

North Carolina Hurricane Communications Toolkit



Prepared by ICF Next for CDC NCEH
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NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**



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Introduction

Background

As we have seen in recent years, hurricanes can affect North Carolinians across the state, sometimes with very little warning. Each of North Carolina's 100 counties has different available resources and different needs in the event of a storm. We have developed this toolkit to help you effectively reach your communities with evidence-based hurricane-related messaging all year long.

It's important to remember that every hurricane is different. This toolkit will help you support North Carolinians in staying safer from the wide range of health threats caused by hurricanes.

How to Use the Toolkit

Each section of this toolkit includes the following:

- Key messages:
 - You can use these general topline messages to create your own communications.
- Social media posts:
 - The toolkit provides post copy and sample graphics for a range of social media platforms; use the content as-is or adapt it for your community's needs.
- Web content recommendations:
 - Each jurisdiction will be different. This toolkit provides guidance and recommendations on how to create the most effective web content for your community.
 - Each section provides examples of effective web content for the relevant stage of preparedness or recovery.
- Email or newsletter content:
 - This pre-written content can be copied and pasted into your email blast or newsletter as-is, or you can customize it based on your community's specific needs.
- Public service announcement (PSA) scripts:
 - The provided script can be used for a TV or radio PSA – all you need to do is insert the name of your organization where it's indicated in the script.
 - Work with local TV and radio stations to have them read the PSA aloud during a broadcast or play a recording.
- Key resources:
 - These web-based resources include printables, webpages, and media content.
 - You can use these resources as guidance to develop your own materials, share the links directly with your communities, or print out items to hand out at community events and storm shelters.



This toolkit is organized by hurricane-related timing:

Steady-State Readiness—Use year-round, including outside of hurricane season. These messages encourage and inform your communities about how to stay prepared so they're ready when a hurricane does occur.

Pre-Hurricane: Preparedness—Use in the days immediately before a hurricane when your area is in the path of the storm. These messages can help keep your community informed and prepared, whether they are preparing to evacuate or getting ready to shelter in place.

During Hurricane: Emergency Response—Use when a hurricane has reached your area. This content can help your community stay up to date on the latest emergency information, and printable resources can be handed out at shelters. Keep in mind that power and internet access may be disrupted during a storm, so social media and websites may not be the most effective way to reach your communities at this time.

Post-Hurricane: Recovery and Relief—Use once the hurricane has passed. These messages can help your community stay safe when returning home, find post-storm support, stay up to date on recovery efforts, and find ways to give back to the community.



North Carolina Department of Health and Human Services Social Media Channels

The [North Carolina Department of Health and Human Services](#) (NCDHHS) has an active social media presence. Visit their social media accounts for examples of how to effectively use social media content. You can also share or repost their content through your own channels to share important information and boost engagement.

- Facebook: [NC Department of Health and Human Services](#)
- Instagram: [@ncdhhs](#)
- X (formerly Twitter): [@ncdhhs](#)
- YouTube: [North Carolina Department of Health and Human Services](#)
- LinkedIn: [NC Department of Health and Human Services](#)



Steady-State Readiness

This section includes communications recommendations and materials related to general emergency readiness. This content is evergreen for use throughout the year to message about preparedness on an as-needed basis.

Key Messages

- Natural disasters can happen at any time, even in areas you think are safe.
- Stay informed:
 - Watch, listen to, or read the news for updates from officials.
 - Be aware that there may be rumors during a crisis.
 - Turn to reliable sources of information. See the NC media list for major news outlets.
 - Set up weather and other wireless emergency alerts on your phone.
 - Know the evacuation route for your area (visit [ReadyNC.gov](https://www.readync.gov)).
- Pack an emergency kit:
 - Clean water to last 3–7 days. Have 1 gallon of water per person per day.
 - Emergency food supply to last 3–7 days. Pack foods with long shelf lives (check expiration dates regularly).
 - Medical, first aid, and personal supplies, including over-the-counter medications and toiletries.
 - Electronics, including flashlights with extra batteries, cell phone and charger, and weather radio.
 - Important documents.
 - Cash.
- Create a family action plan.
- If you have pets:
 - Make sure they wear a collar and identification tags with your contact information at all times.
 - Get your pets microchipped, if possible.
 - Have food, clean water, and medications for your pets in your emergency kit to last 3–7 days.
- Ask your child's school for their emergency evacuation plan.



Communication Channels


Each communication channel serves a unique purpose. For topics related to steady-state readiness, a combination of social media, website content, email/newsletter messaging, radio/TV PSAs, and print materials can be appropriately used to share general preparedness messages with your audience.

Channel	Description	Notes
Social Media	Facebook Instagram Twitter/X Bluesky LinkedIn YouTube	Social media can be used year-round to push out messages on steady-state readiness that encourage your audience to stay ready for storms. Using social media to highlight regular observances, like National Hurricane Preparedness Week and National Preparedness Month, is encouraged.
Websites	.gov websites, like NCDHHS.gov, ReadyNC.gov, CDC.gov, FEMA.gov, and your local government sites	Websites are ideal for including longer-format information and links to additional resources that provide guidance on staying ready.
Email/ Newsletters	Regular listserv emails or newsletter blasts sent from your organization	Email and newsletter blurbs can be used to push out messages containing advice and guidance on staying ready that are longer than social media posts. They can also drive traffic to relevant webpages and serve as a regular reminder about readiness throughout the year.
Radio/TV PSAs	For use on local radio channels or TV channels	Evergreen radio/TV PSAs can be used to push out messages on staying prepared at any time during the year.
Tele-Town Halls	NCDHHS hosts tele-town halls/webinar style events to discuss different health-related topics.	Links to materials can be mentioned during these events.
Print Materials	Distribution points can include community centers, libraries, senior centers, schools, and other locations. These can also be used during health fairs or preparedness events.	Print materials can be posted inside buildings or given to people at events or community locations. These may include fact sheets, flyers, pamphlets, and infographics.



