



**Older Pennsylvanians and Individuals with
Disabilities Toolkit**

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SECTION I: WHAT IS ReadyPA?

Launched in September 2008, the ReadyPA campaign seeks to coordinate a cohesive statewide program that will motivate all Pennsylvanians to take action and prepare for emergencies. The campaign is supported by the Pennsylvania Department of Health, Pennsylvania Citizen Corps, Pennsylvania Emergency Management Agency and volunteer organizations.

ReadyPA encourages all Pennsylvanians to be informed, be prepared and be involved. For more information, visit www.readypa.org or call 1-888-9-READYP(A).

BE INFORMED

- ✓ Pennsylvania is prone to a wide variety of both man-made and natural disasters, including floods, fires, winter storms, hazardous material accidents, tropical storms, tornadoes and windstorms. While natural disasters and other emergencies are uncontrollable, learning about these threats and how to react to them will enable individuals to make better decisions in the event of an emergency.
- ✓ To learn more about potential disasters in Pennsylvania and how to respond to them, visit www.readypa.org.

BE PREPARED

- ✓ Once educated about the different disasters that can occur, it's time to take the next steps by making a family emergency plan and prepare both an emergency kit and a go kit, which is a smaller portable kit that you can take with you if you have to leave or that you can keep in your car.
- ✓ **Make a Plan.** Family members may not be together when disaster strikes, so plan how family members will contact one another and what to do in different situations. Older Pennsylvanians and individuals with disabilities should also remember to:
 - Make an emergency information list that tells others who to call if they are found unconscious, unable to speak or need help evacuating quickly.
 - This list should include the members of their personal support network as well as several emergency out-of-town contacts.
 - If they have a communication disability, make sure the emergency information list notes the best way to communicate with them.
 - Establish a personal support network.
 - This network should consist of friends and family members or anyone trustworthy to check in on them during an emergency to make sure they are okay and to provide assistance if needed.
 - The people in their personal support network should have a copy of their emergency plan and know how they plan to evacuate their home or workplace in an emergency.
 - Know the location and availability of more than one treatment facility if they are dependent on dialysis or other life-sustaining treatment.
- ✓ **Get a Kit.** In the event of an emergency, be prepared to make it alone for at least three days. Although there are many things that might make them more comfortable, think about the essential things first, including food and water.
 - Recommended supplies to include in a basic kit:
 - Water – one gallon per person per day for at least three days, for drinking and sanitation
 - Food – at least a three-day supply of non-perishable food
 - Cash – ATMs won't work without electricity

- Additional supply of prescription medication and dosage information
- Battery-powered radio and extra batteries
- Flashlight and extra batteries for power outages
- First Aid kit in case of injury
- Whistle to signal for help
- Filter mask or cotton T-shirt to help filter the air
- Moist towelettes for sanitation
- Wrench or pliers to turn off utilities
- Manual can opener for food
- Plastic sheeting and duct tape to shelter-in-place
- Garbage bags and plastic ties for personal sanitation
- Unique family needs, such as copies of medical insurance information, important family documents and pet supplies
- Also, consider creating a smaller kit for the car. This go kit should be similar to the home kit, but should also include blankets and/or warm clothing in the event of a winter storm. Kits should be kept in an easy-to-carry container, such as a plastic storage bin, a backpack or a duffel bag.
- As older Pennsylvanians and individuals with disabilities prepare their emergency kits, they should keep in mind any unique needs they may have, including: dietary requirements; extra water; extra hearing aids; extra hearing aid batteries or wheelchair batteries; copies of medical documents and serial numbers for life-saving medical devices. They should work with their doctor(s) to get a seven-day or more supply of medications and extra copies of prescriptions, and discuss with them how often they should replace this stored medication.
- Visit www.readypa.org for the full list of recommended supplies and more easy tips on creating a kit.

BE INVOLVED

- ✔ After preparing for possible disasters, everyone should get involved in preparing their communities.
- ✔ All Pennsylvanians are encouraged to get involved in preparing their communities by joining the State Emergency Registry of Volunteers in Pennsylvania (SERVPA) or Pennsylvania Citizen Corps, which actively involves citizens in making our communities and the commonwealth safer, stronger and better prepared. Everyone has a role to play in keeping our hometowns prepared in the event of a disaster.
- ✔ For more information on Pennsylvania Citizen Corps and how to help prepare their community, Pennsylvanians can go to www.readypa.org or they can call 1-888-9-READYP(A). More information about SERVPA can be found at www.servpa.state.pa.us.

SECTION II: HOW TO PROMOTE ReadyPA

ReadyPA focuses on important steps individuals—especially older Pennsylvanians and those with disabilities—should take to prepare for an emergency, including:

- ✔ **Be Informed**
- ✔ **Be Prepared**
- ✔ **Be Involved**

The following section outlines sample activities you can use to highlight these steps and to spread the preparedness message throughout your organization.

✔ **Use Direct Communication Methods**

- **Distribute Emergency Preparedness Messages:** Include emergency preparedness messages, such as the article on page eight, in communication touch points like e-mails and newsletter articles.
- **Distribute Emergency Preparedness Materials:** Distribute ReadyPA materials to your members, employees, patients and/or caregivers who can share the information with their dependents or loved ones. Place ReadyPA brochures in high traffic areas within your organization or hand them out.
- **Show ReadyPA Instructional Videos for Older Pennsylvanians and Individuals with Disabilities:** You could play them at gatherings, events, in common areas or one-on-one.
- **Give an Emergency Preparedness Quiz:** The quiz can be included in your newsletter or Web site, incorporated as a fun activity during an event or it could simply be distributed. A sample quiz is included in this toolkit on pages 11–12.

