



# **Regional Emergency Support Function #15 (External Affairs) Winter Weather Briefing**

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# Winter is Coming



- This winter:
  - It will snow;
  - The temperatures will drop below zero; and
  - There will be ice on the roads
- A primary concern is the winter weather's ability to knock out heat, power and communications services
- Moderate snowfall and freezing rain can have major impacts. This year, emergency managers and PIOs must coordinate to immediately alert residents when extreme conditions will develop during rush hours.

# Regional Messaging Approach

- Common message, many voices
- RESF 15 producing general messages for the region
  - General messages throughout the season
  - Event specific messages during weather events
  - Jurisdictions can localize these for their communities
- Coordinated campaign throughout the region
- Communicators will utilize websites, social media, regular media, and more

# Winter Weather Information Campaign

- Kicking off this month with social media messages
- Will continue throughout the season
- Designed to
  - Educate;
  - Inform;
  - Remind; and
  - Reinforce the behaviors that lead to a warm, safe, and enjoyable winter season



# Sample Messaging Topics

## ■ Be Aware

- Sign up for your jurisdiction's alert system to receive up to the minute details about emergencies.

## ■ Make a Kit

- A home and car kit should contain basic emergency supplies for you, your family, and pets

## ■ Have a Plan

- Everyone should have a family emergency plan
- Know your work and/or school's emergency plan

## ■ Stay Informed

- Listen to local media for information and instructions from emergency officials
- Be aware of winter storm watches and warnings and road conditions
- Get where you need to go before the weather gets bad

# Sample Messages

## ■ Twitter

- Winter is coming...be ready. Build a kit, make a plan, and stay informed. <http://go.usa.gov/7Jp4> #prep4winter
- Your family may not be together when a storm strikes, make a family communication plan. <http://go.usa.gov/7JHx> #prep4winter
- Rain, sleet, and snow. Know your winter weather lingo. #prep4winter

## ■ Facebook

- Winter is coming....be ready. Winter storms can bring freezing rain, ice, snow, and high winds. Prepare now by building a kit, making a plan, and staying informed. <http://go.usa.gov/7Jp4> #prep4winter
- “When the Sky Turns Gray” it is time to get prepared! Watch the animation to learn what actions you can take today! <http://goo.gl/zeqPm1> #prep4winter



## winter weather tips:

### know winter weather terms.

- Watch=winter storm is possible in your area. Follow local officials and media for tips and updates.
- Advisory=conditions expected to cause major delays & may be hazardous. Use caution.
- Warning=winter storm is occurring or will occur soon your area.

### winter storm tips.

- Prepare for possible power loss: add warm clothes to emergency kit, check flashlight (never use candles) & radio batteries, charge mobile devices, fill car tank, take cash out (ATM's may not work).
- Only use generators in open areas away from windows & home to prevent carbon monoxide poisoning.
- Bring pets/animals inside and move livestock to sheltered areas with non-frozen drinking water.
- Travel only if necessary. Keep an emergency kit in your vehicle.
- Let family and friends know where you are. Check on neighbors before, during and after a storm to make sure they are OK.

FOLLOW DIRECTIONS FROM LOCAL OFFICIALS.





# Additional Messages

## ■ Twitter

- Avoid freezing pipes. Insulate pipes and allow faucets to drip during cold weather.  
<http://rdcrss.org/1gCLgyn> #prep4winter
- What is in your car emergency supply kit?  
<http://www.ready.gov/car> #prep4winter

## ■ Facebook

- Are you ready for winter stormy weather? This info graphic will give you some ideas on how to prep yourself, car, and home for winter storms.  
<http://1.usa.gov/1f0EotG> #prep4winter

### IS YOUR VEHICLE WINTER READY?



**Questions?**