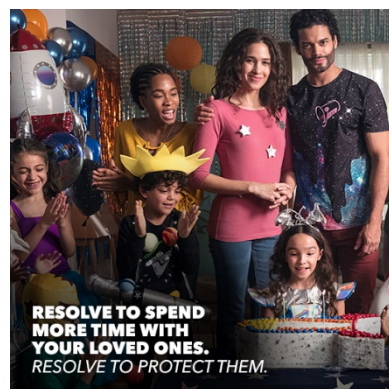


Use this toolkit of key messages and social media content to educate your community about the importance of preparedness. The content is based on the PEMA and FEMA preparedness messaging calendars and is ready for you to use to help make a Ready PA.

This month's topics:	Tools:
<p>Resolve to Be Ready</p> <p>Winter Pet Care: Keep Your Furry Friends Safe</p> <p>Keep Updated with Alerts: Stay Informed &amp; Connected</p> <p>Sign Up for the Ready PA Newsletter</p>	<p>Social Media Messages</p> <p>Graphics</p> <p>Talking Points</p>

### Resolve to Be Ready

#### Social Media Messages & Graphics: Resolve to Be Ready



## Social Media Messages & Graphics: Resolve to Be Ready



### Preparedness as a Holiday Gift

#### 🎁🌟 **Resolve to Be Ready this Holiday Season!**

Give the gift of preparedness:

- 💡 Flashlights
- 🩹 First-aid kits
- 📻 Weather radios
- 🚗 Car emergency kits

One thoughtful item can help your loved ones prepare for emergencies in the new year.

Learn more: [ReadyPA](#)

#HolidayPreparedness #ResolveToBeReady

### Build a Preparedness Kit

#### 🔧📦 **Start an Emergency Kit for Your Family!**

Add these essentials:

- 💧 Water (1 gallon per person for 3 days)
- 🍲 Nonperishable food
- 🔦 Flashlight with extra batteries
- 🩹 First-aid kit

Make preparedness a priority this holiday season!

Get the full list: [ReadyPA](#)

#Preparedness #ReadyPA

### Car Safety Kit

#### 🚗❄️ **Prep Your Car for Winter Travel!**

Gift safety essentials like:

- 🔌 Jumper cables
- ❄️ Ice scraper/snow brush
- 🚗 Kitty litter or sand for traction

## Social Media Messages & Graphics: Resolve to Be Ready

### Fire Safety Gifts

#### **Fire Safety = The Gift of Peace of Mind**


Gift smoke alarms, carbon monoxide detectors, or fire extinguishers this season. Practical and lifesaving!

More fire safety tips: [OSFC Public Safety](#)

#FireSafety #HolidayPreparedness

### Holiday Decorating Safety

#### **Stay Safe While Decorating!**

 Keep candles 12" from anything flammable.

 Place your Christmas tree 3 feet from heat sources.

 Dispose of dry trees promptly.

Small steps make a big difference!

#HolidaySafety #FirePrevention

### Family Emergency Plan

#### **Plan. Communicate. Practice.**

Resolve to be ready for emergencies:

✓ Make an evacuation plan.

✓ Choose a meeting spot outside.

✓ Practice with your family.

Preparedness starts at home. Learn more: [ReadyPA](#)

#FamilyPreparedness #ResolveToBeReady

### Social Media Posts Tailored for Older Adults

#### **Preparedness for Our Seniors!**

This holiday season, gift peace of mind to older loved ones:

- Medications & mobility aids
- Hearing aid batteries
- Cozy blankets

Help them start an emergency kit designed for their needs.

More tips: [ReadyPA](#)

#SeniorPreparedness #HolidaySafety

#### **Car Safety for Older Adults**

Winter car kits should include:

- Backup phone chargers
- Warm clothing or blankets
- Emergency contact info

Simple steps for safer winter travel!

#WinterDriving #PreparednessForAll

## **Social Media Messages & Graphics: Resolve to Be Ready**

### **Fire Safety Tips for Older Adults**

- Ensure clear, accessible evacuation routes.
  - Test smoke and CO alarms monthly.
  - Use space heaters safely—plug them directly into outlets!
- Let's protect our seniors this holiday season.  
#FireSafety #SeniorCare

### **Stay Safe While Staying Warm!**

Avoid candles for light or décor—use battery-powered alternatives.  
Position space heaters away from furniture and flammable items.  
Small changes make a big difference!  
#HolidayFireSafety #SeniorPreparedness

### **Customized Plans for Older Adults**

- Include medical device backups in emergency plans.
  - Keep emergency kits accessible.
  - Share plans with caregivers or neighbors.
- Preparedness starts with planning!  
More info: [ReadyPA](#)  
#EmergencyPlanning #PreparednessForSeniors

### **Stay Connected During Emergencies**

Encourage older adults to:

- Share emergency contacts with family or neighbors.
  - Join local check-in programs.
  - Stay informed with alerts from ReadyPA.
- #SeniorSafety #CommunityPreparedness

## **Talking Points: Resolve to Be Ready**

### **Holiday Preparedness**

1. Preparedness as a Gift: Practical gifts like flashlights, first-aid kits, or weather radios help loved ones prepare for emergencies in 2025.
2. Starting a Kit: Encourage giving one or two essential items to begin building a home or car emergency kit.
3. Winter Travel Safety: Include jumper cables, ice scrapers, or traction aids in a car safety kit gift.

