



Stakeholder Toolkit

2019 Pet Preparedness Toolkit

The Federal Emergency Management Agency ([FEMA](#)) and the [Ready Campaign](#) are teaming up this June to educate the public on pet preparedness.

Our pets are our family members, and just like our family members, we must consider their individual needs when it comes to emergency preparedness. In this toolkit, we'll talk about how to prepare your pets, what individual needs you may consider, and what to do in the event of certain emergencies.

We'll also consider the needs of livestock. Our livestock are the backbone of our economy, so we'll provide tips for how to keep your animals safe in the event of a disaster.

In this toolkit, we'll offer you best practices for preparing your animals for any disaster.

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TALKING POINTS

What should you do to prepare your pets for a disaster:

- **Know your hazards.** Plan for the hazards that can affect your area and think about how these hazards will impact your pets.
- **Have an emergency plan and consider your pets if you need to evacuate.** Most shelters do not accept pets, so think ahead as to what you would do in the event of a disaster.
- **Make your pet a go-bag.** Fill a bag with essential supplies for your pet in case you and your family need to evacuate with your pet.
- **Keep copies of essential pet documents in your go-bag, including a photo of you and your pet.**

KEY MESSAGES

Know Your Hazards

All hazards can be dangerous to pets, much as they can be to humans. Think through what hazards may apply to you and your family, and how they would impact your pet. Hazards could include, but are not limited to, the following:

- Flooding
 - Think through where you'll go in the event of a flood, and where your pet would go. Can your pet swim if water rises rapidly?
- Severe weather, thunderstorms
 - Could your pet be impacted by severe weather and a loss of power?
 - Excessive periods of heat or cold can also affect your pet, so make sure to limit their time outside if the temperatures are extreme.
- Excessive heat or cold
 - Excessive periods of heat or cold can also affect your pet, so make sure to limit their time outside if the temperatures are extreme.
 - Never leave your pet unattended in a locked car.
- House/Barn Fires
 - Alert first responders that you have a pet in the home, if your pet has not left the home.
 - Tip: Many sites offer decals for your doors and windows which you can use to indicate that a pet lives in the residence. Here's a link to a free one, as an example: <https://secure.aspca.org/take-action/order-your-pet-safety-pack>.
 - Barns often contain flammable materials such as dry hay, bedding, and wood so make sure to take steps to avoid barn fires, such as having your electrical appliances checked regularly and enforcing a no smoking policy in or near the barn.
- Hurricanes
 - Think through your emergency plan and where you'll evacuate with your pet. If you're sheltering in place, consider where you'll go and make sure to bring your pet with you.
- Tornadoes
 - Bring your pet with you to a safe location while you shelter in place. Identify a room basement, storm cellar or safe room, or a small interior room on the lowest level of your building. Keep yourself and your pets away from windows, doors and outside walls.

To be informed of any emergency, sign up for your community's warning system. You can also receive alerts from the Emergency Alert System (EAS), the National Oceanic and Atmospheric Administration (NOAA) Weather Radio, and the [FEMA App](#). If you have sirens in your community to alert you of a hazard, familiarize yourself with the siren sound.

Have an Emergency Plan for your Pet

Plan for what to do before, during and after a disaster. Before any disaster, bring your pet inside immediately. **Never leave your pet outside.**

Plan ahead for an evacuation. Not all shelters will accept pets, so plan in advance for options that will work for you and your pet. Think of where you may go and where your pet would go, such as:

- [Pet friendly hotels](#) outside of the evacuation zone
- Pet boarding facilities outside of the evacuation zone
- Boarding with a friend or family member outside of the evacuation zone.

Pet friendly facilities like hotels and boarding facilities often require proof of up-to-date vaccinations, so make sure to visit your vet at least yearly for routine checkups and vaccinations.

Talk to your local vet about your emergency plan. Your vet can help you identify veterinarians and veterinary hospitals in other locations where you may need to seek shelter and can help you determine what you should include in your pet's go-bag.

