



## Stakeholder Tips and Taglines

### Heat and Drought Preparedness and Preparedness for Pets

Summer calls for relaxation. It's for spending time with our families. It's for vacations. It's for pool parties and barbecues, catching up with our friends and playing with our pets. Summer heightens our moods and brings happiness. Even Microsoft Word agrees: it lists synonyms for summer as "straw-hat," "seasonal," and "traveling."

But summer also brings heat. Heat that feels like it can cook an egg on the sidewalk. Heat that sucks the sun's energy back out of us. Heat that causes burns.

The summer season reminds us that the sun is a double-edged sword: just as it can boost our moods, it can be dangerous to our health. So just as we prepare to pack our beach bags, we should also prepare to pack our summer emergency kits.

For this month's tips and taglines, we'll cover two themes of preparedness: heat and drought preparedness and preparedness for pets. 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 in the summer heat. These tips can be posted on bulletin boards, reinforced at meetings, and worked into talking points at public events.
- Tips for preparing our pets for emergencies. These tips can be shared broadly among pet organizations and pet stores and can be discussed within families with pets.
- Social media messaging
- 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.

### SUGGESTED TAGLINE QUOTES

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

- ["There's no harm preparing for the best, as long as you're prepared for the worst."](#)  
- Stephen King, Author
- ["An ounce of prevention is worth a pound of cure."](#)  
- Benjamin Franklin

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- "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
  - "Those who teach the most about humanity aren't always human."  
- Donald L. Hicks
  - "The greatness of a nation and its moral progress can be judged by the way its animals are treated."  
- Mahatma Gandhi
  - "Dogs do not fail. They perform as trained. Dogs 'fail' when we ask them to perform that for which we have not adequately prepared them."  
- Steve White
  - "Pets are humanizing. They remind us we have an obligation and responsibility to preserve and nurture and care for all life."  
- James Cromwell
  - "The thing with heat is, no matter how cold you are, no matter how much you need warmth, it always, eventually, becomes too much."  
- Victoria Aveyard
  - "Summer afternoon – summer afternoon; to me those have always been the two most beautiful words in the English language."  
- Henry James
  - "And so with the sunshine and the great burses of leaves growing on the trees, just as things grow in fast movies, I had that familiar conviction that life was beginning over again with the summer."  
- F. Scott Fitzgerald

## HEAT AND DROUGHT PREPAREDNESS TIPS

Heat waves can be dangerous and even life-threatening. According to the National Oceanic and Atmospheric Administration ([NOAA](#)), there were [108 heat related fatalities in 2018](#). Most heat disorders occur because the victim has been overexposed to heat or has over exercised for his or her age and physical condition. Older adults, young children and those who are sick or overweight are more likely to succumb to extreme heat. Before extreme heat occurs, it is important to take steps to prepare, including:

- Install window air conditioners snugly; insulate if necessary.
- Check air conditioning ducts for proper insulation.
- Install temporary window reflectors (for use between windows and drapes), such as aluminum foil-covered cardboard, to reflect heat back outside. Cover windows that receive morning or afternoon sun with drapes, shades, awnings or louvers. (Outdoor awnings or louvers can reduce the heat that enters a home by up to 80 percent.)
- Weather-strip doors and sills to keep cool air in.
- Keep storm windows up all year.
- Listen to local weather forecasts and be aware of possible temperature changes.
- Get trained in first aid to learn how to treat heat-related emergencies.

- Be aware that people living in urban areas may be at greater risk from the effects of a prolonged heat wave than people living in rural areas.