✔ **Incorporate in Existing Programs or Create New Ones**

- **Reach Out to Your Local Citizen Corps Council:** Your local Citizen Corps Council in Pennsylvania and its program partners and affiliates can help train your constituents for emergencies, conduct seminars on emergency preparedness or provide emergency preparedness information. Find the Citizen Corps Council near you by visiting www.readypa.org.
- **Include Preparedness Activities at Your Events:** Include emergency preparedness in organization or community events by conducting demonstrations or distributing materials.
- **Add Emergency Preparedness Training into Existing Training or Skills Programs:** Educate your members, employees, caregivers and/or patients on emergency preparedness by adding information to your existing curriculum, trainings or skills programs.

✔ Create and Host Your Own Event

- **Host an Emergency Preparedness Event:** Invite members, employees, caregivers and/or patients to take part in an emergency preparedness event where you, your local Citizen Corps or a local official can give a brief emergency preparedness presentation and demonstrate how to build an emergency kit using the ReadyPA Emergency Supply Checklist and walk through how to develop a family emergency plan by using ReadyPA's family emergency plan template available at www.readypa.org. You can also show ReadyPA's new instructional videos for older Pennsylvanians and individuals with disabilities or walk attendees through ReadyPA's PowerPoint presentation. The PowerPoint includes detailed talking points in the notes section within the PowerPoint document to use as a guide during your presentation. These could be lunch and learns, evening events, organization-wide events, family events or community events.
- **Host a Community Emergency Response Team (CERT) Training or Offer Free CPR/First Aid Training to Employees:** Contact your local Pennsylvania Citizen Corps Council for more information on how to conduct CERT training for interested constituents or members. To find your local Pennsylvania Citizen Corps Council, go to www.readypa.org.

✔ Use the Web

- **Link to ReadyPA (www.readypa.org) on Your Web site**
- **Post ReadyPA's Electronic Brochures on Your Web site**

SECTION III: ReadyPA COMMUNICATION TOOLS

There are many ways your organization can spread the word about emergency preparedness. In this section, you will find tools to assist you in disseminating the message, including distributing brochures, e-mails, instructional DVDs and other preparedness materials to your members and communities. Additionally, we have included sample messaging, e-mails, newsletter articles and other materials to help you get started. Remember, you can tailor these materials to fit your needs.

ReadyPA POWERPOINT PRESENTATION

Along with this toolkit, ReadyPA has also provided a PowerPoint presentation about ReadyPA and emergency preparedness that you can use to educate your employees, members and other local organizations and businesses. The PowerPoint includes detailed talking points in the notes section within the PowerPoint document to use as a guide while giving the presentation.

EMERGENCY KIT CHECKLIST

The ReadyPA emergency kit checklist outlines the basic items to include in an emergency kit for your home, vehicle and workplace. These lists can be found and printed at www.readypa.org.

FAMILY EMERGENCY PLAN TEMPLATE

Families may not be together in an emergency, so it is important to plan in advance how to contact one another and what to do in different situations. To get started, ReadyPA has designed a family emergency plan template that is available for download on www.readypa.org or you can order it by calling 1-888-9-READYP(A).

OLDER PENNSYLVANIANS AND INDIVIDUALS WITH DISABILITIES INSTRUCTIONAL VIDEOS

ReadyPA offers free instructional videos available for download at www.readypa.org or on DVD by request. The videos outline the three simple steps older Pennsylvanians and individuals with disabilities should take to prepare for emergencies: be informed; be prepared; and be involved. The videos demonstrate what to consider when making a family emergency plan and how to make an emergency kit.

OTHER ReadyPA MATERIALS

Distribute ReadyPA's emergency preparedness materials to your communities. Materials can be ordered by calling 1-888-9-READYP(A). Available publications include:

- ✔ ReadyPA Tri-fold
- ✔ ReadyPA Older Pennsylvanians Tri-fold
- ✔ ReadyPA Individuals with Disabilities Tri-fold
- ✔ ReadyPA Family Emergency Plan

SAMPLE EMERGENCY PREPAREDNESS NEWSLETTER/WEB SITE ARTICLE

Include preparedness articles in your newsletters or on your Web site. Below is an article that you can use. This article should be bylined by (SPOKESPERSON), ReadyPA Campaign spokesperson.

You Have Unique Needs and an Emergency Won't Change That

Take Action Now by Preparing for the Unexpected

By (SPOKESPERSON), ReadyPA Campaign Spokesperson

Over the past decade, Pennsylvania has seen dozens of natural disasters – ranging from blizzards and severe storms to tornadoes and flooding that disrupt or even destroy families' homes and entire communities across the state.

These events can happen without warning, changing lives in an instant. No matter what time of year it is, being safe and *ready* is always a good idea. That is why ReadyPA reminds all Pennsylvanians—and especially older Pennsylvanians and individuals with disabilities as they may face unique challenges during an emergency—to take three important preparedness steps: be informed about the emergencies and their appropriate responses; be prepared for emergency situations that may occur at any time; and be involved in community efforts.

Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives. When creating an emergency kit, it is important for older Pennsylvanians and individuals with disabilities to take their special needs into consideration, such as their special dietary requirements, and consider including extra water and medication, extra hearing aids, extra hearing aid batteries or wheelchair batteries, copies of medical documents, and serial numbers of lifesaving devices. It's also important to prepare a smaller portable kit that you can take with you if you have to leave or that you can keep in your car.

Additionally, they should create a support network that is comprised of friends, relatives, neighbors or personal attendants. The people in their support network should know where they keep their emergency kit and should have a copy of their emergency plan so they know how they plan to evacuate and where they will go in an emergency. They should be sure to teach the people in their support network how to use their lifesaving equipment or how to properly administer their medicine. And, as practice makes perfect, their support network should practice executing their emergency plan.

Emergencies are often unpredictable and can affect entire communities, so older Pennsylvanians and individuals with disabilities should also identify out-of-town relatives or friends to serve as points of contact and information, as it is often easier to place an out-of-state long distance call from a disaster area than to call within the area. Everyone in their family should know to contact these people to update them on their location and condition. Then, these contact people will be able to relay messages to their friends and families.

More information and free preparedness resources are available at www.readypa.org or by calling 1-888-9-READYP(A). The site provides templates that can help you get started such as a family emergency plan and an emergency kit checklist, as well as instructional videos.

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EMERGENCY PREPAREDNESS EVENT INVITATION FLYER

Please Join Us For

<Organization> and ReadyPA's Emergency Preparedness Day

<DATE> at <TIME>
<ORGANIZATION/BUSINESS NAME>
<STREET ADDRESS, CITY>

Activities will include: (ADJUST LIST ACCORDINGLY)

Building an Emergency Kit
Making a Family Emergency Plan
PowerPoint Presentation on Emergency Preparedness
Instructional Videos on Emergency Preparedness for Older Pennsylvanians
and Individuals with Disabilities
Citizen Corps Overview by Pennsylvania Citizen Corps
Reviewing Local Emergency Procedures
Getting Involved in Preparing Our Community

Please bring your family and emergency contact information, and we'll walk you through making a family emergency plan.

For more information, please contact <NAME> at <PHONE NUMBER>.

Preparing makes sense! Be informed. Be prepared. Be involved.

For more information on emergency preparedness, visit www.readypa.org

EMERGENCY PREPAREDNESS INVITATION TO SPEAK

<MONTH> <DATE>, 2009

Dear <RECIPIENT'S NAME HERE>:

You serve our community every day as <TITLE/OCCUPATION, I.E. EMERGENCY MANAGEMENT COORDINATOR, MAYOR, FIRE FIGHTER, EMT, POLICE OFFICER, TOWN COUNCIL, ETC.>, and your contributions benefit all who live and work in <NAME OF TOWN>. I hope that you will join us to help share another very important message to our community this season: emergency preparedness.

ReadyPA encourages <OLDER PENNSYLVANIANS AND/OR INDIVIDUALS WITH DISABILITIES> to take three simple steps to prepare for emergencies in their homes, businesses and communities: be informed, be prepared and be involved. ReadyPA is a statewide campaign aimed at motivating Pennsylvanians to take action to prepare for a disaster.

The campaign is supported by the Pennsylvania Department of Health, Pennsylvania Citizen Corps, Pennsylvania Emergency Management Agency and volunteer organizations and seeks to coordinate a cohesive statewide program and a call to action regarding emergency preparedness. For more information, visit www.readypa.org.

We at <ORGANIZATION/BUSINESS NAME> plan to encourage emergency preparedness at the local level by hosting an Emergency Preparedness Day on <DATE>, at <TIME>. We invite you to join us to speak to attendees about the importance of emergency preparedness and simple actions we can take to be prepared and provide information on our community's emergency plans.

We can do a lot on the local level to help our <COMMUNITY/MEMBERS> be better prepared, and your role as a <TITLE/OCCUPATION FROM FIRST PARAGRAPH> makes you uniquely qualified to talk about emergency preparedness with our attendees.

I hope you will agree to be our special guest speaker at the upcoming Emergency Preparedness Day. I look forward to speaking with you further about this opportunity. Please feel free to call me at <PHONE NUMBER> with any questions.

Thank you for your time and consideration.

Sincerely,

<YOUR NAME>
<TITLE>
<ORGANIZATION>
<PHONE/E-MAIL>

EMERGENCY PREPAREDNESS QUIZ – HOW READY ARE YOU?

This Emergency Preparedness Quiz can be included in your newsletter, on your Web site, or you may give the quiz to your members, employees or customers at local events.

1. True or false? Fire drills have very little effect on behavior or survival during a real emergency.

- a) True
- b) False

The answer is B. Your brain operates much better in a real fire or emergency if it has some memory of where the stairs are—and where they lead.

2. Who are more likely to die in floods and hurricanes?

- a) Men
- b) Women
- c) Children
- d) Everyone is at equal risk

The answer is A. Men tend to spend more time outside for their work. They also wait longer to evacuate and are more likely to try to walk or drive through water.

3. Which of the following statements is correct?

- a) Disasters are getting more common.
- b) Disasters are becoming less common.
- c) It only seems like disasters are getting more common because of the high volume of media coverage.
- d) There are no real patterns to disaster risk.

