergency supplies, and gather any items you may need if you lose power.
- Winter Storm Warning - A winter storm is occurring or will soon occur in your area.
- Blizzard Warning - Sustained winds or frequent gusts to 35 miles per hour or greater and considerable amounts of falling or blowing snow (reducing visibility to less than a quarter mile) are expected to prevail for a period of three hours or longer.
- Frost/Freeze Warning - Below freezing temperatures are expected.

Carbon Monoxide

- Caution: Carbon monoxide-related deaths are highest during colder months. These deaths are likely due to increased use of gas-powered furnaces and alternative heating, cooking, and power sources used inappropriately indoors during power outages.
- Never use a generator, grill, camp stove or other gasoline, propane, natural gas or charcoal- burning devices inside a home, garage, basement, crawlspace or any partially enclosed area. Locate unit away from doors, windows and vents that could allow carbon monoxide to come indoors. Keep these devices at least 20 feet from doors, windows, and vents.
- The primary hazards to avoid when using alternate sources for electricity, heating or cooking are carbon monoxide poisoning, electric shock and fire.
- Install carbon monoxide alarms in central locations on every level of your home and outside sleeping areas to provide early warning of accumulating carbon monoxide.
- If the carbon monoxide alarm sounds, move quickly to a fresh air location outdoors or by an open window or door.
- Call for help from the fresh air location and remain there until emergency personnel arrive to assist you.

Winterize Your Home

- Winterize your home to extend the life of your fuel supply by insulating walls and attics, caulking and weather-stripping doors and windows, and installing storm windows or covering windows with plastic.
- Winterize your house, barn, shed or any other structure that may provide shelter for your family, neighbors, livestock or equipment. Clear rain gutters; repair roof leaks and cut away tree branches that could fall on a house or other structure during a storm.

- Maintain heating equipment and chimneys by having them cleaned and inspected every year.
- Insulate pipes with insulation or newspapers and plastic and allow faucets to drip a little during cold weather to avoid freezing. Running water, even at a trickle, helps prevent pipes from freezing.
- All fuel-burning equipment should be vented to the outside and kept clear.
- Keep fire extinguishers on hand, and make sure everyone in your house knows how to use them. House fires pose an additional risk, as more people turn to alternate heating sources without taking the necessary safety precautions.
- Learn how to shut off water valves (in case a pipe bursts).
- Insulate your home by installing storm windows or covering windows with plastic from the inside to keep cold air out.
- Hire a contractor to check the structural ability of the roof to sustain unusually heavy weight from the accumulation of snow - or water, if drains on flat roofs do not work.

Press Release Template

<ORGANIZATION> Encourages Winter Weather Preparedness

<CITY, St.> – <INSERT ORGANIZATION> is promoting winter preparedness and encouraging their <Employees or Residents> to take action to prepare for winter weather. <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to supporting winter preparedness>.

Winter storms can occur anywhere and bring freezing rain, ice, snow, high winds or a combination of all these conditions. One of the primary concerns is winter weather's ability to knock out heat, power and communications services to your home or office, sometimes for days at a time. Heavy snowfall and extreme cold can immobilize an entire region. The National Weather Service refers to winter storms as the “Deceptive Killers” because most deaths are indirectly related to the storm. It is important to be prepared for winter weather before it strikes to decrease your risk.

The [Whole Community](#) can take action against winter weather this December by;

- Winterizing your [Emergency Supply Kit](#).
- Plan how you will communicate with family and friends with an [Emergency Communication Plan](#).
- Know how you will receive important weather information and updates, sign-up for your local community [alerts](#).

<QUOTE FROM LEADERSHIP TO SUPPORT CAMPAIGN>

More information can be found at <INSERT ORGANIZATION WEBSITE or [Ready.gov](#)>. Information on the different types of hazards is available at [Ready.gov](#) or the Spanish-language web site [Listo.gov](#).

