

June 2020 Tips & Taglines

Hurricane Preparedness Tips & Taglines

Recent hurricanes like Florence and Dorian show us that our region is very much vulnerable to tropical systems, whether that be through direct impact or through a dissipating system. It's no longer a question of "it will never happen to us." It's now a question of "when it does, how bad will it be?" We can never predict a storm's impact on a community, but we can do our best to be prepared for the worst. As Robertson Davies said, "Extraordinary people survive under the most terrible circumstances and they become more extraordinary because of it."

It's true. Recovering from a storm strengthens communities. It builds resilience. It builds teamwork. It builds strength.

But to be able to recover, you must first be a survivor, and that depends on your preparedness. For this month's tips and taglines, we'll cover two themes of preparedness: hurricane preparedness in general and hurricane preparedness in a COVID-19 environment.

The resources here are meant to provide you with a quick guide that makes it easy for you to lead by example. Included are:

- Tagline quotes that you can add to your email signature block to direct readers to preparedness sources.
- Tips for staying safe before, during and after a hurricane, and staying safe during a hurricane in a COVID-19 environment. These tips can be posted on bulletin boards, reinforced at meetings, and worked into talking points at public events.
- Logos, banners and posters

Our goal is to provide tools that everyone can use and share to spread the message. We are always open to any feedback or suggestions. These DIY tools will always be synchronized with ongoing seasonal preparedness themes throughout the year.

Hurricane Preparedness Tips

- Know your hurricane risk and take steps to prepare.
- Plan for what you'll do in the event of a hurricane. Know where you can go and know how to contact your family.
- Sign up for emergency alerts and know where to get the latest information. Check with your local officials and follow official sources online, including social media.

- Follow the guidance of your local officials and stay tuned to weather forecasts for updates.
- Purchase or renew a flood insurance policy. It typically takes up to 30 days for a policy to go into effect and can protect the life you've built. Homeowner's policies do not cover flooding. Get flood coverage under the [National Flood Insurance Program \(NFIP\)](#).

COVID-19 Hurricane Preparedness Tips

- **Do not let COVID-19 virus prevention stop you from seeking shelter during severe weather.** If sheltering in a large group, take steps to ensure you are following CDC guidelines on social distancing. Follow guidance from local authorities on evacuation and sheltering as it pertains to COVID-19 prevention guidelines.
- **Disasters won't wait.** Neither should you. As we continue our efforts with the Whole-of-America to respond to and recover from coronavirus, we are also leaning forward and preparing for the upcoming hurricane season.
- **The start of the 2020 hurricane season is right around the corner.** FEMA urges residents in hurricane-prone areas, and far inland, to prepare now for the possibility of bad weather conditions while maintaining public health guidelines to prevent the spread of coronavirus (COVID-19).
- **Readiness.** FEMA, other federal agencies, and the American Red Cross have modified policies and planning and have taken actions to ensure the federal government can respond to any disaster during our continued coronavirus response efforts.

Suggested Tagline Quotes

Add the below tagline to your emails to remind friends and family to prepare for emergency scenarios:

- ["The devastation of the next storm will not be decided in the weeks in which it rakes across the ocean or the days in which it pounds our shores. The impact of the next hurricane is being decided right now— in the days, weeks and months of preparation that are required to make communities resistant to disaster."](#)

- Anonymous

- ["Extraordinary people survive under the most terrible circumstances and they become more extraordinary because of it."](#)

- Robertson Davies, Novelist, Playwright

- ["There's no harm preparing for the best, as long as you're prepared for the worst."](#)

- Stephen King, Author

- [“Prepare for the unknown by studying how others in the past have coped with the unforeseeable and unpredictable.”](#)

- *General George S. Patton*

- ["We don't even know how strong we are until we are forced to bring that hidden strength forward. In times of tragedy, of war, of necessity, people do amazing things. The human capacity for survival and renewal is awesome."](#)

- Isabel Allende, Writer

Graphics



In an emergency,
make sure to text, not
call, your loved ones.



#BeInformed

A photograph of a road completely submerged in floodwater. A speed limit sign for 40 is visible on the right side of the road. A green arrow points from the top left towards the text. The text "TURN AROUND, DON'T DROWN." is overlaid in large white letters, with "DON'T DROWN." highlighted in a blue box. In the bottom left corner, there are logos for FEMA, NOAA, and the Ready campaign. In the bottom right corner, the URL "WWW.READY.GOV/FLOODS" is displayed.

**TURN AROUND,
DON'T DROWN.®**

WWW.READY.GOV/FLOODS

BE A GOOD NEIGHBOR!

In the event of a disaster, be sure to check on those around you.



Ready



READY.GOV

Get #HurricaneStrong in 1 Day

Build an Emergency Supply

By adding a few extra items to your weekly shopping list and looking around your house, preparing for Hurricane Season can be simple and affordable.

Shopping List

- Food Shop
 - Water
 - Non-Perishable Food
 - Garbage Bags
 - Personal Sanitation Items
- Pharmacy
 - First Aid Kit
 - Batteries
 - Radio
- Hardware Store
 - Flashlight
 - Whistle
 - Duck-Tape
 - Plastic Sheeting

Look around the House

- Phone Charger
- Local maps
- Can Opener
- Wrench or pliers

Hurricane Season starts June 1!

Learn more at Ready.gov