

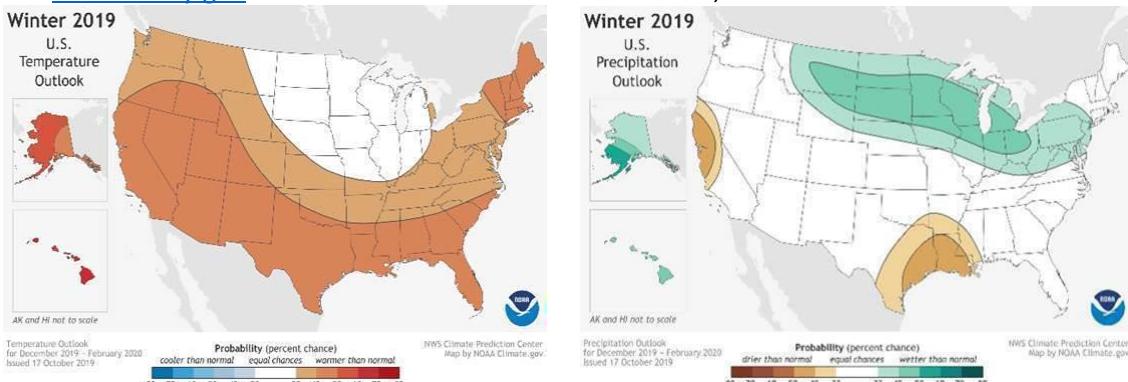
Stakeholder Tips and Taglines

2019 Winter Weather and Holiday safety

While the first day of winter is not until December 21st, the threat for winter weather begins now. As our calendar year ends, the days and nights turn colder and the potential for dangerous weather conditions begins. Winter is a killer, and while dangerous road conditions are one of the deadliest hazards during winter, it's not the only threat you may encounter. Other winter hazards include brutal cold, heavy snow and ice, dangerous flooding, extreme wind and treacherous fog. [The National Oceanic and Atmospheric Administration \(NOAA\)](#) encourages you to be a force of nature: prepare and stay safe.

The advent of winter also means many of us will be participating in holiday events. Between cooking a holiday dinner, decorating our homes, shopping online and traveling to and from family and friends, it's important to recognize the hazards that lie beneath the merriment. To keep our holidays festive and fun, we need to be careful, even when performing the most routine of holiday tasks like frying a turkey, decorating a tree or buying a gift online.

In addition to asking Americans to promote winter weather preparedness through their own outreach channels, [FEMA Region III](#) is encouraging everyone to get the word out and help the [Whole Community](#) prepare for winter. Only with input and effort from all sectors, can the community assess its needs and determine the best ways to promote, organize and strengthen its ability to stay safe during the winter and holiday seasons. For more tips on getting prepared please visit www.Ready.gov. For NOAA's 2019-2020 winter outlook, see below.



This 2019-20 Winter Outlook map for temperature (left) shows warmer-than-average temperatures are likely for much of the U.S. this winter, while the 2019-20 Winter Outlook map for precipitation (right) shows wetter-than-average weather is most likely across the Northern Tier of the U.S. this coming winter. *Maps courtesy of NOAA and can be found here: <https://www.noaa.gov/media-release/winter-outlook-warmer-than-average-for-many-wetter-in-north>*

SUGGESTED TAGLINE QUOTES

As always, the purpose of these resources is to provide you with **Do It Yourself (DIY)** tools that make it easy for you to lead by example. Included in this email:

- Eight DIY tagline quotes that folks can voluntarily add to their email signature block to continually direct readers to preparedness resources.
 - DIY preparedness tips culled from the toolkit to reinforce the new month's Preparedness themes.

December's DIY taglines AIM TO SPREAD Winter weather and holiday safety AWARENESS.

Add one of the below winter weather taglines to your emails:

["If we had no winter, the spring would not be so pleasant: if we did not sometimes taste of adversity, prosperity would not be so welcome."](#) Anne Bradstreet, *The Works of Anne Bradstreet*

["Don't crowd the plow."](#) - www.ready.gov/winter

["Ice and snow, take it slow."](#) - FEMA media gallery

["Safety never takes a holiday"](#) - Anonymous

["Winter is a season of recovery and preparation."](#) - Paul Theroux

["No winter lasts forever; no spring skips its turn."](#) - Hal Borland

“Many human beings say that they enjoy the winter, but what they really enjoy is feeling proof against it.” - Richard Adams

“A family is a unit composed not only of children but of men, women, an occasional animal and the common cold.” - Ogden Nash

WINTER WEATHER AND HOLIDAY SAFETY TIPS

- Winter weather can occur anywhere and can include freezing rain, ice, snow, high winds or a combination of all these conditions.
- Winter weather can cause power outages that last for days or weeks, making it hard to keep warm, taking out communication networks, and making travel very dangerous. Heavy snowfall and extreme cold can immobilize an entire region.
- Winter storms can range from moderate snow over a few hours to a blizzard with blinding, wind-driven snow that lasts for several days. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, icing, sleet and freezing rain.
- Winter storms can be deadly. Many deaths can be indirectly linked to the storm, such as from exposure to the cold, traffic accidents on icy roads, etc.
- It's important to be prepared for winter weather, from stocking your kit with extra food and water to having a family plan. If you'll be traveling during the winter or for the holidays, it's important to plan your travel with winter weather considerations in mind.