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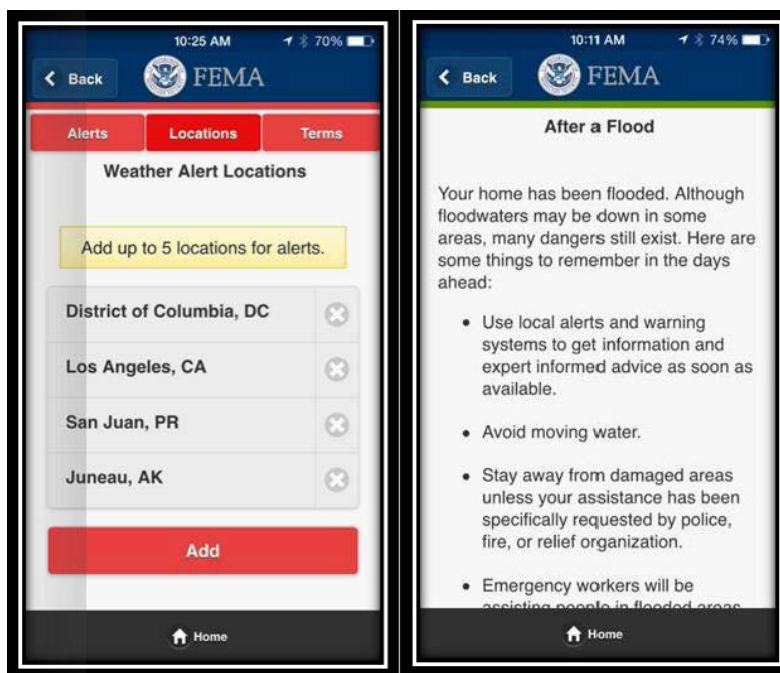
Online Resources

FEMA, Ready, America's PrepareAthon! and NOAA recommend using social media tools as a way to promote Winter Weather Preparedness. You can promote the campaign through your own channels, or by promoting messages posted on the FEMA, FEMA Region III, Ready, America's PrepareAthon!, NOAA, and NSW accounts.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers. More information and ideas on how to take action and be an example can be found on FEMA's official [Facebook](#), [Twitter](#), and [Instagram](#) accounts, Ready's official [Facebook](#) or [Twitter](#) accounts, FEMA Region III's [Twitter](#) account, America's PrepareAthon! [Twitter](#) account, and NOAA's official [Twitter](#), [Facebook](#), [Instagram](#) accounts. Find a list of all of [NOAA's social media channels](#).

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, Ready, NOAA, America's PrepareAthon! and FEMA Region III will have messages on their Facebook, Twitter, and Instagram accounts throughout December.

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.gov](#)
Mobile: <http://www.noaa.gov/mobile>
- [NOAA National Weather Service](#)
Mobile: <http://mobile.weather.gov/>

Social Media Messaging

The following messaging promotes Winter Weather Preparedness. The below messaging is for you to use on Facebook and Twitter. Feel free to pick and choose which ones you would like to use and supplement them with information about your own events and resources.

Twitter:

- Winter storms can occur anywhere and bring freezing rain, ice, snow, and high winds. Prepare now! <http://go.usa.gov/7Jp4>
- Winter storms make it hard to keep warm and make travel very dangerous. Plan ahead now! <http://go.usa.gov/7Jp4>
- Heavy snowfall and extreme cold can immobilize an entire region. Prepare now. <http://www.ready.gov/make-a-plan>
- Take action for winter storms with America's @PrepareAthon! Plan a day of action in your community, learn more at www.ready.gov/prepare
- Before winter approaches, update your Emergency Supply Kit so you're ready for colder weather. <http://www.ready.gov/make-a-plan>
- You may become isolated in your home and regular fuel sources may be cut off. Plan a secondary heating source. <http://www.ready.gov/make-a-plan>