The answer is A. Disasters are getting more common largely because of the way we live. We have built cities near water, raising the frequency of catastrophic floods and eliminating natural defenses against water.

4. What is the most common natural disaster in the Commonwealth of Pennsylvania?

- a) Tornadoes
- b) Winter storms
- c) Floods
- d) Geological incidents (earthquakes, landslides and subsidence)

The answer is C. All regions of Pennsylvania have experienced major flooding within the past several decades. Some of the most notable floods resulted from blizzards and hurricanes.

5. Individuals who rely on daily medication should work with their doctor(s) to get at least a ___ day supply.

- a) 3
- b) 5
- a) 7
- b) 12

The answer is C. They should work with their doctor(s) to get at least a seven-day supply of medications and extra copies of prescriptions, and discuss with them how often they should replace this stored medication.

6. How much water should one person have in his/her emergency kit?

- a) ½ gallon per person per day for at least three days
- b) 1 gallon per person per day for at least three days
- c) 2 gallons per person per day for at least three days
- d) 3 gallons per person per day for at least three days

The answer is B. Children, people who are ill or advanced in age, and nursing mothers may require more water. Water should be stored in clean plastic containers such as soft drink bottles. If you are a pet owner, it is also important to take into account your pets' water needs.

7. True or false? Having an out-of-town contact is a good idea when making an emergency plan.

- a) True
- b) False

The answer is A. It may be easier to make a long-distance phone call than to call within the area that has been affected, so an out-of-town person should be a point of contact. Be sure everyone in your family knows the contact's number and has coins or a pre-paid phone card in the case of an emergency.

8. Hurricane Agnes caused record flooding of the Susquehanna River in 1972. How many Pennsylvanians were left homeless as a result of this disaster?

- a) 50,000
- b) 95,000
- c) 170,000
- d) 220,000

The answer is D. The June 1972 hurricane poured nearly 18 inches of rain in two days, destroyed 68,000 homes and 3,000 businesses, leaving approximately 220,000 Pennsylvanians homeless.

9. Which of the following items should NOT be included in a basic emergency kit?

- a) Water (one gallon per person per day for drinking and sanitation)
- b) Non-perishable foods
- c) Battery-operated radio
- d) Important family documents
- e) Candles
- f) Manual can opener
- g) First-Aid kit
- h) Unique family needs such as prescription medicines

The answer is E. All of the items listed above should be included in a basic emergency kit, except for candles. Candles pose a serious fire hazard, and it is safer to use a battery-operated flashlight or lantern. In a major disaster, you should expect to be on your own for at least three days.

10. True or False? Hospitals and medical facilities will be able to provide the regular assistance you need during an emergency.

- c) True
- d) False

The answer is B. If you are dependent on dialysis or other life-sustaining treatment, you should know the location and availability of more than one treatment facility as your regular facility may have been affected by the emergency and may be unable to provide you with treatment.

EMERGENCY PREPAREDNESS FREQUENTLY ASKED QUESTIONS

General ReadyPA Questions

Question: What is the ReadyPA campaign?

Answer: ReadyPA is a public outreach campaign that encourages all Pennsylvanians to be informed, be prepared and be involved. The Commonwealth of Pennsylvania continues to promote personal preparedness and community emergency preparedness through the ReadyPA campaign. To learn how to prepare for natural and man-made emergencies or how to get involved in their community, go to www.readypa.org or call 1-888-9-READYP(A).

Question: Why was ReadyPA launched?

Answer: A number of commonwealth agencies were already making significant efforts to encourage personal preparedness for emergencies and get involved in their communities. However, there wasn't one central resource available, until last September when www.readypa.org was launched. The Web site includes downloadable family emergency plans, emergency supply checklists, information about common all-hazards disasters that can affect Pennsylvania and ways that individuals can volunteer and get involved in their communities.

Question: Can you explain the steps all Pennsylvanians should take to prepare for emergencies?

Answer: ReadyPA asks all Pennsylvanians to take three simple steps:

1. Be Informed

Pennsylvania is prone to a wide variety of disasters including floods, fires, winter storms and hazardous-material accidents. It's important for everyone to know what types of disasters could happen in their community at any given time. For instance, the southeast region is more prone to flooding and the northwest region is more prone to winter storms, so it's important for residents of those regions to learn about those threats and how to prepare for them. To learn more about potential disasters and how to respond to them, visit www.readypa.org.

2. Be Prepared

The commonwealth encourages everyone to take the time to think about how they would survive for at least three days if an emergency happened in their community. We can't rely on everyday luxuries to work, such as ATMs or cell phones, which is why every individual should have an emergency kit for the home, a go kit for their vehicle and a family emergency plan. They can go to www.readypa.org to download an emergency supply checklist and a family emergency plan template.

3. Be Involved

Citizens are encouraged to get involved in preparing their communities by joining Pennsylvania Citizen Corps, which actively involves citizens in making our communities and our state safer, stronger and better prepared, or SERVPA, the State Emergency Registry of Volunteers in Pennsylvania. We all have a role to play in keeping our communities prepared in the event of a disaster. For more information on Citizen Corps and how Pennsylvanians can help prepare their community, go to www.readypa.org. More information about SERVPA can be found at www.servpa.state.pa.us.

Question: What should go in an emergency kit?

