

National Preparedness Month Digital Toolkit

September is National Preparedness Month!

The 2019 theme is **Prepared, Not Scared. Be Ready for Disasters.**

This document provides photos and graphics, along with sample newsletter copy to use on social media, websites, print or digital newsletters and more to promote broader awareness about emergency preparedness and the importance of registering for AlertOC.

We greatly appreciate your support of these two very important campaigns!

Images to Share:



[All images are available to download here.](#)

Social media is one of the best ways to reach our community. Please share any of these captions and compatible images on your social media profiles.

*We encourage using hashtags such as **#ReadyOC**, **#AlertOC**, **#NatlPrep**, **#PrepareNow**, **#Wildfire**, **#Earthquake**, etc. to extend the reach of your posts.*

**For questions about either campaign, please contact:
Scott Prusko (Westbound Communications) at 714-663-8188 or sprusko@westboundcommunications.com**



Social Media Captions:

- **Wildfires**
 - Timely information on #wildfires can save your life & property. Register at AlertOC.org to stay one step ahead of emergencies!
 - Wildfires are one of the biggest threats to Orange County and can start at any time without notice. Create a family emergency plan to discuss how your family will respond. Know your community's evacuation plans if AlertOC issues an alert.
 - Wildfires spread rapidly and can start at any time. Take some time today to get prepared! The free ReadyOC app has checklists for how to make an emergency kit, and family emergency plan.
 - Sign up today to receive emergency notifications about wildfires, earthquakes, and more at AlertOC.org.
 - Spend some time this weekend practicing your emergency evacuation plan with your family, and make sure you're signed up for AlertOC. The more prepared we are the better.
 - Create a fire-resistant zone that is free of leaves, debris, or flammable materials for at least 30-feet from your home.
 - Know your community's evacuation plans and find several ways to leave the area. Drive the evacuation routes and find shelter locations. Have a plan for pets and livestock.
 - If #AlertOC tells you to evacuate in a #wildfire, roll up car windows & close air vents. Smoke can irritate your eyes & throat. #WildfireSafety
 - Learn multiple evacuation routes and plan how to evacuate if advised by #AlertOC. #Wildfire #Safety
 - Sign up for #AlertOC to know if you need to evacuate. Store supplies now so you can grab them quickly and go! #Wildfire
 - Register for #AlertOC. Timely information on #wildfires or an #emergency can save your life & property.
 - The smoke from wildfires can be extremely dangerous and may require additional evacuation time for people with asthma. Prepare an evacuation plan with you and your family today.
 - A Red Flag Warning is issued when #wildfire conditions occur or are expected within 24 hours. #AlertOC can notify you if you need to evacuate. #WildfireSafety #NatlPrep

- **Earthquakes**
 - Drop, Cover, and Hold are the most important thing to do to protect yourself during an #earthquake.
 - Your family may not be together when an #earthquake or #emergency occurs. Register everyone at AlertOC.com to protect those you love. #NatlPrep
 - If you are driving when an #earthquake occurs, pull over, stop your car, and set your emergency parking brake.
 - After an earthquake, monitor local news stations and text friends and family. Sign up for emergency alerts at AlertOC.org to stay informed.

- Earthquakes can cause fires, landslides, and tsunamis. Be prepared for anything. Create an emergency kit today in the free ReadyOC app.
- Take action now and secure your home and workplace for an earthquake. Take photos of important information and create a family emergency plan that fits your needs.
- California is at high risk for earthquakes and they come without warning. It's important to prepare for an emergency before it occurs.

- **Tsunamis**
 - If you live, work, or play near the coast—you should know your risk. Learn about your evacuation routes and how to prepare for an emergency at ReadyOC.org
 - Tsunamis are a series of waves that can continue for hours. Register for emergency alerts at AlertOC.org, but don't wait for an alert to leave. Know nature's warning signs: a strong or long quake, sudden ocean rise or fall, and an ocean roar. #Tsunami
 - If you are in a #tsunami zone after an #earthquake and there are natural signs or official warnings of a tsunami, move immediately to high ground as far inland as possible. Listen to the authorities; do not wait for tsunami warnings and evacuation orders.
 - Although rare, Tsunamis can occur in California. The best way to prepare for a Tsunami is to go as high and as far as you can from the water.
 - Let your family and friends know you're safe if you get separated during an emergency situation. Download emergency contact sheets and more at ReadyOC.org.

- **Flooding and Debris Flows/Landslides**
 - Floods occur in every U.S. state and they happen unexpectedly. Make sure you and your family are prepared to take action.
 - Keep your phone charged to receive notifications from #AlertOC. You can also store emergency documents on your phone in a secure app.
 - Driving through flooded roads can be very dangerous. Avoid areas with heavy water, there may be more damage than one can see.
 - #Floods are one of the most common disasters in California. Sign up for local alerts at AlertOC.org to know if you need to evacuate. #AlertOC
 - The best way to prepare for an evacuation is to know your evacuation route and where to go if a flood occurs.
 - Take some time to store important documents in a waterproof container and review your property and insurance plans before a flood.
 - Stay away from electrical outlets and equipment after a flood—call a professional to do a home inspection to insure everything is safe.
 - Listen to your local news and sign up for alerts at AlertOC.org to get the latest information during an emergency. Heed all warnings and evacuation notices.
 - If you do get stuck in the path of a landslide move uphill as quickly as possible.