Social Media

You can reach your audiences through organic social media content on topics related to hurricane preparedness even before hurricane season begins. See below for a few post suggestions and graphics that can be used on your social media channels to reach your audience on the topic of steady-state readiness. Character counts for draft posts are included in case edits are needed due to platform restrictions.

Post Copy	Sample Graphic
<p>Hurricane Preparedness Week (Typically occurs in the first week of May)</p> <p>It's Hurricane Preparedness Week! Are you ready for hurricane season? Now's the time to make sure you and your loved ones are prepared.</p> <ul style="list-style-type: none">• Build an Emergency Kit: Keep a supply of nonperishable food, clean water, medications, and other essentials ready.• Create a Family Plan: Discuss and practice your emergency plan with all family members.• Stay Informed: Follow trusted sources for updates and alerts on potential emergencies.• Secure Important Documents: Keep copies of important documents in a safe, accessible place.• Check Your Home: Regularly inspect your home for potential hazards and make necessary repairs. <p><i>618 characters</i></p>	 <p>Alt text for graphic: Get ready for hurricane season. Yellow sign that reads "Hurricane Season".</p>
<p>Semana de preparación para huracanes (Generalmente ocurre en la primera semana de mayo)</p> <p>¡Es la semana de preparación para huracanes! ¿Está listo para la temporada de huracanes? Es hora de asegurarse de que usted y sus seres queridos estén preparados.</p> <ul style="list-style-type: none">• Prepare un kit de emergencia: Mantenga listo una reserva de alimentos no perecederos, agua limpia, medicamentos y otros artículos esenciales.• Cree un plan familiar: Discuta y practique su plan de emergencia con todos los miembros de la familia.	



Post Copy

- **Manténgase informado:** Siga fuentes de confianza para obtener actualizaciones y alertas sobre posibles emergencias.
- **Asegure los documentos importantes:** Guarde copias de los documentos importantes en un lugar seguro y accesible.
- **Revise su casa:** Inspeccione periódicamente su casa en busca de peligros y haga las reparaciones necesarias.

834 caracteres

North Carolina Preparedness Month

September is North Carolina Preparedness Month. Make an emergency plan. Gather emergency supplies, stay informed, and know how to stay safe.

Visit [ReadyNC.gov](https://www.readync.gov) to see how to be ready for anything!

195 characters

Sample Graphic



URL

Texto alternativo para el gráfico: Prepárese para la temporada de huracanes. Letrero amarillo que dice "Temporada de huracanes".



URL

Alt text for graphic: North Carolina Preparedness Month. A man putting together an emergency kit.



Post Copy

Mes de preparación de Carolina del Norte

Septiembre es el mes de la preparación en Carolina del Norte. Cree un plan de emergencia. Reúna suministros de emergencia, manténgase informado y sepa cómo mantenerse a salvo.

¡Visite [ReadyNC.gov](https://www.ReadyNC.gov) para aprender cómo estar preparado para todo!

236 caracteres

Sample Graphic



URL

Texto alternativo para el gráfico: Mes de preparación de Carolina del Norte. Un hombre prepara un kit de emergencia.

Building an Emergency Kit

Being prepared can make all the difference during a hurricane. Here are some things to include in your emergency kit:

- Water & emergency food supply
- Cell phone & charger
- Flashlight & extra batteries
- Medical or first aid supplies, including over-the-counter medications

To learn more about preparing for a hurricane, visit www.ReadyNC.gov/plan-and-prepare.

360 characters



URL

Alt text for graphic: Build Your Emergency Kit. Family putting together an emergency kit.



Post Copy

Prepare un kit de emergencia

Estar preparado puede hacer la diferencia durante un huracán. Estas son algunas cosas que puedes incluir en su kit de emergencia:

- Agua y alimentos no perecederos
- Teléfono móvil y cargador
- Linterna y pilas/baterías de repuesta
- Suministros médicos o de primeros auxilios, incluyendo medicamentos de sin receta

Para aprender más sobre cómo prepararse para un huracán, visite www.ReadyNC.gov/plan-and-prepare.

417 caracteres

Sample Graphic



Texto alternativo para el gráfico: Prepare un kit de emergencia. Una familia preparando un kit de emergencia.

Website

Communications through your website should be clear, accessible, and focused on speaking to your broadest audience. Anyone in your community may use your website as a starting point to gain information about preparedness. Websites allow users to click to different pages throughout their journey without needing to consume content in its entirety (like they would when hearing a PSA or seeing a video). We recommend focusing steady-state readiness website content on providing information and details on how community members can get prepared and stay prepared throughout the year. Here are some examples of website content for year-round preparedness:

- [Get a Kit \(ReadyNC.gov\)](http://ReadyNC.gov)
- [Emergency Preparedness \(NCDPS.gov\)](http://NCDPS.gov)
- [Know Your Zone \(NCDPS.gov\)](http://NCDPS.gov)

Steady-state readiness content can stay live on your website all year. Make sure you keep this content updated with the latest emergency information from local, state, and federal authorities.

This may also be a good time to begin building a staging site or “dark site” that you can push live when you know a hurricane is on the way. See the Pre-Hurricane: Preparedness section for more information.

Email/Newsletter Blurb

The following blurb can be used via email or newsletter to share information about National Hurricane Preparedness Week and encourage recipients to review and update their preparedness plans in advance of hurricane season.



