

2020 National Preparedness Month Digital Toolkit



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September is National Preparedness Month!
The 2020 theme is **“Disasters Don’t Wait. Make Your Plan Today.”**
This year’s toolkit introduces new messaging for COVID-19 preparedness.

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 preparing today. We greatly appreciate your support of this very important campaign!

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Download Images to Share [HERE](#):



Social Media Captions:

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 and tag @ReadyOC and/or #PromiseToTalk. We will also be posting on ReadyOC's [Facebook](#), [Twitter](#) and [Instagram](#) and greatly appreciate shares from there as well.

- **National Preparedness Month and General Preparedness**

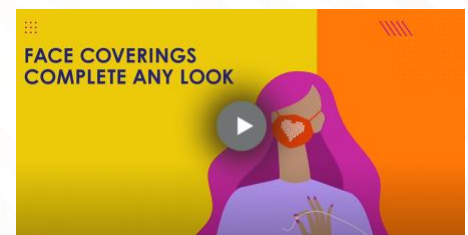
- 2020 has shown us the importance of being prepared for the unexpected! NOW is the time to prepare for emergencies. Build your emergency kit with checklists from the free #ReadyOC app! <http://readyoc.org/app>
- September is National Preparedness Month, and this year's theme is "Disasters Don't Wait. Make Your Plan Today." Prepare today with the free #ReadyOC app and post your #PromiseToPrepare below!
- Disasters don't plan ahead. You can. Make a #PromiseToPrepare and get your family prepared with the free #ReadyOC app. #BeReady
- Make an emergency plan with your family and practice it. It's important to always be prepared for an emergency. #ReadyOC #PrepareNow
- Do you know what to do after an earthquake, wildland fire, major flood or other disaster? Learn what to do before, during and after an emergency at ReadyOC.org.



- **COVID-19**

- Make sure to wash your face mask in hot water by hand or in a washing machine after each use. #COVID19 #ReadyOC #YourActionsSaveLives
- Protect yourself from #wildfire smoke during #COVID19. Limit your outdoor activities to reduce smoke exposure and keep your lungs healthy.
- Do you know the difference between symptoms from #wildfire smoke exposure and #COVID19? They share common symptoms such as a dry cough, sore throat, and difficulty breathing. However, symptoms not related to smoke exposure include fever or chills, muscle or body aches, and diarrhea. #ReadyOC #BeReady
- Keep #COVID19 in mind when creating or updating your emergency kit this year. Include items that can help protect you and others. Add hand sanitizer, disinfectant wipes, and 2 masks for each person. #DoYourPart #NPM
- #COVID19 care tip: when washing clothes for sick family members: wear gloves, don't shake clothing, use the warmest water setting, dry completely, and wash your hands after. #ReadyOC #SlowTheSpread
- Contact tracing has been used for years to fight infectious diseases. If you receive a call, don't worry, it's just a few questions. Information is kept confidential and is protected by California's strict privacy laws. Together, we can #SlowTheSpread. #COVID19 #ReadyOC
- Do your emergency plans need to be updated due to #COVID19? Create your family emergency plan in the free #ReadyOC app and circulate the updated version to your family and friends. #BeReady

- A simple piece of fabric makes a big statement: I care. Wear a mask to help #SlowTheSpread. #ReadyOC
- Even without symptoms, you can expose others to #COVID19. #DoYourPart and wear a mask to slow the spread. #ReadyOC
- Do your part to help reopen our #OrangeCounty schools and economy. Stay 6 feet apart. Wash your hands. Wear a mask when you leave your home. #YourActionsSaveLives, so join the fight to slow the spread of #COVID19. #ReadyOC
- Talk with family members and loved ones about how they would be cared for if they got sick, or what will be needed to care for them in your home. #COVID19 #BeReady #ReadyOC
- #BeReady for #COVID19. Store additional supplies of food and water. Periodically check your regular prescription drugs to ensure a continuous supply in your home. #ReadyOC
- Masks that are used to slow the spread of #COVID19 offer little protection against #wildfire smoke. Although N95 respirators do provide protection from wildfire smoke, they are in short supply and should be reserved for frontline healthcare workers. #ReadyOC #BeReady
- Take actions to protect yourself from #wildfire smoke during the #COVID19 pandemic. Limit your outdoor exercise when it is smoky outside or choose lower-intensity activities to reduce your smoke exposure. #ReadyOC
- If you need to go to a disaster shelter, follow CDC recommendations for staying safe and healthy in a public disaster shelter during the #COVID19 pandemic. <http://bit.ly/ROCshelter> #ReadyOC
- In an emergency, follow disaster shelter policies and procedures designed to protect everyone, especially those who are at higher risk for severe illness from #COVID19, including older adults and people of any age who have serious underlying medical conditions. #ReadyOC
- Is your child worried about #COVID19? Learn the facts so you can answer your children's questions. Make sure to explain the simple things they can do, like washing their hands often. Learn more here: <http://bit.ly/ROCKidscovid19>
- It can be difficult to cope with fear and anxiety, changing daily routines, and a general sense of uncertainty about #COVID19. Although people respond to stressful situations in different ways, taking steps can help you manage stress. Visit ReadyOC.org for more.