Make sure your pet wears ID tags at all times, as a disaster could strike at any time. Keep addresses and phone numbers on tags current. Additionally, if your pet is not microchipped, talk to your vet about the possibility of microchipping. Microchips are small RFID implants that store your pet's individual ID number. The ID number is linked to you, as the pet's owner, in a database. Many databases also leave additional lines for additional emergency contacts. If you become separated from your pet during a disaster, microchipping is a valuable tool for returning your pet to you. This can be especially helpful if your pet loses their collar and ID tags in the event of a disaster. Make sure to keep all information in the microchip database current.

Should you be asked to evacuate during a disaster, follow emergency instructions and **never leave your pet behind**. Implement your evacuation plan and bring your pet to their evacuation location that you have identified in your emergency plan.

Download [Preparing Makes Sense for Pet Owners](#) for more information on what to include in your pet's emergency plan and their go-kit.

Have an Emergency Plan for your Livestock

For large animals including livestock, think through what you'll do in the case of an emergency. Make sure that your plan includes a site map of your farm that indicates buildings and structures, access routes, blocked passages and barriers, locations of livestock and shelters, locations of hazardous substances (such as pesticides, fuel, etc.), and electrical shut-off locations.

It's helpful to keep a stockpile of supplies on hand in case you are able to prepare such as:

- Sandbags and plastic sheeting
- Wire and ropes to secure objects
- Lumber and plywood to protect windows
- Extra food and water for livestock
- Extra fuel for tractors and vehicles
- Hand tools
- Fire extinguishers
- A gas-powered generator

If you have employees that work on your farm, review your emergency plan with them and make sure they are aware of where all supplies and animals are located at all times.

Make sure that you always have identifying information for your animals or livestock and that animals have identification on them.

If possible, plan to evacuate with your animals. Plan out routes and find vehicles and trailers to transport your animals and livestock. Don't forget to ensure that your destination has food, water, handling equipment and veterinary care. Make sure to build a go-kit for your farm to bring with you, much as you would for your home. Include veterinarian information, insurance agent information and documentation of coverage, other important documentation, food, water, medication.

If you must shelter your animals in place, you may want to remove them from pastures and shelter them in a barn or other large structure if possible, providing them with feed and water. If you do so, make sure the shelter is free of neighboring debris, trees which can uproot easily, overhead powerlines, etc. In other cases, it may be best to let your livestock remain in pastures, as confinement in a shelter can take away the abilities of animals to protect themselves. Which open you choose may depend on the hazard and the severity. For potential flooding, make sure to relocate your animals to higher ground.

Since most large animals and livestock reside outside, don't forget to consider extreme weather emergencies. In extreme cold, make sure that your animals and livestock have warm, dry bedding and plenty of food and water. Insulate the shelter from wind, snow and rain.

For more information on preparing your livestock for disasters, see [the Humane Society's Disaster preparedness page](#).

Create a Go-Bag for your Pet

Each of your pets should have their own go-bag in case you need to evacuate with your pet. Items to include in your emergency kit are:

- Food and water, to sustain your pet for at least three days.
 - A manual can opener if your food is stored in cans.
 - Bowls for food and water.
 - Tip: Find collapsible bowls to save space in your go-bag.
 - Tip: Feed your pet moist or canned food to increase their water intake so they need less water to drink.
- An extra leash and collar with ID tags that identify your pet, with your pet's name, your name, and your emergency contact information engraved.
- Medications and a first-aid kit.
- Medical records, including vaccination history.
- Important documents, including your pet's microchip number and information.
- A picture of you and your pet together.
- A pet carrier or collapsible crate.
- A life jacket for your pet, if you may be impacted by a flood or hurricane.
- Information on where you may evacuate to, as well as the locations and phone numbers of anywhere where your pet may seek shelter: pet boarding facilities, pet friendly hotels, etc.

- Sanitation, including litter (if appropriate), cleaning supplies, paper towels, trash bags, newspapers, etc.
- Familiar items, such as small toys and bedding.