English

Subject: National Hurricane Preparedness Week Is Here!

National Hurricane Preparedness Week is here, and it's the best time to ensure you're ready for the upcoming hurricane season. Stay prepared by taking the following steps:

1. **Build Your Emergency Kit:** Put together a kit, including water, nonperishable food, medication, a flashlight with extra batteries, and basic first aid supplies.
2. **Make a Plan:** Discuss evacuation routes, communication plans, and designate a safe meeting spot with your family.
3. **Stay Informed:** Sign up for local weather alerts and identify reliable sources to go to when you need information. Consider investing in a battery-powered weather radio.
4. **Maintain Your Home:** Reinforce your windows and doors, trim trees, and evaluate outdoor items that should be moved to prevent damage in the event of a storm.
5. **Know Your Evacuation Zone:** Familiarize yourself with local evacuation routes and shelters.

Take advantage of this week to review and update your preparedness plans! Learn more about how to prepare before hurricane season by visiting [\[insert link\]](#).

Spanish

Asunto: ¡La semana nacional de preparación para huracanes está aquí!

La semana nacional de preparación para huracanes ya está aquí, y es el mejor momento para garantizar que está listo para la próxima temporada de huracanes. Manténgase preparado tomando los siguientes pasos:

1. **Prepare un kit de emergencia:** Prepare un kit que incluya agua, alimentos no perecederos, medicamentos, una linterna con pilas/baterías de repuesto y suministros básicos de primeros auxilios.
2. **Cree un plan:** Discuta con su familia las rutas de evacuación, los planes de comunicación y designe un punto de encuentro seguro.
3. **Manténgase informado:** Suscríbase a las alertas meteorológicas locales e identifique fuentes confiables a las que pueda acudir cuando necesite información. Considere invertir en una radio meteorológica de pilas/baterías.
4. **Mantenga su casa:** Refuerce sus ventanas y puertas, podé los árboles y evalúe los elementos exteriores que deben ser trasladados para evitar daños en caso de una tormenta.
5. **Conozca su ruta de evacuación:** Conozca las rutas locales de evacuación y los refugios.

Aproveche esta semana para revisar y actualizar sus planes de preparación. Viste [\[insertar link\]](#) para aprender más sobre cómo prepararse antes de la temporada de huracanes.

Radio/TV PSA Scripts

These scripts can be read on local radio/TV news broadcasts to highlight basic information about hurricane season for North Carolina.



English	Spanish
<p>15-second run time:</p> <p>Hurricane season runs from June through November each year. Don't get caught unprepared! Make sure your emergency plans and supplies are up to date.</p> <p>Get more information and tips at ReadyNC.gov.</p>	<p>Duración de 15 segundos:</p> <p>La temporada de huracanes es de junio a noviembre. ¡Prepárese! Asegúrese que sus planes y suministros de emergencia estén al día.</p> <p>Para más información y consejos, visite ReadyNC.gov.</p>
<p>30-second run time:</p> <p>This is an important message from [organization name].</p> <p>Hurricane season runs from June 1 to November 30 each year. Make sure your emergency plans and supplies are up to date.</p> <p>Be prepared for a hurricane:</p> <ul style="list-style-type: none">• Stay informed.• Pack an emergency kit and ensure supplies are up to date.• Create a family action plan. <p>Get more information and tips at ReadyNC.gov.</p>	<p>Duración de 30 segundos:</p> <p>Este es un mensaje importante de [nombre de organización].</p> <p>La temporada de huracanes va del 1 de junio al 30 de noviembre. ¡No espere a última hora! Asegure de tener su plan de emergencia y sus suministros al día.</p> <p>Prepárese para un huracán:</p> <ul style="list-style-type: none">• Manténgase informado.• Tenga un kit de emergencia con suministros al día.• Cree un plan de acción familiar. <p>Para más información y consejos, visite ReadyNC.gov.</p>

Resources

Below are available media products, webpages, and printable items on the topic of steady-state readiness. You can use these as a reference for your own website content or use these as links to share with your audience. We recommend keeping relevant print materials on hand to share with your audience at in-person events or at your physical office.

- [Make a Plan](#)—ReadyNC, webpage, available as of 04/07/2025
- [North Carolina Hurricane Guide](#)—ReadyNC, PDF, English, 13 pages, 2023
- [Carolina del Norte Guía Sobres Huracanes](#)—ReadyNC, PDF, Español, 13 pages, 2023



Pre-Hurricane: Preparedness

This section includes communications recommendations and materials related to preparations for hurricanes in the 24–48 hours before the storm.

Key Messages

- Proactive preparedness:
 - Move outdoor items indoors and board up windows if possible.
 - Keep a full tank of gas in your car.
 - Keep an emergency kit in your car.
 - Freeze cold packs or containers of water and have a cooler ready in case you have to store perishable food.
 - Buy dry ice or large ice blocks if you think you may lose power for a long time.
- Finding official sources of information:
 - Sign up and listen for local government alerts.
 - Watch local news stations.
 - Listen to local radio stations.
 - Use a portable radio/emergency weather radio if you have one; radio stations often have emergency generators and can broadcast official news and weather information even when there is loss of power. Visit [ReadyNC.gov](https://www.readync.gov) for official info and links to other NC government sites.
- If an evacuation order is issued for your area, leave the area as soon as local officials advise. Do not try to ride out the storm. Weather is unpredictable and we can never be 100% sure how dangerous conditions will be.
- Evacuation plans, emergency kits, and shelter locations:
 - Check your emergency kit/make an emergency kit:
 - Your kit should include enough water/food/medications for 3 days.
 - Make sure to include water and food for pets.
 - Make a family action plan and review the plan with your family.
 - Be familiar with your evacuation route.
 - Know ahead of time if you can bring your pet(s) to a shelter and include your pet(s) in your family action plan (for example, can they stay with a family member or friend while you are staying in a shelter?).
 - Have your pet's leash/crate/carrier ready to go and near the exit.
 - Check FEMA, [ReadyNC.gov](https://www.readync.gov), and [Red Cross](https://www.redcross.org) to find open shelters and resources near you.