Find videos to share linked on pages 8 – 9 or [click here](#) to view some of them.

• **Wildfires**

- Wildfires are one of the biggest threats to Orange County and can start at any time without notice. Create a family emergency plan with the free #ReadyOC app to discuss how your family will respond.
- 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 your family emergency plan.

- Spend some time this weekend practicing your emergency evacuation plan with your family and agree on somewhere to meet if you get separated. The more prepared we are the better! #BeReady #PromiseToPrepare
- Create a fire-resistant zone that is free of leaves, debris, or flammable materials for at least 30-feet from your home. #PromiseToPrepare #BeReady
- 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. #PromiseToPrepare
- What's in your go bag? Store supplies now so you can grab them quickly and GO! #PromiseToPrepare today and help your family stay safe. #Wildfire
- If you must evacuate in a #wildfire, roll up car windows & close air vents. Smoke can irritate your eyes & throat. #PromiseToPrepare #WildfireSafety <http://readyoc.org/app>
- The smoke from wildfires can be extremely dangerous and may require additional evacuation time for people with asthma. #PromiseToPrepare an evacuation plan with 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 #BeReady

• **Earthquakes**

- Drop, Cover, and Hold are the most important thing to do to protect yourself during an #earthquake. #PromiseToPrepare and create an emergency kit of supplies you may need after a disaster.
- If you are driving when an #earthquake occurs, pull over, stop your car, and set your emergency parking brake. Download the free #ReadyOC app for more steps to take before, during and after an earthquake.
- After an earthquake, monitor local news stations and text friends and family. Leave phone lines open for first responders. #PromiseToPrepare
- Earthquakes can cause fires, landslides, and tsunamis. Be prepared for anything. Create an emergency kit today in the free #ReadyOC app. <http://readyoc.org/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. #ReadyOC
- California is at high risk for earthquakes and they come without warning. It's important to prepare before one occurs. Ask your friends to make a #PromiseToPrepare today!
- Your family may not be together when an #earthquake or #emergency occurs. Register everyone at AlertOC.com to protect those you love. #PromiseToPrepare



*Find videos to share
linked on pages 8 – 9.*

• **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 or in the free #ReadyOC app.
- #Tsunamis are a series of waves that can continue for hours. #PromiseToPrepare and 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.
- 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. #ReadyOC

- Although rare, #Tsunamis can occur in #OrangeCounty. The best way to prepare for a Tsunami is to go as high and as far as you can from the water. #ReadyOC
- 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 or #PromiseToPrepare in the free #ReadyOC app.

- **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. The free #ReadyOC app lists steps to take before, during and after an emergency. <http://readyoc.org/app>
- 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.
- The best way to prepare for an evacuation is to know your evacuation route and where to go if a flood occurs. List where you'll meet your family in your emergency plan with the free #ReadyOC app: <http://readyoc.org/app>.
- Take some time to store important documents in a waterproof container (and save scans in a secure mobile app) and review your property and insurance plans before a flood. #BeReady #PromiseToPrepare
- Stay away from electrical outlets and equipment after a flood—call a professional to do a home inspection to ensure everything is safe. #PromiseToPrepare



- **Power Outages**

- 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. #PromiseToPrepare
- 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! #ReadyOC
- 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.

Long Article:

This could be used in community bulletins, online, in e-newsletters or print newsletters, blog posts, and more. Feel free to use these with an image of your choice.

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? This year has shown us more than ever that we MUST prepare for the unexpected. September is National Preparedness Month, and a great time to get prepared for a disaster, and spruce up your emergency kit.

[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. With distance learning our “new normal,” we invite teachers and parents to help their families get prepared with Ready Fox and Officer Friendly. [Download resources](#) including free coloring sheets, activity books, and watch videos featuring Ready Fox and Officer Friendly to bring emergency preparedness to your students—virtually.

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.