PRESS RELEASE TEMPLATE

<ORGANIZATION> is Encouraging Everyone to be #PetPared

Pet Preparedness

<CITY, St.> – <INSERT ORGANIZATION> is proud to join the Federal Emergency Management Agency ([FEMA](#)) to promote pet preparedness by spreading the word and encouraging <employees or residents> and the rest of the community to learn the facts and taking steps now to prepare. <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to be a leader in pet preparedness>.

This June, FEMA and the [Ready Campaign](#) will be educating the public on pet safety and preparedness to ensure everyone is prepared for inclement weather, including the summer heat. Our pets are members of our families and protecting them from natural disasters is essential.

A 2018 survey conducted by Banfield Pet Hospital found that the vast majority of pet owner's – 91% – were not prepared for the next natural disaster. With hurricane season quickly approaching, and the summer sun shining brighter, FEMA and <INSERT ORGANIZATION> urge all pet owners to know their hazards, create emergency plans and pack an emergency kit. Doing so can make you and your pet's survivors.

<INSERT ORGANIZATION> will be raising awareness of how citizens can prepare their pets through <INSERT STEPS TAKEN>. <INSERT ORGANIZATION> is committed to helping our community to prepare to weather storms, with our pets by our sides. More information on pet preparedness can be found at <INSERT ORGANIZATION WEBSITE>, [Ready.gov](#) or the Spanish-language website [Listo.gov](#).

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ONLINE RESOURCES

More information about pet preparedness can be found at:

- [Ready.gov](#)
- [The Humane Society of the United States](#)
- [American Society for the Prevention of Cruelty Towards Animals \(ASPCA\)](#)
- [Health and Human Services: Disaster Veterinary Technical Resources and Issues](#)
- [American Veterinary Medical Association](#)
- “Preparing Makes Sense for Pet Owners” (4:22) on [YouTube](#)

SOCIAL MEDIA

FEMA, Ready.gov, and NOAA recommend using social media tools to promote pet preparedness. You can promote the campaign and general preparedness through your own channels, or by promoting messages posted by the FEMA, Ready.gov, and NOAA accounts.

Below are sample messages that you can post on your own social media accounts to engage your friends/followers and promote pet preparedness. More information and ideas on how to take action and be an example can be found on FEMA’s official [Facebook](#), [Twitter](#) or [Instagram](#) accounts, Ready.gov’s official [Facebook](#) or [Twitter](#) accounts, NOAA’s official [Facebook](#) or [Twitter](#) accounts, National Weather Service’s official [Facebook](#) and [Twitter](#) accounts, or FEMA Region III’s [Twitter](#) account.

General

- June is National #PetPreparedness Month. Include your pets in your family emergency plan: [www.ready.gov/pets](#) #PetPared
- June 8 is #BestFriendsDay. Do you have a pet? What would you do with them during a disaster? Watch this video for tips: https://www.youtube.com/watch?v=aUbSF_S20bE #PetPreparedness #PetPared
- Don’t forget to include your pets in your family’s emergency plans. Share this one-minute video: <https://youtu.be/BosQtZFv6Jk> #PetPreparedness #PetPared
- Download, share or print @Readygov’s Pet owner’s planning guide with your community: <http://www.fema.gov/media-library/assets/documents/90356> #PetPreparedness #PetPared
- Don’t forget to make a plan for large animals & livestock before a disaster. Tips: [www.ready.gov/animals](#) #PetPreparedness #PetPared #farmlife
- When transporting #birdsinemergencies, use small and secured carriers. Transfer to a standard cage upon arrival at the evacuation site. Covering the cage may reduce stress.
- If you need to evac a reptile, use a pillowcase, cloth sack or small transport carrier. When you arrive to the evacuation site, transfer your pet to an inescapable enclosure.
- Use watertight plastic bags to transport amphibians. Make sure to monitor water & air temperature. Take an extra container of water in case your pet’s container breaks or leaks.
- Your pets can’t make their own plans for #SevereWx #storms but you can. Learn how to be #PetPared at [www.ready.gov/pets](#)
- Are you traveling with your pets over the holidays? Be #PetPared and pack a few emergency items for them too! [www.ready.gov/pets](#) #PetPreparedness