Communication Channels

Each communication channel serves a unique purpose. For the time immediately prior to a storm, a combination of social media, website content, email/newsletter messaging, and radio/TV PSAs can be appropriately used to share time-sensitive messages with your audience. Before the storm, focus on printing any materials that you may need to hand out during and after the event through volunteers, at shelters, or at other community meeting places.

Channel	Description	Notes
Social Media	Facebook Instagram Twitter/X Bluesky LinkedIn YouTube	When a storm is imminent, social media can be used to push out messages on urgent preparations your audience can make, as well as information on where they can go to get up-to-date information when the storm hits.
Websites	.gov websites, like NCDHHS.gov, ReadyNC.gov, CDC.gov, FEMA.gov, and your local government sites	Immediately prior to a storm, focus on ensuring your website is up to date and shows where people can go to get the latest information on the weather, evacuation, shelter availability, etc.
Email/Newsletters	Regular listserv emails or newsletter blasts sent from your organization	When a storm is coming, last-minute reminders with longer-form content (for example getting an emergency kit together, preparing your home for the storm) can be used to deliver longer messages that are not appropriate for social media.
Radio/TV PSAs	For use on local radio channels or TV channels	Before the storm, radio or TV PSAs can be broadcast to highlight where to go to get the latest information on the weather, evacuations, and/or shelter availability.
Print Materials	Print materials, like fact sheets, flyers, pamphlets, and infographics can be posted in buildings and/or handed out at shelters or other emergency services locations.	Immediately before a storm, while access to power/internet is still possible, focus on printing materials that can be handed out during and after the storm.



Social media

In the immediate days leading up to a hurricane, you can use social media to reach your audiences with key information on preparation activities. See below for a few post suggestions and graphics that can be used on your social media channels to reach your audience on the topic of preparedness for imminent storms. Character counts for draft posts are included in case edits are needed due to platform restrictions.

Post Copy

Make an Emergency Plan

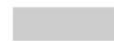
Make a plan before [the storm] hits:

- **Know Your Evacuation Routes:** Identify safe routes and have a plan for where you'll go.
- **Communicate Your Plan:** Make sure all family members know the plan and how to stay in touch.
- **Prepare Your Home:** Secure windows, doors, and outdoor items. Know how to turn off utilities like gas and power.
- **Gather Supplies:** Get your emergency kit ready with essentials like water, food, medications, and important documents.
- **Stay Informed:** Keep up with the latest weather information and follow instructions from local authorities.

For up-to-date information on [the storm], call 211 or visit [ReadyNC.gov](https://www.readync.gov).

630 characters

Sample Graphic



URL

Alt text for graphic: Create Your Emergency Plan Today. Hands pointing at a map with a route drawn on it.

Cree un plan de emergencia

Cree un plan antes de que llegue [la tormenta]:

- **Conozca sus rutas de evacuación:** Identifique rutas seguras y tenga un plan para saber a dónde dirigirse.
- **Comparta su plan:** Asegúrese de que todos los miembros de la familia conocen el plan y saben cómo mantenerse en contacto.
- **Prepare su casa:** Asegure ventanas, puertas y elementos exteriores. Sepa como desconectar servicios como el gas y la electricidad.



Post Copy

- **Reúna suministros:** Prepare su kit de emergencia con elementos esenciales como agua, alimentos, medicamentos y documentos importantes.
- **Manténgase informado:** Manténgase al día de la información meteorológica más reciente y siga las instrucciones de las autoridades locales.

Para obtener información actualizada sobre [la tormenta], llame al 211 o visite [ReadyNC.gov](https://www.ncdps.gov/our-organization/emergency-management/county-emergency-management-agencies).

769 caracteres

Sample Graphic



URL

Texto alternativo para el gráfico: Cree un plan de emergencia hoy. Manos señalando un mapa con una ruta dibujada.

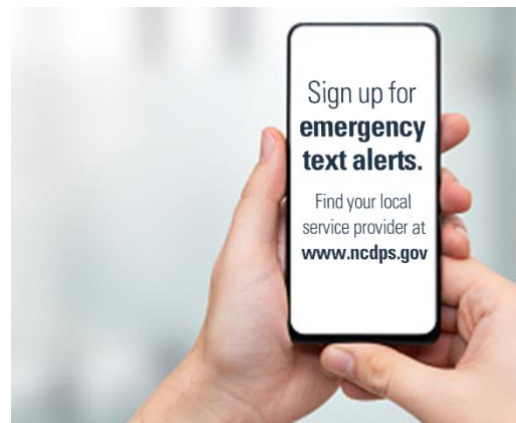
Subscribe to Emergency Alerts

Stay prepared for the incoming storm by signing up for alerts from your county.

Find your county's alerts here:

<https://www.ncdps.gov/our-organization/emergency-management/county-emergency-management-agencies>

208 characters



URL

Alt text for graphic: Smartphone with text on screen that says "Sign up for emergency text alerts. Find your local service provider at www.ncdps.gov"



Post Copy

Suscríbese a las alertas de emergencia

Manténgase preparado para la tormenta que se aproxima suscribiéndose a las alertas de su condado.