Answer: In the event of an emergency, every individual should be prepared to make it on **his or her own for at least three days**. Although there are many things that might make them more comfortable, think about the essential things first, including food and water. Other everyday items to include are a flashlight and extra batteries, a first-aid kit, a can opener and cash. Also, think about their unique needs, such as daily prescription medications, extra glasses, pet supplies and important family documents. The ReadyPA Web site has a complete list of the essential items to include.

Because they never know when and where an emergency will happen, it's a great idea to assemble a **go kit**, too. This is a smaller portable kit that you can take with you if you have to leave or that you can keep in your car.

Question: How will individuals and families know what to do in the event of an emergency?

Answer: **Make a plan.** Families may not be together when disaster strikes, so it is important that they plan how they will contact one another and what they will do in different emergency situations. It's important to identify an out-of-town contact who can take roll call. They should assign a designated meeting place so members of their family will know where to meet each other if they become separated. The ReadyPA Web site, www.readypa.org, has a family emergency plan template available for download so that families can easily create a plan together. Pennsylvanians can also request a copy of the plan be sent via mail on the Web site.

Question: Why aren't all people prepared yet?

Answer: According to The Advertising Council, which created the national *Ready* Campaign with Department of Homeland Security, social change takes time. It took more than 20 years to convince Americans to wear seatbelts or use smoke detectors. Through ReadyPA and partnerships with community organizations, the commonwealth is working to motivate Pennsylvanians to take action to prepare for possible disasters.

Emergency Preparedness for Older Pennsylvanians and Individuals with Disabilities

Question: Why does the ReadyPA campaign now offer special informational materials for older Pennsylvanians and individuals with disabilities?

Answer: Older Pennsylvanians and individuals with disabilities **may have special needs and face challenges in the event of an emergency, so they should take extra time and actions to ensure their unique needs are met**. ReadyPA wants to encourage personal preparedness and make sure these individuals account for their unique needs so they are as prepared as they can be in the event of an emergency.

Question: Should these individuals include specific items in their emergency kits?

Answer: Older Pennsylvanians and individuals with disabilities should prepare at least two kits: one for their home and one go kit, which is a smaller portable kit that they can take with them if they have to leave or they can keep it in their car. Along with the standard emergency kit items, older Pennsylvanians and individuals with disabilities should also consider including: food that meets their dietary requirements; extra water; extra hearing aids; extra hearing aid and wheelchair batteries; copies of medical documents and serial numbers for life-saving medical devices. They should work with their doctor(s) to get a seven-day or more supply of medications and extra copies of prescriptions, and discuss with them how often they should replace this stored medication. A copy of the emergency plan should also be kept in the emergency kit, as well as in their car, wallet, wheelchair pack, etc.

For more information on personal preparedness including free emergency preparedness guides and a full list of supplies for older Pennsylvanians and individuals with disabilities to consider, visit www.readypa.org or call 1-888-9-READYP(A).

Question: **What should older Pennsylvanians and individuals with disabilities do to make sure they get the help they need during an emergency?**

Answer: Older Pennsylvanians and individuals with disabilities should remember to:

- Make an **emergency information list** which will let others know who to call if they are found unconscious, unable to speak or need help evacuating quickly.
 - This list should include the members of their personal support network as well as several emergency out-of-town contacts.
 - If they have a communication disability, make sure the emergency information list notes the best way to communicate with them.
- Establish a **personal support network**.
 - This network should consist of friends and family members or anyone they trust to check in with them in an emergency to make sure they are okay and to provide assistance if needed.
 - The people in their personal support network should have a copy of their emergency plan and know how they plan to evacuate their home or workplace in an emergency.
- Know the location and availability of more than one treatment facility, if they are dependent on dialysis or other life-sustaining treatment.

Question: **How can people who are dependent upon medication make sure they are able to get what they need after an emergency?**

Answer: Individuals with disabilities and older Pennsylvanians should make a **medical information list** with information about their medical providers.

The list should include names of medications, dosages, times to take the medication, the condition for which it is taken, the name of the doctor who prescribed it, the doctor's phone number and their pharmacy location and phone number.

Question: **Should everyone in a personal support network live nearby so they are able to quickly be of assistance?**

Answer: Having some local people in their personal support network is a good idea, but because emergencies are often unpredictable and can affect entire communities, it is important to create an emergency contact list that **includes relatives or friends outside of their immediate area**.

These people will serve as a point of information for them and their family after an emergency. All family members should call the contact person(s) to report their location and condition. Then, the contact person will be able to reach their other friends and relatives outside of the disaster area to update them on their situation and well-being.

It is also important to add In Case of Emergency (ICE) to their cell phone contact list followed by their contact's name and phone number. ICE is an automatic way for first responders to know who to contact on their behalf during an emergency.

Question: **Can older Pennsylvanians and individuals with disabilities do anything while they are traveling that might help them in the event of an emergency?**

Answer: A simple and important action for older Pennsylvanians and those with disabilities who plan to travel is to notify desk staff in hotels/motels that they may need assistance in the event of an emergency. It is also a good idea to let the staff know what kind of assistance will be needed.

Question: **What should individuals who have service animals do with the animals in an emergency?**

Answer: Service animals should be kept with them in a safe place at home or taken with them to a shelter, but it is important to have a special plan for their service animal. Service animals are allowed in hotels and Red Cross shelters, but these places cannot care for their animal, so remember to take a collar, harness, ID tags, vaccination records, medications and food for their service animal with them.

