



COMMUNICATIONS TOOLKIT FOR INJURY PREVENTION COORDINATORS

EMERGENCY PREPAREDNESS

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All materials in this toolkit are developed by the American Trauma Society, Pennsylvania Division (ATSPA) and may be adapted with credit for local use.

Toolkit Overview

Purpose: Purpose: The purpose of this toolkit is to educate about the importance of emergency preparedness in the event of unpredictable natural disasters and crises.

This toolkit equips partners with practical communication tools to:

- Increase knowledge of how to prepare for emergencies
- Promote preemptive safety communication and behaviors
- Encourage early action and planning for emergencies
- Reduce reactive actions in crises
- Connect Pennsylvanians to lifesaving resources and tools

Primary Goals:

- Increase awareness of the importance of emergency preparedness for individuals and families.
- Encourage the creation and regular review of emergency plans and supply kits.
- Promote preparedness for natural disasters, severe weather, and other unexpected emergencies.
- Help reduce injuries and improve community resilience through proactive planning.

Target Audience:

- Parents/caregivers of young children
- Teens & young adults
- Older adults
- Community organizations & schools
- The materials can be adapted for rural, suburban, and urban Pennsylvania communities.

Key Messages

1. Be informed and prepared: Know the top local threats (e.g., floods, fires, winter storms) and have a plan in place.
2. Have a family emergency plan: Include evacuation routes, shelter-in-place locations, and communication strategies. Practice it regularly.
3. Know emergency contacts: Keep a list of 9-1-1, local hospital, physician, and other key contacts. When calling, speak clearly, give the exact location, and don't hang up until told to.
4. Prepare emergency supplies: Include non-perishable food, water, first aid, medications, and important documents for at least three days.

Messaging Framework

- Tone: Action-oriented, prepared, direct, supportive
- Voice: Clear, community-minded
- Core Topics:
 - Household and Personal Preparedness
 - Natural Hazards
 - Risk Assessment and Planning
 - Awareness and Education
 - Community and Organizational Preparedness

Outreach Tools

Public Service Announcements (PSAs)

Sample radio script (15-30 seconds)

15 Seconds

Emergencies can happen anywhere, anytime. Make a plan, build an emergency kit, and stay informed. Preparedness doesn't mean panic; it means peace of mind. Brought to you by [Organization Name]

30 Seconds

Stay ready and stay safe. Emergency preparedness can save lives. Take time today to make an emergency plan, build a safety supply kit, and stay informed about potential hazards in your area. Whether it's a severe storm, power outage, flood, or another unexpected event, being prepared can make all the difference. Visit [your website] to find safety tips, health resources, and community tools on emergency preparedness. This message is brought to you by [insert your organization] – because preparedness doesn't mean panic.

Printable Checklists

EMERGENCY PREPAREDNESS



Emergencies can happen in an instant. Be prepared by having a well-stocked first aid kit in your home, workplace, and vehicle. Knowing where to find a first aid kit can save lives.

First Aid Kits (For a family of 4)

- 2 Absorbent compress dressings (5x9 inches)
- 25 Adhesive bandages (assorted sizes)
- 1 Adhesive cloth tape (10 yards x 1 inch)
- 5 Antibiotic ointment packets (approximately 1 gram)
- 5 Antiseptic wipe packets
- 2 Packets of aspirin (81 mg each)
- 1 Emergency blanket
- 1 Breathing barrier (with one-way valve)
- 1 Instant cold compress
- 2 Pair of nonlatex gloves (size: large)
- 2 Hydrocortisone ointment packets (approximately 1 gram each)
- 1 3 in. gauze roll (roller) bandage
- 1 Roller bandage (4 inches wide)
- 5 3 in. x 3 in. sterile gauze pads
- 5 Sterile gauze pads (4 x 4 inches)
- 1 Oral thermometer (non-mercury/nonglass)
- 2 Triangular bandages
- Tweezers
- Emergency First Aid guide

Every household should have an emergency kit with enough supplies to support everyone for several days following an emergency.