Encuentre las alertas de su condado aquí:

<https://www.ncdps.gov/our-organization/emergency-management/county-emergency-management-agencies>

274 caracteres

Sample Graphic



Texto alternativo para el gráfico: Un teléfono inteligente con texto en la pantalla que dice "Suscríbese para recibir alertas de emergencia de texto, para mantenerse informado. Encuentre su proveedor de servicios local en www.ncdps.gov"

Prepare Your Home

There's a lot you can do to help protect your home from the strong winds and water that come with hurricanes.

Visit <https://www.readync.gov/plan-and-prepare/protect-your-home> to learn about the steps you can take today to prepare your home for a hurricane.

256 characters



Alt text for graphic: Prepare your home for a hurricane. Man covering a window with plywood.



Post Copy

Prepare su casa

Hay muchas cosas que puede hacer para proteger su casa de los fuertes vientos y el agua que traen los huracanes.

Visite <https://www.readync.gov/plan-and-prepare/protect-your-home> para informarse sobre las medidas que puede tomar hoy mismo para preparar su casa para un huracán.

293 caracteres

Sample Graphic



URL

Texto alternativo para el gráfico: Prepare su casa para un huracán. Hombre cubriendo una ventana con madera contrachapada.

Stay Safe

Sheltering at home during the storm? Make sure you can easily get to your emergency kit and listen to the radio or TV for updates on the hurricane. Stay inside and away from windows to avoid potential broken glass or flying debris.

Call 211 or visit [ReadyNC.gov](https://www.ReadyNC.gov) for up-to-date information.

289 characters



URL

Alt text for graphic: Keep you and your family safe during a hurricane. Adult and child hugging.



Post Copy

Manténgase seguro

¿Se refugiará en su casa durante una tormenta? Asegúrese de que puede acceder fácilmente a su kit de emergencia y escuche la radio o la televisión para enterarse de las últimas noticias sobre el huracán. Quédese en casa y aléjese de las ventanas para evitar posibles vidrios rotos o escombros volando.

Llame al 211 o visite [ReadyNC.gov](https://www.readync.gov) para obtener información actualizada.

394 caracteres

Sample Graphic



Texto alternativo para el gráfico: Manténgase usted y su familia seguros durante un huracán. Un adulto y niño abrazándose.

Website

Communications through your website should be clear, accessible, and focused on speaking to a wide audience. Anyone in your community may use your website as a source for up-to-date information in the days leading up to a hurricane, whereas your communications on social media will mostly be seen by those who follow or subscribe to your channel. Websites allow users to click to different pages throughout their journey without needing to consume content in its entirety (like they would when hearing a PSA or seeing a video). Considering these factors, we recommend focusing website content on providing clear direction for where site visitors can get more information (e.g., directing site visitors to longer-form articles or resources or to alert systems or social media channels where urgent messages may be pushed out). Here are some examples of website content for the immediate hours and days leading up to a hurricane:

- [Disaster Preparation \(NCDHHS.gov\)](https://www.ncdhhs.gov)
- [Plan and Prepare \(ReadyNC.gov\)](https://www.readync.gov)
- [Preparing for Hurricanes or Other Tropical Storms \(CDC.gov\)](https://www.cdc.gov)

To prepare for pre-hurricane web communications, you may consider creating a staging site or “dark site” before a hurricane is approaching. These types of websites/webpages are designed and built ahead of time and kept in an unpublished state so they are not yet available to the public. When you know a hurricane is approaching, you can make necessary content edits (for example, adding the name of the hurricane, the affected area, and the approximate timing of expected impact) and push the site live without having to scramble to build a new page or website.



Email/Newsletter Blurb

The following blurb can be used via email or newsletter to share information about protecting your home before a storm.

English

Subject: Hurricane Prep: Protect Your Home Before the Storm

With Hurricane [insert name] on the way, now is the time to secure your home. Take these steps to ensure your home is protected from the high winds and water that come with hurricanes:

1. Clean your yard. Make sure there is nothing that could blow around during the storm and damage your home. Move bikes, lawn furniture, grills, propane tanks, and building materials inside or under shelter.
2. Cover up windows and doors. Use storm shutters or nail pieces of plywood to the outside window frames to protect your windows. This can help keep you safe from broken glass.
3. Fill clean water containers with drinking water. You'll want to do this in case you lose your water supply during the storm. You can also fill up your sinks and bathtubs with water for washing.
4. Check your carbon monoxide (CO) detector's battery to prevent CO poisoning.

For more information on how you can protect your home from the storm, visit [Protect Your Home \(ReadyNC.gov\)](https://www.readync.gov).

Spanish

Asunto: Preparativos para huracanes: Proteja su hogar antes de la tormenta

Con el huracán [insertar nombre] en camino, es hora de asegurar su hogar. Tome estas medidas para garantizar que su hogar este protegido de los fuertes vientos y el agua que traen los huracanes:

1. Limpie su jardín. Asegúrese de que no haya nada que pueda volar durante la tormenta y dañar su casa. Guarde bicicletas, muebles de jardín, parrillas, tanques de propano y materiales de construcción en un lugar cerrado o protegido.
2. Cubra las ventanillas y puertas. Use contraventanas o clave trozos de madera contrachapada en los marcos exteriores de las ventanas para protegerlas. Esto puede ayudarle a protegerse de vidrios rotos.
3. Llena recipientes limpios con agua potable. Le conviene hacerlo por si pierde el suministro de agua durante la tormenta. También puede llenar los lavabos y las bañeras con agua para lavar.
4. Revise la batería de su detector de monóxido de carbono (CO) para prevenir la intoxicación por CO.