### **Fire Safety**

1. Holiday Fire Risks: Seasonal hazards like heaters, cooking, and live trees increase fire risks—take proactive safety steps.
2. Fire Safety Gifts: Smoke alarms, carbon monoxide detectors, and fire extinguishers are thoughtful and lifesaving presents.
3. Fire Prevention Tips: Keep trees and candles away from heat sources, and use light bulbs with correct wattage.

### **Emergency Planning**

1. Family Emergency Plans: Resolve to create a plan with evacuation routes and meeting places. Practice it with your family.
2. Communication is Key: Ensure all family members know the plan and how to contact each other during an emergency.
3. Community Engagement: Share plans with neighbors and help those who may need extra assistance.

## **Talking Points: Resolve to Be Ready - Older Adults**

### **Holiday Preparedness**

1. Specialized Kits: Include medications, hearing aid batteries, or mobility aids in preparedness kits for older adults.
2. Comfort and Accessibility: Add blankets, non-slip shoes, and easy-to-open packaging to emergency supplies.
3. Car Kit Essentials: Include items like a backup phone charger, warm clothing, and emergency contact information.

### **Fire Safety**

1. Mobility Considerations: Plan for safe and accessible evacuation routes in case of fire emergencies.
2. Prevention First: Ensure smoke and carbon monoxide alarms are installed and tested monthly.
3. Seasonal Safety: Avoid using candles and ensure space heaters are safely positioned and plugged directly into an outlet.

### **Emergency Planning**

1. Customized Plans: Create a plan that includes backup power for medical devices and an accessible emergency kit.
2. Stay Connected: Share emergency contacts and plans with family, caregivers, or neighbors.
3. Community Support: Encourage participation in local preparedness programs or check-ins during severe weather events.



## Winter Pet Care

### Social Media Messages/Graphics/Talking Points: Winter Pet Care



#### ❄️ 🐾 Keep Your Pets Safe This Winter!

Winter can be harsh for our furry friends. Prepare with these tips:

- Limit outdoor time in extreme cold.
- Always dry paws to avoid frostbite.
- Never leave pets in a cold car!

More tips: [ready.pa.gov](https://www.ready.pa.gov) #PetPreparedness #WinterSafety

#### 🐾 📦 Pack an Emergency Kit for Your Pets!

Include:

- Food & water (3 days' worth)
- Medications
- Warm blankets
- Updated ID tags

Prepare now and keep tails wagging through any winter storm! 🐾 🐾

Learn more: [ready.pa.gov](https://www.ready.pa.gov) #WinterPetPrep

#### ❄️ 🐾 Watch Those Paws!

Ice melt and salt can harm your pet's paws. Protect them with booties or wash paws after walks.

🐾 Pro tip: Keep paw balm handy for dry, cracked pads.

Stay safe this winter! #WinterSafety #PetCareTips

#### 🏠 🐾 For Outdoor Pets:

- Ensure shelter is insulated and elevated.
- Use straw (not blankets) for bedding to stay dry.
- Provide fresh, unfrozen water at all times.

Let's keep all pets cozy this winter! #PetPreparedness #ColdWeatherCare

## **Social Media Messages/Graphics/Talking Points: Winter Pet Care**



### **Road Trips with Pets in Winter?**

- Pack pet essentials: food, water, and a leash.
- Keep pets warm and never leave them in a cold car.
- Have a plan in case of delays or emergencies.  
Stay safe and prepared on the go! #WinterTravel #PetSafety



### **Know the Signs of Cold Stress in Pets:**

- Shivering or whining
- Lethargy
- Weakness

If you notice these, warm your pet immediately and consult a vet. Prevention is key!  
#PetHealth #WinterSafetyTips

## **Talking Points: Winter Pet Care**

### **1. Protecting Pets from the Cold**

- **Limit Outdoor Time:** Keep pets indoors during extreme cold and only allow short outdoor trips for bathroom breaks.
- **Dry Paws Thoroughly:** After walks, dry your pet's paws to prevent frostbite or irritation.
- **Invest in Gear:** Use pet-friendly sweaters, jackets, or booties to keep them warm and protect their paws.

### **2. Creating a Pet Emergency Kit**

- Pack essentials like:
  - Food and water (at least 3 days' worth).
  - Medications and medical records.
  - A sturdy leash, harness, or carrier for transport.
  - Warm blankets and bedding.
- Store the kit in an accessible location and update it regularly.