This year has shown us more than ever that we MUST prepare for the unexpected, and [ReadyOC](#) is here to help you keep your family safe. Orange County is prone to many disasters, including pandemic, 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. 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.

Website Text:

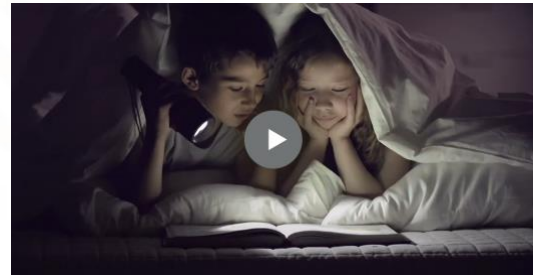
[ReadyOC](#) is here to help you prepare and stay informed of emergencies. Orange County is prone to many disasters, including pandemic, earthquakes, wildfires, landslides, flooding, terrorism, gas or chemical leaks, and more. Download the [free ReadyOC app](#) to make a family emergency plan and get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

Videos:

We invite you to share links to these videos on your social media channels and websites. Most agencies have provided links to download them as well. Please contact ReadyOC for assistance, we are happy to help ensure you have access to the resources you need.

ReadyOC:

- [ReadyOC: Power Outage Tips](#)
- [ReadyOC: What to do when an Earthquake Starts](#)
- [ReadyOC: Tsunami Preparedness](#)
- [ReadyOC: Pet Preparedness](#)
- [Get Your Pets Prepared for an Emergency with ReadyOC](#)
- [Kids: ReadyOC: Power Outage Preparedness](#)
- [Kids: ReadyOC: Wildfire Preparedness](#)



ReadyOC: Power Outage Tips

OC Health Care Agency:

- [COVID-19 Testing 101: English](#)
- [COVID-19 Testing 101: Spanish](#)
- [COVID-19 Testing 101: Vietnamese](#)
- [Distance Can Make Us Safe, But Feeling Distant Can Make Loved Ones Suffer](#)
- [If You're Feeling Lonely Right Now, You're Not Alone](#)
- [Homeless People Can't Stay Home: English](#)
- [Homeless People Can't Stay Home: Spanish](#)
- [Homeless People Can't Stay Home: Vietnamese](#)
- [Make 'em, Wear 'em, Wash 'em: English](#)
- [Make 'em, Wear 'em, Wash 'em: Spanish](#)
- [Make 'em, Wear 'em, Wash 'em: Vietnamese](#)
- [Face Covers On Everyone: English](#)
- [Face Covers On Everyone: Spanish](#)
- [Face Covers On Everyone: Vietnamese](#)
- [Tips for Dealing with COVID-19 Cabin Fever: English](#)
- [Tips for Dealing with COVID-19 Cabin Fever: Spanish](#)
- [Tips for Dealing with COVID-19 Cabin Fever: Vietnamese](#)



COVID-19 Testing 101: Vietnamese

State of California:

- [A simple piece of fabric makes a big statement: I care.](#)
- [Wear a Mask](#)
- [Find the Mask That Fits Your Life](#)
- [How to Wear A Mask](#)
- [Make It Happen](#)
- [Together we can against COVID-19](#)
- [What is Contact Tracing?](#)
- [La regla de los 6 pies](#) (The 6-foot rule)
- [En California usamos mascarillas](#) (In CA we use face masks)
- [Detrás de la mascarilla](#) (Behind the mask)
- [Lamento](#) (Lament)



En California usamos mascarillas

CDC:

- [School Reopening with COVID-19: Maintain Healthy Operations](#)
- [School Reopening with COVID-19: Maintain a Healthy Environment](#)
- [Know Your Risk of Getting COVID-19](#)
- [How to Wear a Mask](#)
- [Wear a Mask to Protect You and Your Friends - For Young Adults](#)
- [Considerations for bars and restaurants](#)
- [Síntomas del coronavirus \(COVID-19\) \(Symptoms of COVID-19\)](#)



*School Reopening with COVID-19:
Maintain a Healthy Environment*

Audio or Video Script:

This can be used for radio spots or PSA videos with your staff:

Everyone wants to be prepared in case of a disaster.

But stop. And think. How prepared are you?

With more than three million residents, Orange County is one of the largest counties in America. Wildfires, pandemic, flooding, earthquakes and landslides are all common here.

Join hundreds of thousands of Orange County residents who have made a "Promise to Prepare" and follow ReadyOC on social media.

Download the free ReadyOC app to learn how to make an emergency kit, write a family emergency plan, and stay informed.

Thank you for joining us in making Orange County one of the most prepared counties in the nation.

Get involved at ReadyOC.org.