If the weather becomes extremely hot, consider the following:

- Listen to the NOAA Weather Radio for critical updates from the National Weather Service.
- Never leave children or pets alone in closed vehicles or outdoors.
- Stay indoors with air conditioning as much as possible and limit exposure to the sun.
- Stay on the lowest floor and out of direct sunshine if air conditioning is not available.
- If you must be outside, protect yourself by using sunscreen on exposed skin.
- Circulating air can cool the body by increasing the perspiration rate of evaporation.
- Eat well-balanced, light and regular meals. Avoid using salt tablets unless directed to do so by a physician.
- Drink plenty of water; even if you do not feel thirsty. Avoid drinks with caffeine and limit intake of alcoholic beverages.
- Dress in loose-fitting, lightweight and light-colored clothes that cover as much skin as possible. Avoid dark colors because they absorb the sun's rays.
- Protect your face and head by wearing a wide-brimmed hat.
- Avoid strenuous work during the warmest part of the day and take frequent breaks.
- Check on family, friends, and neighbors who do not have air conditioning and who spend much of their time alone.
- If you have livestock, check on them frequently to ensure that they are not suffering from the heat.
- Go to a designated public shelter if your home loses power during periods of extreme heat. Text SHELTER + your ZIP code to 43362 (4FEMA) to find the nearest shelter in your area (example: shelter 12345) and listen to your local officials for shelter locations.

During times of extreme heat, many areas can also experience periods of reduced rainfall or drought. As the summer continues and temperatures rise, there may be an increased risk of drought in our region. If a drought should occur, it's important to know what measures to take to reduce the impact to yourself and property. Nearly every part of our country experiences periods of reduced rainfall or drought. Consider the following water conservation tips:

- Never pour water down the drain when there may be another use for it. For example, use it to water your indoor plants or garden.
- Check all plumbing for leaks and have any leaks repaired by a plumber. One drop of water per second wastes 2,700 gallons of water per year.
- Retrofit all household faucets by installing aerators with flow restrictors.
- Insulate your water pipes to reduce heat loss and prevent them from breaking.
- Choose appliances that are more energy and water efficient.
- Consider purchasing a low-volume toilet that uses less than half the water of older models. Note: In many areas, low-volume units are required by law.
- Install a toilet displacement device to cut down on the amount of water needed to flush. Place a one-gallon plastic jug of water into the tank to displace toilet flow.
- Replace your showerhead with an ultra-low-flow version.
- Dispose of food in the garbage or compost food waste, instead of using a sink disposal.

- Check your well pump periodically to ensure you do not have a leak.
- Plant native and/or drought-tolerant grasses, ground covers, shrubs and trees that can survive a dry period without watering.
- Install irrigation devices that are the most water efficient for each use.
- Use mulch to retain moisture in the soil, keep soil cool and reduce evaporation.
- Avoid using ornamental water features (such as fountains) unless they use re-circulated water.
- Consider rainwater harvesting where practical.
- Contact your local water provider for information and assistance.
- Repair sprinklers that leak or spray a fine mist, which may result from a pressure problem.
- Avoid overfertilizing your lawn. Applying fertilizer increases the need for water.
- Install a new water-saving pool filter. Cover pools and spas to reduce evaporation of water.

## **TIPS FOR PREPAREDNESS FOR PETS**

**Know your hazards.** Plan for the hazards that can affect your area and think about how these hazards will impact your pets. Hazards could include, but are not limited to, the following: flooding; severe weather and thunderstorms; excessive heat or cold; house/barn fires; hurricanes; and tornadoes. To be informed of any emergency, sign up for your community's warning system. You can also recent alerts from the Emergency Alert System (EAS), the NOAA Weather Radio, and the [FEMA App](#).

**Have an emergency plan and consider your pets if you need to evacuate.** 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](#), pet boarding facilities, or boarding with a friend or family member outside of the evacuation zone. If asked to evacuate, implement your evacuation plan and bring your pet to their evacuation location that you have identified. 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. Keep addresses and phone numbers on tags current. Additionally, if your pet is not microchipped, talk to your vet about the possibility of microchipping. 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. [Download Preparing Makes Sense for Pet Owners](#) for more information on what to include in your pet's emergency plan and their go-kit.

**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. Items to include in your emergency kit are:

- Food and water to sustain your pet for at least three days. Include a can opener and bowls.

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

**For large animals including livestock, think through what you'll do in the case of an emergency.** If possible, plan to evacuate with your animals. Plan out routes and find vehicles and trailers to transport your livestock. 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, etc. 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.