### **3. Ensuring Home and Car Safety**

- **Home Safety:**
  - Keep pets away from space heaters or fireplaces.
  - Ensure they have a warm, draft-free area to sleep.
- **Car Safety:**
  - Never leave pets alone in a cold car.
  - Carry a pet travel kit, including blankets and backup food.

### **4. Paws and Snow Safety**

- **Avoid Salt and Ice Melt:**
  - Use pet-safe ice melt around your home.
  - Wash and check paws for cracks or irritation after outdoor walks.
- **Protect with Booties:** Use booties or paw balm to shield paws from the elements.

### **5. Planning for Winter Travel with Pets**

- Include pet essentials in your vehicle emergency kit:
  - Food, water, and a bowl.
  - Leash and ID tags.
  - Blanket or portable bedding.
- Ensure pets are securely transported in a carrier or harness during trips.

### **6. Recognizing Signs of Cold Stress**

- Look for symptoms like:
  - Shivering or whining.
  - Lethargy or weakness.
  - Discoloration of skin or paws.
- Take immediate action to warm your pet and consult a vet if necessary.



## Keep Updated with Alerts: Stay Informed & Connected

### Social Media Messages & Graphics: Keep Updated with Alerts: Stay Informed & Connected



### Social Media Messages & Graphics: Keep Updated with Alerts: Stay Informed & Connected

#### Know before you go this holiday season.

- 🚗 Sign up for traffic alerts: [511pa.com](https://www.511pa.com)
- 📱 Get weather alerts sent to your phone: [on.pa.gov/alerts](https://on.pa.gov/alerts)

#### Stay Informed, Stay Safe

##### 📢🌟 Get Real-Time Alerts to Stay Safe!

Sign up for emergency alerts at [on.pa.gov/alerts](https://on.pa.gov/alerts) and always stay informed during severe weather or emergencies.

#StayInformed #EmergencyAlerts

#### Plan Your Route with 511PA

##### 🚗❄️ Stay Ahead of Winter Weather!

Check road conditions, closures, and travel alerts before heading out. Visit [511pa.com](https://www.511pa.com) for live updates.

#WinterDriving #511PA

#### Your Safety, Your Alerts

##### 🔔📱 Be Prepared with Alerts

- Get emergency notifications at [on.pa.gov/alerts](https://on.pa.gov/alerts).
- Plan safe routes with [511pa.com](https://www.511pa.com).  
Stay safe and connected wherever you are!  
#BePrepared #StayConnected

## Social Media Messages & Graphics: Keep Updated with Alerts: Stay Informed & Connected

### Connected and Ready

#### Stay Connected During Emergencies

Sign up for local and statewide alerts through [on.pa.gov/alerts](https://on.pa.gov/alerts) and track road conditions via [511pa.com](https://511pa.com).

Knowledge is safety!

#EmergencyPreparedness #SafetyFirst

### Prepare Before You Go

#### Plan Ahead with Alerts

- Know before you go with real-time travel updates: [511pa.com](https://511pa.com).
- Stay ahead of emergencies with [on.pa.gov/alerts](https://on.pa.gov/alerts).  
Preparedness starts with staying informed!  
#PlanAhead #StayInformed

## Talking Points: Keep Updated with Alerts: Stay Informed & Connected

### Importance of Staying Informed

- Signing up for alerts helps you stay ahead of severe weather, road closures, and emergencies.
- Being informed allows you to act quickly and make safer decisions for yourself and your family.

### Tools for Staying Updated

- [on.pa.gov/alerts](https://on.pa.gov/alerts):
  - A reliable source for emergency notifications and statewide alerts.
  - Stay informed about weather changes, natural disasters, and local emergencies.
- [511pa.com](https://511pa.com):
  - Provides live updates on road conditions, closures, and traffic incidents.
  - Essential for planning safe travel, especially during winter weather.

### How to Use Alerts Effectively

- Enable push notifications on your phone for instant updates.
- Regularly check [511pa.com](https://511pa.com) before starting your commute or road trips.
- Share alert resources with family and friends to keep everyone informed.

### Benefits of Staying Connected

- Real-time alerts save lives by providing critical updates during emergencies.
- Alerts empower individuals and communities to respond effectively.
- Access to accurate travel information reduces stress and increases safety on the road.

### Call to Action

- Encourage everyone to sign up for alerts today at [on.pa.gov/alerts](https://on.pa.gov/alerts).
- Make [511pa.com](https://511pa.com) your go-to resource for travel updates.
- Preparedness begins with awareness—stay informed, stay safe!

## Ready PA Monthly Newsletter

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, and more. You can encourage partners to [sign up here](#).
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on the [Ready PA website](#).

## Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



## Logo

Your website and logo go here.

## Ready PA Tip Sheet

Share the January Tip Sheet in your communications:

Ready, Set, Check Card