- Consider adding adequate clothing and blankets to your Emergency Supply Kit for winter. <http://go.usa.gov/7Jp4>
- Your family may not be together when a storm strikes, consider making a family communication plan. <http://go.usa.gov/7JHx>
- Conditions can change fast and become dangerous during winter. Consider signing up for alerts to stay informed. <http://go.usa.gov/7J6z>
- Winterize your vehicle to stay safe when driving this winter. Check or have a mechanic check out these items <http://go.usa.gov/7J6z>.
- Know the terms used to describe changing winter weather conditions and what actions to take. <http://www.community.fema.gov/hazard/winter-storm/be-smart>
- “When the Sky Turns Gray” it is time to get prepared! Watch the animation to learn what actions you can take today! https://youtu.be/XVpGJ_Xl__w
- Join America’s @PrepareAthon and get ready for the #winter at: https://community.fema.gov/hazard/winter-storm-en_us/be-smart?lang=en_US
- Before you drive this #winter, join America’s @PrepareAthon and put these items in your car: <https://pbs.twimg.com/media/B3zs2-OCYAAFBpz.jpg>
- Join America’s @PrepareAthon and check that your heater is safe for the #winter: <https://pbs.twimg.com/media/B4hF83sCEAAPpDh.jpg>

Facebook:

- Winter storms can occur anywhere and bring freezing rain, ice, snow, and high winds. Prepare now by winterizing your Emergency Supply Kit and making a Family Communication Plan! <http://go.usa.gov/7Jp4>
- Winter storms make it hard to keep warm and make travel very dangerous. Plan alternative ways to heat your home if the power is out and make plans to decrease your travel to avoid bad weather! <http://go.usa.gov/7Jp4>
- Heavy snowfall and extreme cold can immobilize an entire region. Prepare now by building a kit, making a plan, and staying informed. <http://www.ready.gov/make-a-plan>
- Take action for winter storms with America’s PrepareAthon! Plan a day of action in your community and register your actions. Learn more at www.ready.gov/prepare.
- Before winter approaches, update your Emergency Supply Kit so you’re ready for colder weather with blankets, warm clothing, shovel, and other winter supplies. <http://www.ready.gov/winter-weather>
- Winterize your home to extend the life of your fuel supply by insulating walls and attics, caulking and weather-stripping doors and windows, and installing storm windows or covering windows with plastic. <http://www.ready.gov/winter-weather>

- Winterize your house, barn, shed or any other structure that may provide shelter for your family, neighbors, livestock or equipment. Clear rain gutters; repair roof leaks and cut away tree branches that could fall on a house or other structure during a storm. <http://www.ready.gov/winter-weather>
- Insulate pipes with insulation or newspapers and plastic and allow faucets to drip a little during cold weather to avoid freezing. Running water, even at a trickle, helps prevent pipes from freezing. <http://www.ready.gov/winter-weather>
- Keep fire extinguishers on hand, and make sure everyone in your house knows how to use them. House fires pose an additional risk, as more people turn to alternate heating sources without taking the necessary safety precautions. <http://www.ready.gov/winter-weather>
- You may become isolated in your home and regular fuel sources may be cut off. Plan a secondary heating source. <http://www.ready.gov/winter-weather>
- Your family may not be together when a storm strikes, consider making a family communication plan. Know how you will communicate and stay in touch. <http://go.usa.gov/7JHx>
- Conditions can change fast and become dangerous during winter. Consider signing up for alerts to stay informed. <http://go.usa.gov/7J6z>
- Winterize your vehicle to stay safe when driving this winter. Check or have a mechanic check out these items: <https://www.ready.gov/car>
- Know the terms used to describe changing winter weather conditions and what protective actions you should take to stay safe. https://community.fema.gov/hazard/winter-storm-en_us/be-smart?lang=en_US
- “When the Sky Turns Gray” it is time to get prepared! Watch the animation to learn what actions you can take today! https://youtu.be/XVpGJ_Xl__w
- Join America’s @PrepareAthon and get ready for the #winter at: https://community.fema.gov/hazard/winter-storm-en_us/be-smart?lang=en_US
- Before you drive this #winter, join America’s @PrepareAthon and put these items in your car: <https://pbs.twimg.com/media/B3zs2-OCYAAFBpz.jpg>
- Join America’s @PrepareAthon and check that your heater is safe for the #winter <https://pbs.twimg.com/media/B4hF83sCEAAPpDh.jpg>

Take Action with America’s PrepareAthon!