Para más información sobre cómo puede proteger su hogar de la tormenta, visite [Protect Your Home \(ReadyNC.gov\)](https://www.readync.gov).



Radio/TV PSA Scripts

These scripts can be read on local radio/news to highlight basic information about an incoming hurricane in North Carolina.

English	Spanish
<p>15-second run time:</p> <p>Be prepared for Hurricane [insert name]. Take immediate action to ensure your safety:</p> <ul style="list-style-type: none">• Check your emergency kit.• Review evacuation plans.• Prepare your home.• Stay informed on the latest weather updates and emergency alerts.	<p>Duración de 15 segundos:</p> <p>Prepárese para el huracán [insertar nombre]. Tome medidas inmediatas para garantizar su seguridad:</p> <ul style="list-style-type: none">• Revise su kit de emergencia.• Revise las rutas de evacuación.• Prepare su casa.• Manténgase informado sobre las últimas actualizaciones meteorológicas y alertas de emergencia.
<p>30-second run time:</p> <p>This is an important message from [organization name]. Be prepared for Hurricane [insert name]. Take action to ensure your safety. Take these essential steps:</p> <ul style="list-style-type: none">• Check your emergency kit to make sure you have what you need.• Review evacuation plans. Evacuate if advised to do so by authorities.• Prepare your home. Secure windows and doors, bring outdoor items inside, and move valuable items to higher ground.• Stay informed on the latest weather updates and emergency alerts. <p>Visit [insert link] for more information: ReadyNC.gov</p>	<p>Duración de 30 segundos:</p> <p>Este es un mensaje importante de [nombre de organización]. Este preparado para el huracán [insertar nombre]. Tome medidas para garantizar su seguridad. Siga estos pasos esenciales:</p> <ul style="list-style-type: none">• Revise su kit de emergencia para asegurarse de tener lo necesario.• Revise las rutas de evacuación. Evacue si las autoridades así lo indican.• Prepare su casa. Asegure las ventanas y puertas, guarde los objetos de exterior en el interior y traslade los objetos de valor a una zona más alta.• Manténgase informado sobre las últimas actualizaciones meteorológicas y alertas de emergencia. <p>Visite [insertar link] para más información: ReadyNC.gov</p>



Resources

Below are available webpages and printable products on the topic of pre-hurricane preparedness. You can use these as a reference for your own website content or use these as links to share with your audience. We recommend printing all necessary materials during this time in case of power loss during the storm.

- [ReadyNC Emergency Information Homepage](#)—ReadyNC, webpage
- [County Emergency Management Agencies](#)—NC Department of Public Safety, webpage



During Hurricane: Emergency Response

This section includes communications recommendations and materials related to needs during a hurricane, including messages about where to get up-to-date information and news alerts while the storm is ongoing.

Key Messages

- Safety advisories and urgent information:
 - Continue reading emergency alerts from government agencies and other official sources and keep notifications on.
 - Use a portable radio or emergency weather radio to tune into local channels or to the NOAA Weather Radio.
 - Follow guidance and instructions from local authorities. If told to evacuate, do not try to ride out the storm.
 - If you have been evacuated, do not leave the place you are staying until authorities have said it is safe to do so.
 - Visit [ReadyNC.gov](https://www.readync.gov) to get the latest evacuation information and evacuation routes for NC.
- Shelter availability:
 - Check FEMA, [ReadyNC.gov](https://www.readync.gov), and [Red Cross](https://www.redcross.org) to find open shelters and resources near you.
- Emergency contacts:
 - Have emergency contacts (family, friends) programmed into your phone and have a printed list.
 - Let your emergency contacts know where you are going if you have to evacuate.



Communication Channels


Each communication channel serves a unique purpose. During a hurricane, your audience may have limited access to online resources, like social media, websites, and email/newsletters, due to potential service and power outages. During this time, use of radio/TV PSAs and distribution of print materials can be effective ways to share information with your audiences.

Channel	Description	Notes
Social Media	Facebook Instagram Twitter/X Bluesky LinkedIn	Appropriate for pushing short messages to keep your audience informed about the storm. Do not rely on social media in the event that power/internet connection is lost.
Websites	.gov websites like NCDHHS.gov, ReadyNC.gov, CDC.gov, FEMA.gov, and your local government sites	During a storm, access to the web may be limited. Consider only ensuring that websites are up to date rather than using this channel to inform your audience about new information during this time.
Email/Newsletters	Regular listserv emails or newsletter blasts sent from your organization	During a storm, access to email may be limited. Consider only using this channel if you know many residents still have power and access to internet.
Radio/TV PSAs	For use on local radio channels or TV channels	During a storm, while your audience may not have power at home, they may have access to a battery-powered radio or be able to watch or listen to the news at a shelter or in their car. This channel is ideal for relaying storm updates and timely information.
Print Materials	Printed materials like fact sheets, flyers, pamphlets, and infographics for use in shelters and other emergency services locations	Print materials, like information on how to be safe while staying in a shelter, activities for kids to do while staying safe during the storm, etc., can be handed out in shelters by shelter operators and volunteers or by community partners during other events. If you are unable to print materials during a storm, you can convert PDFs into image files and deliver them via text message or email if phone service/internet is accessible.



Social media

During a hurricane you can use social media (pending power and internet availability) to share relevant and timely information with your communities. See below for a few post suggestions and graphics that can be used on your social media channels to reach your audience on the topic of emergency response during a hurricane. Character counts for draft posts are included in case edits are needed due to platform restrictions.