Emergency Kit

- Be #PetPared Take time to refresh your pet's emergency kit-check water, food, & make sure their favorite toy is included to reduce stress www.ready.gov/pets
- Pets need an emergency supply kit too. View what items should go in it: [#PetPreparedness](http://www.ready.gov/pets)
- A pet supply kit should contain the basics for survival like pet food and water. What else? #PetPared #PetPreparedness
- Put a favorite toy, treats or bedding in your pet's emergency kit to help reduce their stress. #PetPreparedness #PetPared
- Add extra pet food & water to your grocery list to update your pet's emergency kit. #PetPreparedness #PetPared
- Food, water, collar, veterinary records are some items for your pet's emergency kit. More at: [#PetPreparedness #PetPared](http://www.ready.gov/animals)
- Take care of farm friends in an emergency. Pack emergency items for them too. #PetPreparedness #PetPared
- Keep your pet's vet's name and vaccination records handy in case of emergency. #PetPreparedness #PetPared
- PROTIP: Don't forget a cat litter or plastic bags in your pets' emergency kit! #PetPreparedness #PetPared

Evacuation

- Practice evacuating in the car with your animals, so they're more comfortable if you need to evacuate in an emergency. #PetPreparedness #PetPared
- If officials tell you to evacuate before a storm, don't leave pets behind! <https://www.ready.gov/animals> #PetPreparedness #PetPared
- Get your pet familiar with their carrier before #severewx hits in case you need to evacuate with them quickly. #PetPreparedness #PetPared
- Animals left behind in a disaster can easily be lost or injured--always take them with you if evacuate. #PetPreparedness #PetPared
- #MUSTDO If you evacuate your home take your pets & their supplies with you. Please. www.ready.gov/pets #PetPreparedness #PetPared

Shelter

- Make a list & check it twice. List the address & number of all the places you can take your pet in an emergency. #PetPreparedness #PetPared
- #MUSTDO Find out in advance where you can take your pets when an emergency happens in your community <https://www.gopetfriendly.com/> #PetPreparedness #PetPared
- Identify pet shelters NOW before the next emergency: <https://www.ready.gov/animals> #PetPreparedness #PetPared
- Pets displaced by a disaster are frequently kept in shelters or held by local orgs. Find a contact ahead of time. #PetPreparedness #PetPared

Identification

- June 21 is #NationalSelfieDay. Keep that cute selfie of you & your pet in your emergency kit to prove ownership. #PetPreparedness #PetPared
- Does your pet have ID? Put your name and contact information on your pet's ID tag in case you're separated in an emergency. #PetPreparedness #PetPared
- A picture is worth a thousand words. Take a current photo of your pet in case you get separated during a disaster. #PetPreparedness #PetPared
- Tip: Include the number of an out of town relative on your pet's ID tag. #PetPreparedness #PetPared
- Think about "microchipping" your pet. These permanent implants help locate your pet following a disaster. #PetPreparedness #PetPared
- Tip: Keep your pets' microchip registration info current so you can be contacted if your pet gets lost in a disaster. #PetPreparedness #PetPared
- After a disaster, don't allow your pets to roam loose. Landmarks may have been changed & your pet could become disoriented. #PetPreparedness #PetPared

Beat the Heat

- Never leave pets in the car! Temperatures rise quickly even with the windows down and can be deadly for your pet. [#HeatSafety](#) #PetPared
- If your pet must be outdoors, provide ventilated shelter, baby pools filled with water, and sunscreen on pets with short hair.
- **Do not chain your pet up.** This will make it difficult for your pet to access water or shade.
- **Your pet can experience heat exhaustion.** Do not exercise your pet strenuously on extreme heat days. Avoid long walks and hikes.
- #BeatTheHeat indoors, check on neighbors & always call 911 if you see a pet or child in a hot car. #PetPared
- Be sure your pets have access to plenty of water, especially when it's hot. #PetPreparedness #HeatSafety #BeattheHeat #PetPared
- Make sure your pet has plenty of shady places to go when outdoors. #PetPreparedness #HeatSafety #BeattheHeat #PetPared
- CAUTION: Test sidewalks with your hand. If it's too hot for your hand, it's probably too hot for your pet. #PetPreparedness #HeatSafety #PetPared
- Avoid exercising with your pet outside on extremely hot days #PetPreparedness #HeatSafety #PetPared