Question: **What can people who require special equipment or assistance do to ensure an emergency situation will go as smoothly as possible?**

Answer: Planning how they would evacuate if necessary should be a priority.

- Know if and when they would need someone's help and give their support network specific instructions on how to help them evacuate.
- If they are unable to drive, discuss evacuation options with their support network and contact local government agencies who offer transportation for those with disabilities. Also, have brief, specific instructions—oral or written—ready for rescue personnel.
- If they use a wheelchair, make sure others know how to operate the wheelchair and make sure that they know and their support network knows the size and weight of the wheelchair. This information could be significant if the wheelchair has to be transported.

Question: **Is there one central place where people can get all of this information?**

Answer: For more information, visit www.readypa.org or call 1-888-9-READYP(A).

SECTION IV: MEDIA TOOLS

While some efforts and events are smaller, you may want to reach out to your local media to make them aware of bigger events and partnerships as it will help spread the word about your event and about the important message of emergency preparedness. The following are some tools and templates that can be tailored to your specific information and help you when reaching out to your local media.

EMERGENCY PREPAREDNESS PRESS RELEASE TEMPLATE

Press Release

<DATE- I.E. May 1,> 2009

Contact: <Contact Name>, <Phone>

<ORGANIZATION> Partners with ReadyPA to Help Prepare <DEMOGRAPHIC> for Potential Emergencies

Visit www.ReadyPA.org for preparedness tips and advice

<TOWN>, Pa. – Since <older Pennsylvanians and/or individuals with disabilities> may experience unique challenges during an emergency, <ORGANIZATION> is partnering with ReadyPA to educate <older Pennsylvanians and/or individuals with disabilities> about the steps they should take to prepare for emergencies.

<INSERT EVENT OR PARTNERSHIP DETAILS>

<INSERT QUOTE FROM YOUR ORGANIZATION HERE>

ReadyPA encourages all Pennsylvanians—and especially older Pennsylvanians and individuals with disabilities—to take simple steps to prepare for emergencies including: be informed, be prepared and be involved. In addition to understanding the types of emergencies that might impact your area, it's also important to take steps to prepare by getting an emergency kit and making a family emergency plan. Special needs for <older Pennsylvanians and/or individuals with disabilities> to think about include: dietary requirements; extra water; medications; special assistance needed should there be an evacuation; and life-saving medical devices.

For more emergency preparedness information, including free emergency preparedness guides and a full list of supplies for older Pennsylvanians and individuals with disabilities to consider having in an emergency kit, visit www.readypa.org or call 1-888-9-READYP(A).

About ReadyPA

Launched in September 2008, the ReadyPA campaign seeks to coordinate a cohesive statewide program that will motivate all Pennsylvanians to take action and prepare for emergencies. The campaign is supported by the Pennsylvania Department of Health, Pennsylvania Citizen Corps, Pennsylvania Emergency Management Agency and volunteer organizations. ReadyPA encourages all Pennsylvanians to be informed, be prepared and be involved. For more information, visit www.readypa.org or call 1-888-9-READYP(A).

About <Your Organization Name>

<Add a Brief Description About Your Organization>

###

EMERGENCY PREPAREDNESS EVENT MEDIA ADVISORY

MEDIA ADVISORY

Attention News Directors and Assignment Editors

<ORGANIZATION/BUSINESS NAME> PARTNERS WITH READYPA TO PREPARE <OLDER PENNSYLVANIANS AND/OR INDIVIDUALS WITH DISABILITIES > FOR EMERGENCIES BY HOSTING <INSERT EVENT>

<MORE DETAILED EVENT INFO>

WHO: **<ORGANIZATION/BUSINESS NAME> invites <older Pennsylvanians and/or Pennsylvanians with disabilities> to come out for a great event that will help everyone be better informed and prepared for emergencies.**

WHAT: **<ORGANIZATION> encourages <older Pennsylvanians and/or Pennsylvanians with disabilities> to take simple steps to prepare themselves and their families for emergencies.**

<INSERT EVENT DETAILS>

Attendees will learn how to make an emergency kit, establish a support network, create a family emergency plan, and receive valuable local emergency preparedness information so they know how to stay informed during an emergency situation. They will also learn ways to get involved in getting the community prepared.

WHEN: **<DATE>, 2009, <TIME>**

WHERE: **<ORGANIZATION/BUSINESS NAME>
<ADDRESS>
<CITY/STATE>**

WHY: ReadyPA urges **<older Pennsylvanians and/or Pennsylvanians with disabilities> to take simple steps to prepare: be informed, be prepared and be involved.**
<ORGANIZATION/BUSINESS NAME> invites community members to attend <EVENT> to learn how.

For more information contact <ORGANIZATION/BUSINESS NAME> at <PHONE NUMBER>.

Please visit www.readypa.org or call 1-888-9-READYP(A) for more information on emergency preparedness.

EMERGENCY PREPAREDNESS NEWSPAPER CALENDAR SECTION SUBMISSION

<ORGANIZATION/BUSINESS NAME> is partnering with ReadyPA to host an Emergency Preparedness Day on **<DATE>**, 2009, **<TIME>**, at **<ADDRESS>**. The event is specifically designed to address the unique challenges older Pennsylvanians and/or individuals with disabilities may experience during an emergency. Attendees will learn: what should be included and considered in an emergency kit; how to create a support network; how to make a family emergency plan; what types of emergencies happen in our area; and ways to get involved in community preparedness. ReadyPA is a statewide campaign that encourages individuals and families to take simple steps to prepare for emergencies in their homes and communities, which includes: being informed, being prepared and being involved. The event is open to the public and admission is free. For more information, contact **<NAME>** at **<PHONE NUMBER>**.