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 option 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](#).

## **SOCIAL MEDIA MESSAGING**

### **Heat and Drought**

- Follow @NWS for heat advisories & excessive heat warnings so you can #BeatTheHeat this summer.
- Do you know the difference between a Heat Outlook, Watch, & Warning? Learn them today: <https://www.weather.gov/safety/heat> #BeatTheHeat

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- Stay safe from the heat by drinking a lot of water, staying indoors, & calling 911 if you see someone suffering from a heat emergency: [www.ready.gov/heat](http://www.ready.gov/heat) #BeatTheHeat
  - Did you know that urban residences are at greater risk of the effects of prolonged #heat than rural and suburban residences? [www.ready.gov/heat](http://www.ready.gov/heat) #HeatSafety
  - #BeatTheHeat by staying indoors and in the shade. More tips for the entire family on [www.ready.gov/kids/know-the-facts/extreme-heat](http://www.ready.gov/kids/know-the-facts/extreme-heat) #BeatTheHeat this summer!
  - Tip: Check the weather stripping on doors and windows to keep the cool air in. #BeatTheHeat
  - Fans alone aren't enough in high heat + high humidity. Get inside in A/C or go to a public place like the library, museum or shopping mall to #BeatTheHeat
  - Enter your ZIP code at [www.211.org](http://www.211.org) to find cooling-off centers near you! #SummerSafety #BeatTheHeat
  - In extreme heat, dress in loose-fitting, lightweight and light-colored clothes. Avoid dark colors because they absorb the sun's rays. #BeatTheHeat
  - Make sure you drink LOTS of water to stay hydrated and prevent dehydration, heat stroke & more. #SummerSafety
  - Got heat cramps? Rest in a cool place & drink a beverage containing electrolytes and sodium, like a sports drink. #BeatTheHeat
  - Recognize when someone is suffering from dehydration or heat stroke & act quickly! Learn the signs: <https://www.cdc.gov/disasters/extremeheat/index.html> #SummerSafety
  - Video: #HeatSafety information and tips in American Sign Language #ASL #FunctionalNeeds #HardofHearing <https://youtu.be/0DZFOJowvb8>
  - Too hot to play outside? [www.ready.gov/kids](http://www.ready.gov/kids) offers plenty of games and activities that will help children learn and prepare for emergencies as they play! #SummerSafety
  - Don't forget about your pets. Share these tips from the Humane Society to keep pets safe in the heat: <http://bit.ly/1RRltlL> #BeatTheHeat
  - NEVER leave children or pets alone in hot vehicles! Heat can rise in a car, up to 20 degrees in just 10 minutes! #BeatTheHeat
  - Did you know that cities could be 7 degrees F warmer than neighboring grassy areas, such as farms or parks? #HeatScience <https://earthobservatory.nasa.gov/blogs/eokids/>
  - Learn the four questions to ask before working outdoors. [www.osha.gov/heat](http://www.osha.gov/heat) #HeatSafety #KeepYourCool #WorldEnvironmentDay #OSHAISTHISOKAY
  - Spending time in the sun? Apply sunscreen and avoid heat related illness: [www.weather.gov/heat](http://www.weather.gov/heat) #HeatSafety #SpringSafety
  - The Heat Index tells you how hot it feels with humidity [weather.gov/safety/heat-index](http://weather.gov/safety/heat-index) #HeatSafety #SpringSafety
  - #WhenInDrought Never pour water down the drain when there may be another use for it. For example, use it to water your indoor plants or garden. #ConserveWater #SummerSafety #DroughtSafety
  - #ConserveWater and Repair dripping faucets by replacing washers. 1 drop per second wastes 2,700 gallons of water a year. #WhenInDrought #WeatherReady #SummerSafety #DroughtSafety
  - Choose appliances that are more energy and water efficient. #WhenInDrought #SummerSafety #DroughtSafety #ConserveWater #sustainability
  - Use mulch to retain moisture in soil. Mulch helps control weeds that compete with plants for water. #WhenInDrought #DroughtSafety #ConserveWater #PrepGardening