Safety Tips for Cold Weather

- When you're cold, your pets are cold. Bring pets inside during cold weather! #WinterSafety #PetPared
- Always bring your pets inside when it's freezing outside. #WinterSafety #PetPared
- When the temperature drop, remember to bring your pets inside. If you see animals outside call your local humane society or 311 if available. #PetPared
- Don't forget to wipe your dog's paws! Ice-melting chemicals can make your pet sick. #PetPreparedness #PetPared
- Your pet may think antifreeze is sweet, but it's not a dessert! Keep your pet safe this winter: <http://bit.ly/1vKcaws> #PetPreparedness #PetPared
- Bring your furry friends inside when temperatures take a dip! #PetPreparedness #PetPared

- #ColdWeather Tip: Bring your furry friends inside. Move livestock to sheltered areas with non-frozen drinking water. #PetPreparedness #PetPared
- Make sure pets are inside & out of the #snow. If you see pets wandering outside call your local animal control agency. #PetPreparedness #PetPared
- In cold weather, make certain you have a blanket over your pet's cage. This may also help reduce the stress of traveling. #PetPreparedness #PetPared

Special Considerations for Birds

- #Birds should be transported in a secure travel cage or carrier. #PetPreparedness #PetPared
- In warm weather, carry a spray bottle to periodically moisten your bird's feathers. #PetPreparedness #PetPared
- Have recent photos available and keep your bird's leg bands on for identification. #PetPreparedness #PetPared
- If the carrier does not have a perch, line it for paper towels that you can change frequently. #PetPreparedness #PetPared
- During evacuations, keep pet carriers in as quiet an area as possible. #PetPreparedness #PetPared
- It is particularly imperative that birds eat on a daily basis, so purchase a timed feeder. If you need to leave your bird unexpectedly, the feeder will ensure daily feeding schedule. #PetPreparedness #PetPared
- #Bird Items to keep on hand: Catch net, heavy towel, blanket or sheet to cover cage, cage liner #PetPreparedness #PetPared

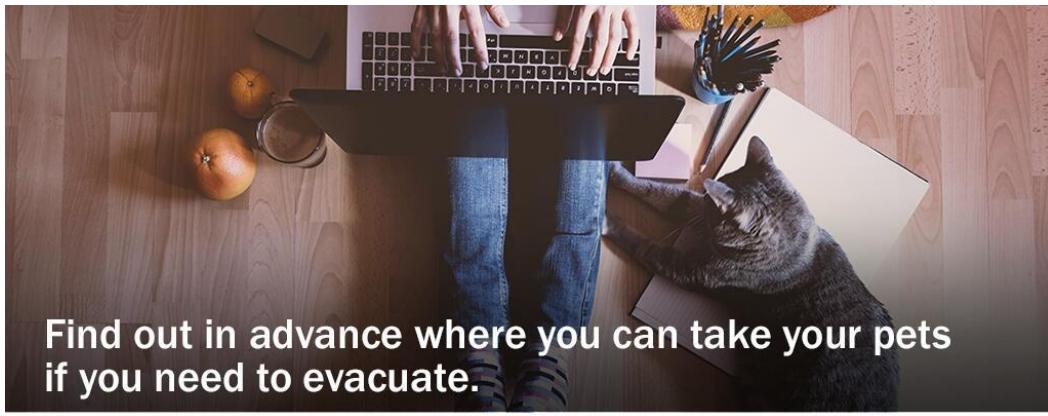
Special Considerations for Reptiles

- A snake may be transported in a pillowcase, but you should have permanent and secure housing for him when you reach a safe place. #PetPreparedness #PetPared
- Take a sturdy bowl that is large for your reptile pet to soak in. It's also a good idea to bring along a heating pad or other warming devise, such as a hot water bottle. #PetPreparedness #PetPared