Post Copy	Sample Graphic
<p>Stay Informed</p> <p>As [storm name] strikes, make sure you have a way to monitor severe weather conditions and receive emergency alerts at all times.</p> <p>Monitor Weather Updates: Follow reliable sources like the National Weather Service and NOAA for real-time updates.</p> <p>Emergency Alerts: Sign up for local emergency alerts to receive notifications directly to your phone. Emergency messages are sent by state and local governments, the National Weather Service, and FEMA via television, radio, weather radios, social media, and smartphone alerts.</p> <p>Get more information on alerts and updates at https://www.readync.gov/stay-informed/emergency-alerts.</p> <p><i>621 characters</i></p>	 <p>Alt text for graphic: Get ahead of the storm by staying informed. Illustrations of smartphone, radio, and TV with news broadcast on the screen.</p>



Post Copy

Manténgase informado

A medida que llega la [nombre de tormenta] tormenta, asegúrese de tener una forma para monitorear las condiciones climáticas y recibir alertas de emergencia en todo momento.

Monitoree las noticias meteorológicas: Siga fuentes confiables como el Servicio Meteorológico Nacional y la NOAA para obtener actualizaciones en tiempo real.

Alertas de emergencia: Suscríbase a las alertas de emergencia locales para recibir notificaciones directamente en su teléfono. Los mensajes de emergencia son enviados por los gobiernos estatales y locales, el Servicio Nacional y FEMA a través de la televisión, la radio, las radios meteorológicas, las redes sociales y las alertas de teléfonos inteligentes.

Para más información sobre las alertas y actualizaciones en <https://www.readync.gov/stay-informed/emergency-alerts>

837 caracteres

Evacuation

Take Action: Hurricane [insert name] is expected to affect [insert location]. Visit <https://www.readync.gov/stay-informed/evacuation-orders> to learn if your home is in an evacuation zone and make a plan to leave.

212 characters

Sample Graphic

Adelántese a la tormenta manteniéndose informado



Texto alternativo para el gráfico: Adelántese a la tormenta manteniéndose informado. Ilustraciones de teléfono inteligente, radio y televisor con noticias en la pantalla.



Alt text for graphic: Get your family ready to evacuate. Blue "Evacuation Route" sign with arrow pointing up.



Post Copy

Evacuación

Tome acción: Se espera el huracán [insertar nombre] afecte [insertar ubicación]. Visite <https://www.readync.gov/stay-informed/evacuation-orders> para saber si su hogar se encuentra en una zona de evacuación y planificar las misma.

244 caracteres

Sample Graphic



URL

Texto alternativo para el gráfico: Prepare su familia para evacuar. Señal azul de "Ruta de evacuación" con una flecha hacia arriba.



Post Copy

How to Stay Entertained/Engaged

Sheltering at home during the storm? Here are some ideas on how to keep your family safe and occupied while you wait out the weather:

- **Create a Safe Space:** Set up a designated space away from windows and doors where everyone can stay together.
- **Activities:** Keep kids entertained with activities like board games, puzzles, coloring books, and story time. Consider downloading some educational apps or movies in advance.
- **Stay Calm:** Children take cues from adults, so try to stay calm and reassuring. Explain what's happening in simple terms and let them know they're safe.

Find more resources at <https://www.ready.gov/kids>.

621 characters

Como mantenerse entretenido durante una tormenta

¿Refugiado en casa durante la tormenta? Aquí tienes algunas ideas para mantener a su familia segura y ocupada mientras esperas a que pase la tormenta.

- **Cree un espacio seguro:** Establezca un espacio designado lejos de ventanas y puertas donde todos puedan permanecer juntos.
- **Actividades:** Mantenga a los niños entretenidos con actividades como juegos de mesa, rompecabezas, libros para colorear y libros de cuentos. Considere descargar algunas aplicaciones o películas educativas con antelación.
- **Mantenga la calma:** Los niños captan las señales de los adultos, así que trate de mantener la calma y tranquilizarlos. Explíqueles lo que sucede con palabras sencillas y hágales saber que están a salvo.

Encuentre más recursos en <https://www.ready.gov/kids>

802 caracteres

Sample Graphic



URL

Alt text for graphic: Turn storm time into family time. Adult and child reading together.



URL

Texto alternativo para el gráfico: Convierte el tiempo de tormenta en tiempo familiar. Una adulta y niña leyendo juntos.



Website

Communications through your website should be clear, accessible, and focused on speaking to your widest audience. Anyone in your community may use your website as a source for up-to-date information during a hurricane, while your communications on social media will mostly be seen by those who follow or subscribe to your channel. During an active storm, there may be less traffic to your website due to power and/or network outages, and you may not be able to make updates to your pages in real time. We recommend focusing website content on providing clear direction for where site visitors can get more information (e.g., directing them to emergency numbers like 911 and 211). Here are some examples of website content to post during a hurricane:

- [ReadyNC Homepage \(ReadyNC.gov\)](https://www.readync.gov/)
- [Emergency Alerts \(ReadyNC.gov\)](https://www.readync.gov/emergency-alerts/)
- [FEMA Location Search \(FEMA.gov\)](https://www.fema.gov/location-search/)

Email/Newsletter Blurb

The following blurb can be used via email or newsletter to share information about sheltering in place during an active storm.

English

Subject: Stay Safe While Sheltering in Place

Staying at home during Hurricane [insert name]? Take these steps to remain safe and stay busy while you wait out the storm:

- Keep your **emergency kit** in a place you can easily get to.
- Listen to the **radio** or **TV** for updates on the hurricane.
- **Stay inside.** Even if it looks calm, don't go outside. Wait until you hear or see an official message that the hurricane is over. Sometimes, weather gets calm in the middle of a storm but then quickly gets bad again.
- **Stay away from windows.** You could get hurt by pieces of broken glass or flying debris during a storm. Stay in a room with no windows or go inside a closet.
- **Be ready to leave.** If emergency authorities order you to leave or if your home is damaged, you may need to go to a shelter or a neighbor's house.