Preparing for Winter Weather

With winter approaching, be sure to look through your emergency kit and add supplies specific to winter, such as:

- o Rock salt or more environmentally safe products to melt ice on walkways. (Remember that these products can be harmful to dogs, so be sure to choose a non-toxic brand if you or your neighbors have pets.)
- o Sand/gravel to improve traction.
- o Snow shovels or other snow removal equipment.
- o Heating fuel. If you have a fireplace or wood-burning stove, keep a supply of good, dry wood for heating in case you lose power.
- o Adequate clothing and blankets to keep warm, including coats, sweaters, hats, gloves, mittens, scarves, etc.
- o Keep your NOAA Weather Radio in your kit to receive broadcast alerts and warnings directly from the NWS for all hazards. You may also sign up in advance to receive notifications from your local emergency services.

Plan your Travel during Winter Weather Carefully

Keep a winter weather supply kit in your vehicle, including:

- o Shovel
- o Windshield scraper and small broom
- o Flashlight
- o Battery powered radio
- o Extra batteries
- o Water
- o Food
- o Matches
- o Extra clothing and blankets to keep warm, such as coats, hats, socks, mittens, etc.
- o First-aid kit
- o Medications
- o Tow chain or rope
- o Jumper cables
- o Road salt and sand
- o Emergency flares

- o Florescent distress flag
 - If you're traveling overseas, remember to enroll in the [U.S. Department of State's Smart Traveler Enrollment Program \(STEP\)](#) to receive important information from the Embassy about safety conditions in your destination country, helping you make informed decisions about your travel plans.
- o By enrolling, the U.S. Embassy can contact you in an emergency, whether a natural disaster, civil unrest or family emergency.
 - Take a look at the [U.S. Department of State's Traveler's Checklist](#) too, where you can get helpful tips about safety and security, crisis planning, health precautions and money matters.

SOCIAL MEDIA MESSAGING

Twitter

- Before winter approaches, update your Emergency Supply Kit so you're ready for colder weather.
<http://www.ready.gov/make-a-plan>
- #DYK Do you know the signs of hypothermia? [weather.gov/cold](#) #WinterSafety
- Winter storms can occur anywhere and bring freezing rain, ice, snow and high winds. Prepare now! #BeReady
#PreparedNotScared <http://go.usa.gov/7Jp4>
- Nor'easters impact millions in the eastern U.S. with heavy #snow and strong winds. Are you prepared?
<http://go.usa.gov/7Jp4> #WinterSafety
- Winter storms make it hard to keep warm and make travel very dangerous. Plan ahead now! #BeReady
#PreparedNotScared <http://go.usa.gov/7Jp4>

Facebook

- #WinterStorms can occur anywhere and bring freezing rain, ice, snow and high winds. Prepare now by winterizing your Emergency Supply Kit and making a Family Communication Plan! <http://go.usa.gov/7Jp4>
- Winter storms make it hard to keep warm and make travel very dangerous. Plan alternative ways to heat your home if the power is out and make plans to decrease your travel to avoid bad weather! <http://go.usa.gov/7Jp4>
- Heavy snowfall and extreme cold can immobilize an entire region. #BeReady for Winter Weather, learn how > <http://www.ready.gov/make-a-plan>
- Before winter approaches, update your Emergency Supply Kit so you're ready for colder weather with blankets, warm clothing, shovel and other winter supplies. <http://www.ready.gov/winter-weather>
- Winterize your home to extend the life of your fuel supply by insulating walls and attics, caulking and weather-stripping doors and windows, and installing storm windows or covering windows with plastic.
<http://www.ready.gov/winter-weather>

LOGOS, BANNERS, AND POSTERS



Help firefighters by keeping hydrants clear.

#BeInformed



5 Things to Know about Winter Weather Forecasts

1 Snow or ice totals can vary greatly over short distances. A heavy snow band may form, dropping more snow in one location while significantly less snow falls just a few miles away.

2 Winter forecasts can change frequently. Forecasts may change as new model data becomes available. Always check weather.gov for the latest information.

3 Focus more on the winter storm's impacts. Don't focus too much on exact numbers, and consider the full range of possibilities.

4 Know your winter weather terminology. If a Watch is issued for hazardous weather, it's a Warning or Advisory is issued, take action – hazardous weather is occurring or will occur soon.

5 Rely on a dependable source for weather info. Choose your information source wisely, and follow a name or organization you know and trust.

For more information on winter weather safety, visit: weather.gov/winter

Cold Impacts & Preparedness

Potential Impacts

- Frozen pipes could become a significant problem.
- Dead car batteries could strand people.
- Any power outages that occur (weather related or not) could leave people without heat.
- People may improperly use secondary sources of heat; increasing chances for Carbon Monoxide poisoning.
- Structure fires could escalate.
- Frostbite/hypothermia.
- Ice jams could become a problem.

Safety Tips

- Stay indoors during the worst part of the extreme cold.
- Keep a [winter survival kit in your vehicle](#) if you must travel.
- Check tire pressure, antifreeze levels, heater/defroster, etc.
- Learn how to shut off water valves for potential pipe bursts.
- Trickle water through their pipes and to increase heating in crawl/ceiling spaces to prevent freezing in the first place.
- Check on the elderly.
- Bring pets inside.

How to Dress

- Wear layers of loose-fitting, lightweight clothing.
- Wear a hat as 40% of your body heat can be lost from your head.
- Cover your mouth to protect your lungs from extreme cold.
- Mittens, snug at the wrist, are better than gloves.
- Try to stay dry and out of the wind.

For more winter safety information, visit: <http://www.ready.gov/winter-weather>

National Weather Service Mount Holly, NJ

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weather.gov/PHI

NO WIND

The Science of Wind Chill

98.6°F
Average temperature of the human body

Under calm conditions, the body radiates heat, creating a layer of warmth between our skin and the cold surroundings.

95°F
Hypothermia begins when our body temperature drops two to four degrees

But when it's windy, the moving air breaks up this insulating layer. It speeds up heat loss by whisking away the warmth from our skin.

Heat is moved away from our bodies.

weather.gov/winter