Special Considerations for Small Animals

- Small animals, such as hamsters, gerbils, mice and guinea pigs, should be transported in secure carriers with bedding materials, food and food bowls. #PetPreparedness #PetPared
- Items to keep on hand for small animas: Salt lick, extra water bottle, small hide box or tube, a week's worth of bedding. #PetPreparedness #PetPared

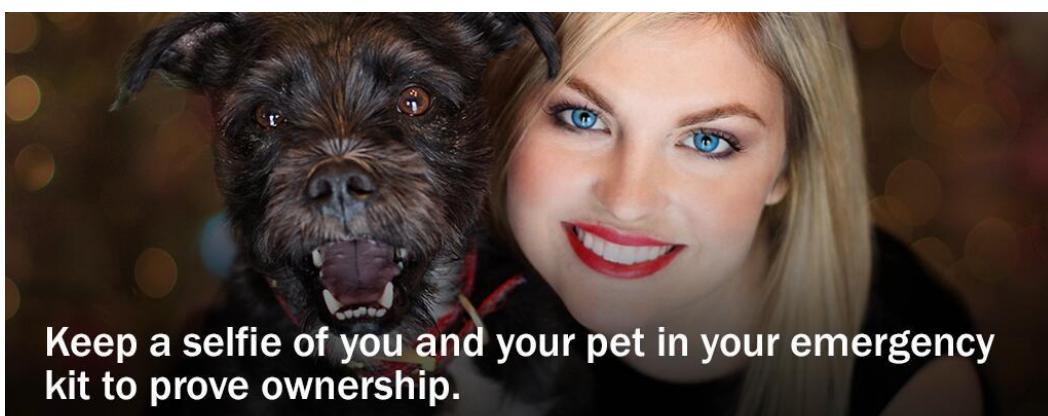
LOGOS, BANNERS, AND POSTERS



Find out in advance where you can take your pets if you need to evacuate.

#BeInformed

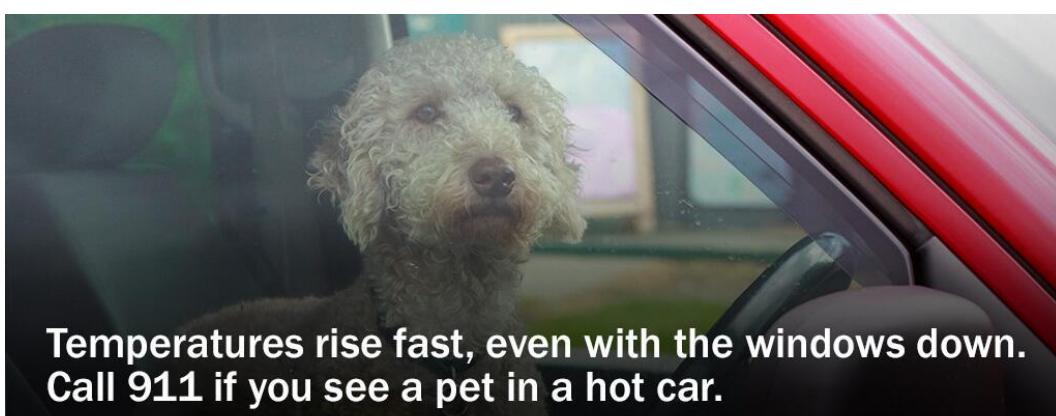
Ready. 



Keep a selfie of you and your pet in your emergency kit to prove ownership.

#BeInformed

Ready. 



Temperatures rise fast, even with the windows down. Call 911 if you see a pet in a hot car.

#BeInformed

Ready. 



Don't forget to wipe your dog's paws! Ice-melting chemicals can make your pet sick.

#BeInformed



If you are cold, your pets are cold too! Keep them bundled up this winter.

#BeInformed