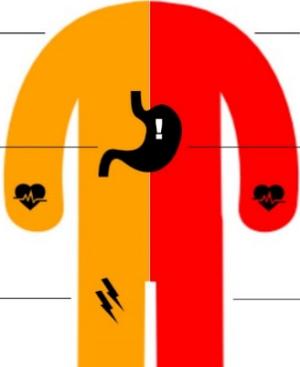
- Cover pools and spas to reduce evaporation of water. #WhenInDrought #SummerSafety #DroughtSafety #ConserveWater #PrepGardening
- Avoid taking baths—take short showers—turn on water only to get wet and lather and then again to rinse off. #WhenInDrought #SummerSafety #DroughtSafety #ConserveWater
- Avoid letting the water run while brushing your teeth, washing your face or shaving. #WhenInDrought #SummerSafety #DroughtSafety #ConserveWater
- Conserve water, practice fire prevention, and follow directions from local officials - watch this video to know exactly what to do during drought conditions: [youtu.be/jni8YDoRP5o](https://youtu.be/jni8YDoRP5o) #SummerSafety #DroughtSafety
- How is drought affecting where you live? <https://www.drought.gov/drought/drought-my-backyard> #DroughtSafety #SummerSafety

### Pet Preparedness

- June is National #PetPreparedness Month. Include your pets in your family emergency plan: [www.ready.gov/pets](http://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](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](http://www.ready.gov/animals) #PetPreparedness #PetPared #farmlife
- Pets need an emergency supply kit too. View what items should go in it: [www.ready.gov/pets](http://www.ready.gov/pets) #PetPreparedness
- Put a favorite toy, treats or bedding in your pet's emergency kit to help reduce their stress. #PetPreparedness #PetPared
- Food, water, collar, veterinary records are some items for your pet's emergency kit. More at: [www.ready.gov/animals](http://www.ready.gov/animals) #PetPreparedness #PetPared
- 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
- 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 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
- 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
- Think about “microchipping” your pet. These permanent implants help locate your pet following a disaster. #PetPreparedness #PetPared
- Never leave pets in the car! Temperatures rise quickly even with the windows down and can be deadly for your pet. #HeatSafety #PetPared
- Your pet can experience heat exhaustion. Do not exercise your pet strenuously on extreme heat days. Avoid long walks and hikes.
- When you're cold, your pets are cold. Bring pets inside during cold weather! #WinterSafety #PetPared
- Don't forget to wipe your dog’s paws! Ice-melting chemicals can make your pet sick. #PetPreparedness #PetPared
- #Birds should be transported in a secure travel cage or carrier. #PetPreparedness #PetPared
- Have recent photos available and keep your bird’s leg bands on for identification. #PetPreparedness #PetPared
- 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
- 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

## LOGOS, BANNERS, AND POSTERS

HEAT EXHAUSTION	OR	HEAT STROKE
Faint or dizzy		Throbbing headache, confusion
Excessive sweating		No sweating
 Cool, pale, clammy skin		Body temperature above 103° Red, hot, dry skin 
Nausea or vomiting		Nausea or vomiting
Rapid, weak pulse 		Rapid, strong pulse
Muscle cramps 		May lose consciousness 
<ul style="list-style-type: none"> <li>Get to a cooler, air conditioned place</li> <li>Drink water if fully conscious</li> <li>Take a cool shower or use cold compresses</li> </ul>	<p><b>CALL 9-1-1</b></p> <ul style="list-style-type: none"> <li>Move person to cooler place</li> <li>Cool using cool cloths or bath</li> <li>Do not give anything to drink</li> </ul>	
 @NWSSacramento weather.gov/Sacramento	 	 @SacramentoOES SacramentoReady.org

## Practice HEAT SAFETY Wherever You Are

Heat related deaths are preventable. Protect yourself and others from the impacts of heat waves.

- Job Sites**  
Stay hydrated and take breaks in the shade as often as possible.
- Indoors**  
Check up on the elderly, sick and those without AC.
- Vehicles**  
Never leave kids or pets unattended - LOOK before you LOCK
- Outdoors**  
Limit strenuous outdoor activities, find shade, and stay hydrated.