- **Power Outages**
 - During a #PowerOutage, it's safer to use flashlights instead of candles. Be sure to have batteries, flashlights, and a phone battery pack in your emergency kit to make sure you receive alerts from #AlertOC. For a full checklist, download the free #ReadyOC app.
 - Talk to your doctor about a #PowerOutage plan for medical devices powered by electricity and refrigerated medicines. Find out how long medication can be stored at higher temperatures and get specific guidance for any medications that are critical for life.
 - Check on your neighbors during a #PowerOutage to see if they need help. Older adults and young children are especially vulnerable to extreme temperatures. Go to a community location with power if heat or cold is extreme.
 - After a #PowerOutage, throw out any food that has been exposed, or has an unusual smell or color to it. Remember: when in doubt, throw it out!

- **National Preparedness Month and General Preparedness**
 - September is National Preparedness Month, and this year's theme is "Prepared, Not Scared. Be Ready for Disasters." Prepare today with the free ReadyOC app and register for emergency alerts at www.AlertOC.org.
 - Are you signed up for #AlertOC? You can register multiple addresses you care about. Make sure to sign up the whole family so everyone stays safe! #NatlPrep
 - Register for #AlertOC today to receive life-saving information. Disasters don't plan ahead. You can. #PrepareNow #NatlPrep
 - Review your home's insurance plans for a natural disaster and take pictures of important documents and items for insurance purposes.
 - Make an emergency plan with your family and practice it. It's important to always be prepared for an emergency. #PrepareNow
 - Do you know what to do after an earthquake, wildland fire, major flood or other disaster? #AlertOC can notify you with information when needed. Sign up now at AlertOC.com
 - Sign up for alerts at AlertOC.org to be prepared for emergencies in your community.
 - Teach kids what an #AlertOC notification means, and when and how to call important phone numbers like 9-1-1. #YouthPrep



Long Article: *This could be used in community bulletins, online, in e-newsletters or print newsletters, blog posts, and more.*

If an earthquake started rumbling or you noticed smoke in the hills on your commute, what would you do first? Do you know which types of disasters affect Orange County and how to prepare for them? September is National Preparedness Month, and a great time to get prepared for a disaster, and spruce up your emergency kit.

[ReadyOC](#) is Orange County's preparedness resource, and [AlertOC](#) is Orange County's emergency notification system. AlertOC allows you to register multiple locations to receive alerts for your home, child's school, workplace, and more. If an emergency situation occurs in any of these locations, you will receive a notification, even if you aren't currently there. Signing up for AlertOC takes just a few minutes online at www.AlertOC.org. Your information is completely private. You will be asked to create a username and password so you can log in and manage your information and preferences.

ReadyOC empowers OC residents to better prepare for emergencies. Orange County is prone to many disasters, including earthquakes, wildfires, landslides, pandemic, flooding, terrorism, gas or chemical leaks, and more. Make a **Promise to Prepare** and download the [free ReadyOC app](#) to get an emergency checklist you can take to the store with you, and download free resources at ReadyOC.org. Being prepared can reduce the fear, anxiety and losses that come with disasters. Stay one step ahead of emergencies by signing up for AlertOC today. We know that the next emergency is coming. We just don't know when or what kind it will be. But we can – and must – prepare now for the next emergency with ReadyOC. Our family, friends and community depend on it.

Additional information for schools:

The best way to help your students feel safe about disasters is to educate them. ReadyOC offers free 30-minute interactive school assemblies with "Officer Friendly," retired Santa Ana Police Department Officer John Reed, and his companion Ready Fox. Your students will learn different disasters that can happen in Orange County, how to build an emergency kit, and create a family emergency plan. Encourage parents to register for AlertOC and save your location as a secondary location to receive notifications. Learn more about ReadyOC's assemblies from [KNBC](#), and request one for your school [here](#).

Additional information for faith-based communities:

Faith-based organizations are a vital part of our community. When disaster strikes, houses of worship become safe havens in the neighborhood. ReadyOC hosts free Ready Sunday events to ensure that churches, synagogues, mosques, temples, and community organizations are prepared. Also, encourage congregants to register for AlertOC and save your location as a secondary location to receive notifications. You can also create an emergency kit for your congregation and designate a shelter-in-place interior room, as well as exterior meeting locations.



Short Article: *This could be used in community bulletins, online, in e-newsletters or print newsletters, and may be used on Nextdoor, and other social media sites.*

[ReadyOC](#) and [AlertOC](#) are here to help you prepare and stay informed of emergencies. Orange County is prone to many disasters, including earthquakes, wildfires, landslides, flooding, terrorism, gas or chemical leaks, and more. Download the [free ReadyOC app](#) to make a family emergency plan and get a checklist for what to put in your emergency kit.

AlertOC is an emergency notification system that keeps Orange County community members informed of immediate natural threats to the community. Stay one step ahead of emergencies by signing up for [AlertOC](#) today. We know that the next emergency is coming. We just don't know when or what kind it will be. But we can – and must – prepare now for the next emergency with ReadyOC and AlertOC. Our family, friends and community depend on it.

Website Text:

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Media Contact:

Jessica Neuman
Westbound Communications
714.663.8188

JNeuman@WestboundCommunications.com

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