MEDIA TRAINING QUICK-REFERENCE GUIDE

Consider the following tips when you're preparing to represent your organization in media relations activities that involve pitching stories to reporters and conducting interviews.

Talking to Reporters – Making Your Pitch

- ✓ If you don't know the reporter, you will have less than 30 seconds to get his/her attention. Get to the point quickly.
- ✓ Always ask if the reporter is on deadline before you begin. If they are, ask when a better time would be to call. Exceptions to the rule are radio and TV talk shows. Call when the show is not on the air.
- ✓ Tell the reporter why you are calling - "I saw your story on... and thought you might be interested in something my organization is doing about ..." or "I'm calling to let you know about ..."
- ✓ If you don't know the answer to a question the reporter raises, tell them that you do not know but that you will try to find out for them and call back. Then, gather information promptly and follow up.
- ✓ If a reporter is on deadline and is abrupt, don't let that shake you. It is essential in this situation that you respond courteously to their situation by offering to call back, ask when the best time would be to call back, find out if you can fax or e-mail the information, etc. Others may be curt even when not on deadline. Don't take it personally.
- ✓ If the reporter asks you to fax or e-mail something, confirm their fax number or e-mail address. Many organizations change their fax numbers frequently. Follow up with a fax or e-mail immediately.
- ✓ Reporters are hardly ever at their desks - although your chances are best in the morning. Don't hesitate to leave brief messages for reporters outlining your pitch. You can do this more than once, but try not to leave more than two messages. Try to keep your pitch very short, ask them to call, offer to fax or e-mail info, and say that you will call back.
- ✓ Share what is working about your media "pitch" - and what isn't working - with your colleagues. It may take a couple of calls to get your pitch down, and when you find what works, share it.
- ✓ Be prepared to have conversations with reporters who know a lot about the issue. If you finish your 30-second pitch and cannot answer the reporter's questions, you won't be able to sell your story.
- ✓ Reporters want to be sure you know what you are talking about. Remember that your pitch should be simple, interesting, short and clear. But, your knowledge should go to a deeper level.

- ✓ Keep a log with good notes about your press outreach. Record reporters' interests, key questions and outline the next steps. Does the reporter want more info? Do you need to make a follow-up call in a few days? Record any follow-up activities on the log.
- ✓ If a reporter says no, respect it. Do not keep harping or bothering him/her about the same story or angle. No doesn't mean "don't ever call me again." It just means don't call again with the same pitch/story. Don't be afraid to call another time with a new story, or very interesting news angle, breaking news, etc.

The Newspaper Interview

DO

- ✓ Prepare. Practice your answers.
- ✓ Answer all questions on a positive note.
- ✓ Talk in simple terms and keep it short.
- ✓ Keep statistics to a minimum.
- ✓ Be honest, responsive and factual.
- ✓ Offer to obtain additional information when appropriate.
- ✓ Repeat key message points to ensure the reporter has a grasp of your ideas.

DON'T

- ✗ Improvise. Always stick to your message(s)!
- ✗ Repeat negative examples or words used by the questioner. This will reinforce negative ideas in the audience's mind. Answer positively.
- ✗ Ramble. Say what you want to say as clearly and concisely as possible.

The TV Interview: What to Wear

TV is a visual medium. Viewers quickly form an impression or opinion based solely on what they see. Never let what you are wearing distract from what you are saying! Always check your appearance before any on-camera interview.

YES

- ✓ Conservative, dark-colored suits are best. For men, a splash of color can come from your tie, but keep it simple.
- ✓ Solid colors. For men, powder blue shirts are best for TV.
- ✓ Hair should be neat and away from the face.
- ✓ Men ... sit on your suit coat to ensure wrinkle-free look.

NO

- ✗ Flashy colors, stripes, checks, plaids or floral prints
- ✗ Distracting jewelry
- ✗ Carrying bulky items in pockets
- ✗ Light-sensitive glasses
- ✗ Chewing gum
- ✗ Carrying pagers and cell phones

The TV Interview: Body Language

Always remember to have relaxed, friendly body language, good eye contact and proper posture.

YES

- ✓ High energy and confidence
- ✓ Friendly smile and relaxed demeanor
- ✓ Direct eye contact with the interviewer
- ✓ Occasional hand gestures to emphasize your point

NO

- ✗ Slouch or sit uncomfortably straight
- ✗ Shift your eyes or gaze away from the interviewer. Never look directly into the camera or at the TV monitor.
- ✗ Play with pens, glasses, buttons or microphones
- ✗ Touch your face or hair or fix your clothes while on-camera
- ✗ Swivel in your chair
- ✗ Bounce your leg or cross your legs

SECTION V: SPECIAL TIMES OF THE YEAR

While it is always a great time to promote emergency preparedness since emergencies can happen at any time, there are certain highlighted times of the year that focus on preparedness and can be great motivators to get people involved. We've included some of these special times of year that you can use to get people involved and to raise awareness about emergency preparedness with your organization and community.