[weather.gov/heat](http://weather.gov/heat)

## Staying Safe in the Heat

- ☀ Limit outdoor activities
- ☀ Drink plenty of water
- ☀ Wear light clothing
- ☀ Wear sunscreen
- ☀ Work outdoors early or very late in the day

[weather.gov/heat](http://weather.gov/heat)

## Is Drought Affecting You?

Droughts are caused by an extended period of dry weather

Find out the latest Information at [weather.gov/drought](http://weather.gov/drought)

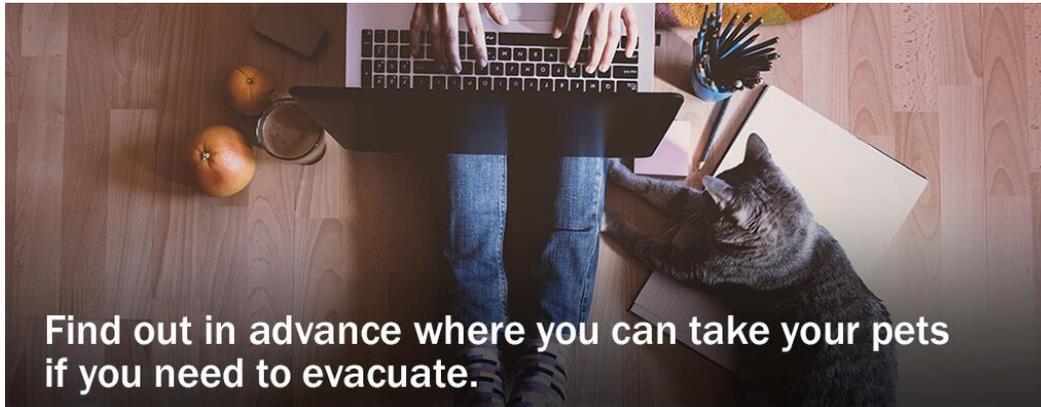
[weather.gov/drought](http://weather.gov/drought)

### 3 Easy Steps for Drought Information

- Visit <http://1.usa.gov/1Jlze6>
- Type  Zip Code (5 digit)
- Click

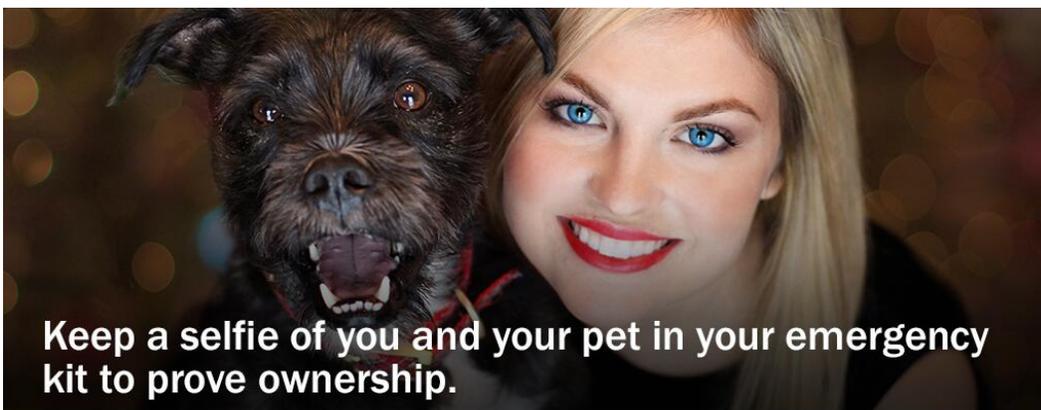
**Weather-Ready Nation**  
National Oceanic and Atmospheric Administration

National Weather Service  
[weather.gov/drought](http://weather.gov/drought)



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

#BeInformed



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

#BeInformed



BEAT THE HEAT



READY.GOV/HEAT  
#BEATTHEHEAT