[About America’s PrepareAthon!](#) - This section contains the America's PrepareAthon! Overview, Fact Sheet, Talking Points, Frequently Asked Questions and additional informational documents.

Prepare: [How to Prepare for a Winter Storm Guide](#) which provides the basics of winter storms, explains how to protect yourself and your property and details the steps to take now so you can stay safely where you are in case of a winter storm.

Take Part: Take action now to prepare! You can plan a PrepareAthon! Day of Action in your community through your workplace, school, house of worship or other community organization. It is easy and inexpensive to participate! Download the [Playbook](#) for a conversation guide and an organizational tabletop exercise scenario to help you take action on for America's PrepareAthon! [Don't forget to register your event.](#)

Promote: When people talk about preparedness, they are more likely to take action, so start the conversation! America's PrepareAthon! offers customizable promotional materials to make your Day of Action unique to your community or organization. Materials available to you include posters, banners, logos, e-invites, and more!

- [Winter Storm Creative Materials](#)
- [Promotional Materials](#)

Other resources:

- [“When the Sky Turns Gray”](#): Animated Video for Winter Storm
- [Winter Vehicle Emergency Kit graphic](#):



- [Safe Heating graphic:](#)



America's PrepareAthon! Graphics for Winter Weather

America's PrepareAthon! offers customizable promotional materials to make your day of action unique to your community or organization. Materials available to you include posters, banners, logos, e-invites, and more! You can find all material to customize here: [Winter Storm Creative Materials](#). For promotion and communication resources included templates for proclamations, press, and social media: Promotional Materials. Below are some general examples of the many logos, banners, and poster's available.

Logos:



Banners and widgets:



Winter Weather poster to help promote America's PrepareAthon!



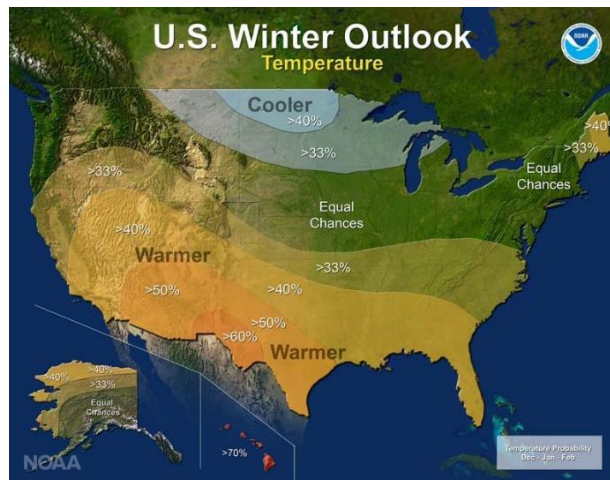
Resources

FEMA

- FEMA's guide to [Winter Storms and Extreme Cold](#)

NOAA

- [2016- 2017 Winter Outlook](#)
- Winter Outlook 2016-2017 PSA: https://www.youtube.com/watch?v=KF8YwYUcB_E
- Winter Weather Outlook Graphic:



Temperature - U.S. Winter Outlook: 2016-2017
(Credit: NOAA)



Precipitation - U.S. Winter Outlook: 2016-2017
(Credit: NOAA)

NWS

- General Winter Resources: <http://www.nws.noaa.gov/os/winter/>
- [Know Your Winter Weather Terms](#)
- [Winter Driving Safety Tips](#)
- Winter Weather watches, advisories, and warnings can be found at www.weather.gov

Center for Disease Control and Prevention (CDC)

- CDC: Winter Weather Preparedness Information and Resources: <https://www.cdc.gov/disasters/winter/>
- Send Winter Preparedness eCards : <http://www.cdc.gov/disasters/winter/ecards.html>
- CDC Infographic:



American Red Cross

- Winter Weather Resources: <http://www.redcross.org/prepare/disaster/winter-storm>

US Health and Human Services:

- Winter Weather Resources:
<http://www.phe.gov/emergency/naturaldisasters/Pages/winter.aspx>

US Fire Administration

- Winter Weather Resources: [U.S. Fire Administration Winter Fire Safety \(USFA\)](#)



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