



PREPAREDNESS AND SAFETY MESSAGING FOR HURRICANES, FLOODING, AND SIMILAR DISASTERS

SUPPLEMENTAL ACTIVITY WORKSHEET

Welcome to the “Preparedness and Safety Messaging for Hurricanes, Flooding, and Similar Disasters Workshop.” You can use this worksheet to help guide you through the various activities led by your facilitator. There are also some helpful tips and links to resources listed throughout this document to help you complete your activities.

Activity 1 (15 minutes): Learn how to navigate the [Preparedness and Safety Messaging for Hurricanes, Flooding, and Similar Disasters](#) resource and the [Hurricane Key Messages COVID-19 Annex](#).

To help get you better acquainted with the key messages resource, your facilitator will lead you through a brief tutorial on how to use it. Before we begin, please pull up the resource on your screen using the link below:

www.cdc.gov/cpr/readiness/hurricane_messages.htm

There are two different ways you can navigate through the resource:

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PREPARE BEFORE A HURRICANE OR SEVERE FLOODING	7
Make a plan	7
Prepare an emergency food supply	7
Prepare an emergency water supply	8
Safety and personal care products	9
Prepare your family for the storm	10
Get your home ready for the storm	10
Prepare your car for the storm	11
Evacuate or stay at home	12

1. Table of Contents: Find the topic you’re looking for and click on it using the table of contents. This will take you directly to that section.

▼	BOOKMARKS	CONTENTS
▼	BOOKMARKS	BACKGROUND
▼	BOOKMARKS	PREPARE BEFORE A HURRICANE OR SEVERE FLOODING
	BOOKMARKS	Make a plan
	BOOKMARKS	Prepare an emergency food supply
	BOOKMARKS	Prepare an emergency water supply
	BOOKMARKS	Safety and personal care products

2. Navigation Pane: You can also use the navigation pane on the left-hand side of the screen. Just find the topic you’re looking for and click on the title; this will take you directly to that section. The messages are organized by before, during, and after an incident.



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Control and Prevention

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Take 3 minutes to look through the table of contents or the navigation pane.
Notice which topics are listed under each section.

Take 5 minutes to respond to the following questions. Write your response in the section following each question.

1. Where in the resource can you find information on preparing an emergency water supply?
2. Where in the resource can you find information on mold?
3. Where in the resource can you find information on coping after a disaster?

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Take 2 minutes to browse through the Hurricane Key Messages COVID-19 Annex.

Take 5 minutes to list examples of messages that might be affected by the COVID-19 pandemic.

Resume the video.

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Activity 2 (15 minutes): Practice using the [Preparedness and Safety Messaging for Hurricanes, Flooding, and Similar Disasters](#) resource and the [Hurricane Key Messages COVID-19 Annex](#) for messaging before the storm.

Let's consider this scenario: The National Weather Service Doppler radar indicates that thunderstorms producing heavy rainfall and damaging winds are headed towards your city. The storm is expected to cause severe flooding and power outages. Residents in flooded areas are mandated to evacuate. All residents are advised to be prepared for the storm.

Instructions: As part of the communications team in your jurisdiction, you are asked to develop social media messages. You have **5 minutes** to draft a tweet for preparing for the storm. Use the information in the key messages resource to draft your tweet. Remember you have a 280-character limit. Once you've drafted your tweet, copy and paste it into the chat box.

Not sure where to start? Here are some sample tweets you can use as a guide to help you craft your own:

- During and after a #hurricane, you may need supplies to keep your family safe and healthy. Be sure to stock up on emergency supplies for your home and car. Learn more: <https://bit.ly/3cawlvj>

- If you are in the path of the #storm, make sure you and your family are prepared. Learn more: <https://bit.ly/36FGrVG>
- A disaster can disrupt the food supply at any time. Plan to have at least a 3-day supply of food on hand. Learn more about how to store #emergency food. <https://bit.ly/2c0vORF>

Take 10 minutes to review CDC's "[Guide to Writing for Social Media](#)" for helpful tips and guidance on writing tweets.

Resume the video.

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Activity 3 (30 minutes): Practice using the [Preparedness and Safety Messaging for Hurricanes, Flooding, and Similar Disasters](#) resource and the [Hurricane Key Messages COVID-19](#) Annex for messaging after the storm.

Consider this next scenario: The storm has passed, leaving widespread power outages in the area. There are an increasing number of reports of carbon monoxide (CO) poisoning, particularly from people using generators inside their homes.

Instructions: You are tasked with creating a communication product that informs people on how to safely use their generators to prevent CO poisoning. Complete the steps below to guide you through the process of creating your product.

Take 5 minutes to complete each step. Once you are done with each step, resume the video to view example responses.

Step 1: Find information on CO poisoning prevention in your resource. Where in the resource can you find this information?

Step 2: Identify which message(s) you would like to deliver.

Message 1:

Message 2:

Message 3:

Steps continued next page...

Step 3: Consider your audience. How might their situation make it difficult to receive the message?

Step 4: What communication method and channel will you use? Feel free to be creative!

Step 5: Using the information on CO poisoning prevention in your resource, adapt your central message(s) for your channel and intended audience.

Step 6: Describe your final product!