Emergency Kits (For a family of 4)



Water & Food

- At least 12 gallons of water for a 3-day supply (1 gallon per person, per day)
- Several days of nonperishable, easy-to-prepare foods
- Manual can opener
- Disposable plates, cups, and utensils
- Additional food and water for pets



Light & Communication

- Flashlights or headlamps for each household member
- Extra batteries
- Battery-powered or hand-crank radio
- Cell phone chargers and portable power banks
- Whistle to signal for help



Emergency & Safety Supplies

- Extra blankets and warm clothing
- Work gloves
- Dust masks
- Duct tape and plastic sheeting
- Basic tools, such as a wrench or pliers
- Local maps
- Matches or a lighter stored safely



Personal Needs

- Hand sanitizer and hygiene supplies
- Moist wipes and toilet paper
- Prescription and essential medications
- Extra glasses or contact-lens supplies
- Menstrual hygiene products
- Any necessary medical or mobility supplies



Important Information

- Copies of identification and important documents
- Emergency contact information
- List of medications and important medical information
- Small amount of cash



Outreach Tools

Social Media Toolkit

• Sample posts for Facebook

Post 1 — “National Preparedness Month”

September is National Preparedness Month, a reminder that taking a few simple steps today can make a big difference when an emergency happens.

Start preparing by:

- ✓ Building an emergency kit
- ✓ Making an emergency plan
- ✓ Knowing how you will receive alerts
- ✓ Staying informed about potential hazards in your area

Preparedness doesn't mean expecting the worst, it means being ready to respond when it matters most.

Take the first step toward being prepared today.

#NationalPreparednessMonth #EmergencyPreparedness #BePrepared #SafetyFirst #ATSPA

Post 2 — “Make a Plan”

 When an emergency happens, having a plan can help you know what to do next.

Take time to create an emergency plan with your household. Consider:

- How will you communicate during an emergency?
- Where will you go if evacuation is needed?
- How will you reconnect if family members become separated?

Make sure everyone knows the plan and review it regularly so you're ready when you need it.

A plan today can make responding to an emergency easier tomorrow.

#EmergencyPreparedness #MakeAPlan #BePrepared #SafetyFirst #ATSPA

Post 3 — “Flood Preparedness”

 BE FLOOD READY

Flooding can happen quickly, and knowing what to do before and during a flood can help keep you and your family safe.

 KNOW: Your evacuation route.

 PREPARE: An emergency kit and important documents.

 ACT: Move to higher ground when flooding occurs.

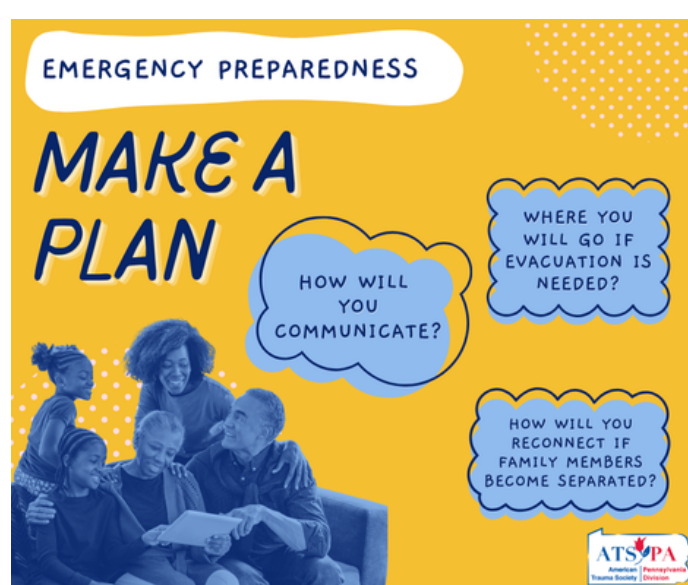
 NEVER: Drive or walk through floodwater.

Turn Around, Don't Drown. Even seemingly shallow floodwater can be dangerous.

Take time to learn your local flood risks and make a plan before severe weather strikes.

#FloodSafety #FloodPreparedness #EmergencyPreparedness #TurnAroundDontDrown

#BePrepared #ATSPA



Outreach Tools

Social Media Toolkit

- **Sample posts for Instagram**

- Post 1 — National Preparedness Month**

 Are you prepared for an emergency?

September is National Preparedness Month! Use this month as an opportunity to prepare yourself, your family, and your community before an emergency occurs.