Event: Get Organized Month

Date(s): January

Description: This is an opportunity to streamline your life, create more time, lower your stress and increase your profit. For more information: www.napo.net

Event: National Senior Independence Month

Date(s): February

Description: A month to increase awareness of and celebrate seniors who choose to age with dignity in their own homes and maintain their independence. In a national Home Instead Senior Care survey, 83 percent of seniors surveyed said they were very or somewhat likely to remain at home rather than move to a care facility. For more information: www.homeinstead.com.

Event: Flood Safety Awareness Week

Date(s): March 15-19, 2010

Description: Flooding is a coast to coast threat to the United States and its territories in all months of the year. National Flood Safety Awareness Week is intended to highlight some of the many ways floods can occur, the hazards associated with floods and what you can do to save life and property. For more information: www.floodsafety.noaa.gov.

Event: Wellderly Week

Date(s): March 15-21, 2010

Description: Celebration and recognition of senior citizens who never act their age. During this week, select your own Wellderly Day and celebrate in style. Annually, the week that begins on the third Monday in March. For more information: www.acthappy.com

Event: National Public Health Week

Date(s): April 5-11, 2010

Description: Since 1995, when the first full week of April was declared as National Public Health Week (NPHW), communities across the country have celebrated NPHW to recognize the contributions of public health and highlight issues that are important to improving the public's health. The American Public Health Association (APHA) serves as the organizer of NPHW and develops a national campaign to educate the public, policy-makers and practitioners about issues related to that year's theme. APHA creates comprehensive planning, organizing and outreach materials that can be used during and after the week to raise awareness.

Event: National Volunteer Week

Date(s): April 18-24, 2010

Description: National Volunteer Week designates a special time to recognize and celebrate the tremendous efforts of volunteers. Since its inception, presidents, mayors and other officials have signed proclamations and have participated in this highly visible, nationwide initiative. Volunteer Centers, nonprofits, businesses, government agencies, hospitals, faith-based organizations and schools utilize

National Volunteer Week to highlight their own volunteers and support thousands of service projects in the community.

Event: Older Americans Month

Date(s): May

Description: Presidential Proclamation; from 1963 through 1973 this was called “Senior Citizens Month.” In May 1974 it became Older Americans Month. In 1980 the title included Senior Citizens Day, which was observed May 8, 1980. Issued annually since 1963.

Event: National Hurricane Preparedness Week

Date(s): May 24-30, 2009

Description: Hurricane hazards come in many forms: storm surge, high winds, tornadoes and flooding. This means it is important for your family to have a plan that includes all of these hazards. Look carefully at the safety actions associated with each type of hurricane hazard and prepare your family disaster plan accordingly. But, remember this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense. By knowing your vulnerability and what actions you should take, you can reduce the effects of a hurricane disaster. For more information:

www.hurricanes.gov/prepare.

Event: National Safety Month

Date(s): June 1-30, 2009

Description: Founded in 1913 and chartered by the U.S. Congress in 1953, the National Safety Council is the nation’s only organization committed to promoting safety in all aspects of American Life. National Safety Month addresses the nation’s safety issues in the home and community, on our roads and highways and in our workplaces. For more information: www.nsc.org

Event: National Lightning Safety Awareness Week

Date(s): June 21-27, 2009

Description: Summer is the peak season for one of the nation's deadliest weather phenomena— lightning. But don't be fooled, lightning strikes year-round. The goal of Lightning Safety Awareness week is to safeguard U.S. residents from lightning and teach them what they can do when lightning strikes. For more information: www.lightningsafety.noaa.gov.

Event: National Safe at Home Week

Date(s): August 24-28, 2009

Description: More people are injured in and around their homes than at work. This week promotes and emphasizes safety in and around the home to eliminate senseless home injuries. National Safe at Home Week takes place annually, the last Monday through Friday in August. For more information:

www.safeathomeonline.com.

Event: National Preparedness Month (NPM)

Date(s): September, 2009

Description: National Preparedness Month is a nationwide effort that takes place each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. The goal of the month is to increase public awareness about the importance of preparing for emergencies and to encourage individuals to take action.

Event: National Preparedness Month

Date(s): September

Description: A Nationwide coordinated effort held each September to promote emergency preparedness in the home, workplace, school and community. The US Department of Homeland Security and a wide variety of public and private sector organizations will participate in events and activities to highlight the importance of emergency preparedness. For more information: www.ready.gov/america.

Event: Healthy Aging Month

Date(s): September

Description: Annual health observance designed to focus national attention on the positive aspects of growing older. This month is part of the Healthy Aging Campaign, a national ongoing health promotion designed to broaden awareness of the positive aspects of aging and to provide inspiration for adults, ages 50+, to improve their physical, mental, social and financial health. The campaign is developed and produced by Educational Television Network, Inc. (ETNET), a non-profit corporation based in Pennsylvania. For more information: www.healthyaging.net.

Event: National Assisted Living Week

Date(s): September 13-19

Description: A weeklong observance designed to raise awareness of the role assisted living plays in serving the nation's elderly. Annually, Grandparent's Day through the following Sunday.

Event: Deaf Awareness Week

Date(s): September 20-26, 2009

Description: Nationwide celebration to promote deaf culture, American Sign Language and deaf heritage. Activities might include library displays, interpreted story hours, open houses in residential schools and mainstream programs, exhibit booths in shopping malls with "Five Minute Sign Language Lessons," material distribution. Annually, the last full week of September. For more information: www.nad.org.