Start with the basics:

 Make a plan

 Build an emergency kit

 Know how you'll receive alerts

 Know where you'll go if you need to evacuate

Preparedness starts before an emergency happens.

#NationalPreparednessMonth #EmergencyPreparedness #BePrepared

#EmergencyReady #SafetyFirst #ATSPA

- **Post 2 — Make a Plan**

 MAKE A PLAN BEFORE YOU NEED ONE.

When an emergency happens, knowing what to do can help you respond with confidence.

Ask yourself:

 How will we communicate?

 Where will we go if evacuation is needed?

 How will we reconnect if we become separated?

Talk through your plan with your household and make sure everyone knows what to do.

Preparedness starts with a plan.

#EmergencyPreparedness #MakeAPlan #BePrepared #EmergencyReady #ATSPA

- **Post 3 — Be Flood Ready**

 BE FLOOD READY!

Flooding can happen quickly. Are you prepared?

✓ KNOW your evacuation route

 PREPARE an emergency kit & important documents

 ACT by moving to higher ground when flooding occurs

 NEVER drive or walk through floodwater

Turn Around, Don't Drown. 

Don't wait until water is rising to make a plan. Know your risk, stay informed, and be ready to act.

#FloodSafety #FloodPreparedness #EmergencyPreparedness #TurnAroundDontDrown

#BePrepared #ATSPA

Outreach Tools

 Press & Promotion Materials - Sample press release for local media

Emergency Preparedness Starts Before Disaster Strikes

Emergencies can happen anywhere, at any time. Severe storms, flooding, extreme heat, power outages, fires, and other unexpected crises can disrupt lives with little warning. While emergencies cannot be prevented from happening, steps can be taken before disaster strikes to protect ourselves, our families, and our communities.

Pennsylvania is known to experience a wide range of emergencies throughout the year. Severe thunderstorms, winter storms, flooding, tornadoes, extreme temperatures, and other hazards can affect communities across the Commonwealth. Emergencies are not defined simply by a major natural disaster, either. A prolonged power outage, house fire, or medical emergency can quickly change what a family needs to do to stay safe.

“Disasters and emergencies can strike at any time,” said [Name, Title]. “Expecting the unexpected and planning ahead saves time, lives, and communities.”

Emergency Preparedness Steps

Preparedness doesn't mean panic, it means knowing how to approach the unexpected.

One of the most important steps families can take is to make an emergency plan. Every household should know how they will communicate, where they will go if they need to evacuate, and how they will reconnect if family members become separated. Plans should account for children, older adults, people with disabilities, and pets, who may have additional needs during an emergency.

It is also important to stay informed. Sign up for local emergency alerts and pay attention to weather forecasts and instructions from emergency officials. Knowing what hazards are most likely in your area can help you make informed decisions before conditions become too dangerous.

Every household should also have an emergency kit.

A basic kit can include:

- Water
- Nonperishable food
- Flashlights
- Extra batteries
- First-aid kit
- Medications
- Important documents
- Chargers
- Other supplies your household may need.

Keep supplies in an accessible location and check them regularly to replace expired or outdated items.

Outreach Tools

Press & Promotion Materials - Sample press release for local media

(Cont.) Emergency Preparedness Starts Before Disaster Strikes

Power outages are an emergency that often goes overlooked, despite its possible length and influence. Families should know how they will stay warm or cool, communicate, and safely access essential supplies if the power goes out. Never use generators, grills, or other fuel-burning equipment indoors or in enclosed spaces, as they can produce deadly carbon monoxide.

Knowing basic safety skills is also part of emergency preparedness. Learning first aid and CPR can help someone respond when a medical emergency occurs and professional help has not yet arrived. Knowing how to safely respond to hazards such as severe weather, flooding, fires, and extreme temperatures can also reduce the risk of injury, overall helping the safety of yourself, your family, and the community.

When we prepare ahead of time, we give ourselves more options when seconds matter. A plan, an emergency kit, and the right information can provide more than supplies, they can provide confidence and peace of mind when the unexpected happens.

By taking simple steps today, Pennsylvanians can be better prepared to respond, recover, and protect one another when emergencies occur.

For more information about emergency preparedness, visit your local emergency management agency and trusted public safety organizations.

— [Organization/Author Name]
[Title]
[Community or Organization]