For up-to-date information on the current storm, visit [www.ReadyNC.gov](https://www.readync.gov/).

Spanish

Asunto: Manténgase seguro mientras se refugia en casa

¿Planea quedarse en su casa durante el huracán [insertar nombre]? Siga estos pasos para mantenerse seguro y ocupado mientras espera que pase la tormenta:

- Guarde su **kit de emergencia** en un lugar de fácil acceso.
- Escucha la **radio** o la **televisión** para enterarse de las novedades sobre el huracán.



- **Quédese en casa.** Aunque parezca que todo está en calma, no salga. Espere a oír o ver un mensaje oficial de que el huracán ha pasado. A veces, el tiempo se calma en medio de una tormenta, pero luego empeora rápidamente.
- **Manténgase alejado de las ventanas.** Durante una tormenta, puede lastimarse con vidrios rotos o escombros que salgan volando durante una tormenta. Quédese en una habitación sin ventanas o entre en un armario.
- **Prepárese para irse.** Si las autoridades de emergencia le ordenan que evacue o si su casa fue afectada, es posible que deba ir a un refugio o a la casa de un vecino.

Para obtener más información actualizada sobre la tormenta, visite www.ReadyNC.gov

Radio/TV PSA Scripts

These scripts can be read on local radio/news to highlight basic safety information during an active storm.

English	Spanish
<p>15-second run time:</p> <p>Stay safe during Hurricane [insert name]:</p> <ul style="list-style-type: none">• Pay attention to emergency alerts.• Follow guidance from authorities on evacuation.• Stay as far away from windows and doors as possible.• Do not walk or swim through flood waters. <p>Get more information at ReadyNC.gov</p>	<p>Duración de 15 segundos:</p> <p>Manténgase seguro durante el huracán [insertar nombre]:</p> <ul style="list-style-type: none">• Preste atención a las alertas de emergencia.• Siga las instrucciones de evacuación de las autoridades.• Manténgase lo más alejado posible de ventanas y puertas.• No camine ni nade en aguas inundadas. <p>Para más información, visite ReadyNC.gov</p>
<p>30-second run time:</p> <p>This is an important message from [organization name].</p> <p>Stay safe during Hurricane [insert name]:</p> <ul style="list-style-type: none">• Pay attention to emergency alerts.• Follow guidance from authorities and evacuate if you are in an evacuation zone.• Go to a designated storm shelter or an interior room in your home as far away from windows and doors as possible.• If flooding starts to happen, go to the highest level of the building. Do not walk or swim through flood waters.	<p>Duración de 30 segundos:</p> <p>Este es un mensaje importante de [nombre de la organización].</p> <p>Manténgase seguro durante el huracán [insertar nombre]:</p> <ul style="list-style-type: none">• Preste atención a las alertas de emergencia.• Siga las instrucciones de evacuación de las autoridades.• Diríjase a un refugio designado para tormentas o a una habitación interior de su casa lo más lejos posible de ventanas y puertas.



English	Spanish
Get up-to-date information by signing up for local weather alerts at ReadyNC.gov	<ul style="list-style-type: none">• Si empieza a inundarse, diríjase al nivel más alto del edificio. No camine ni nade en aguas inundadas. Obtenga más información actualizada registrándose para recibir alertas meteorológicas locales en ReadyNC.gov

Resources

Below are available webpages and printable products on topics related to emergency response. You can use these as a reference for your own website content or as links to share with your audience. Print materials should be on hand prior to the storm.

- [Stay Informed Resource Menu](#)—ReadyNC, webpage, 2024



Post-Hurricane: Recovery and Relief

This section includes communications recommendations and materials related to the aftermath of a hurricane, including messages about returning home, managing damage, and cleaning up.

Key Messages

- Safety advisories:
 - Continue using emergency alerts and keep notifications on.
 - Use a portable radio or emergency weather radio to tune into local channels or to the NOAA Weather Radio.
 - If you have evacuated, do not return home until authorities say it is safe to do so.
 - When you return home, be aware of potential dangers like downed trees or tree limbs, downed power lines, gas leaks, or building foundation issues.
 - If you have not evacuated, be extremely careful exiting your home and be on the lookout for dangers like downed power lines, downed trees or tree limbs, gas leaks, or building foundation issues.
 - Avoid flood waters and never turn on light switches or appliances while standing in water (even a little bit of water can be dangerous).
- Recovery efforts:
 - Stay up to date on the latest recovery information by visiting [ReadyNC.gov](https://www.readync.gov).
 - North Carolina will work with FEMA to get your community cleaned up and get you the support you need. Visit <https://www.ncdps.gov/public-assistance> for more and to keep up with the latest updates.
 - Find recovery assistance from FEMA—you may even be able to apply online: <https://www.disasterassistance.gov/get-assistance/find-assistance>
- Mental health and crisis support:
 - It is normal to feel intense or unpredictable feelings, or to feel numb.
 - Crisis lines are available by phone or text.
 - 211 – Call to get connected with resources.
 - 988 Lifeline – Call or text for mental health support.
 - Ask for support!
 - Connect with loved ones.
 - Share your experiences.
 - Maintain a routine.



- Do things that are healthy for your mind and body:
 - Eat healthy, balanced meals.
 - Drink enough water.
 - Get physical activity.
- Volunteering and donation guidelines:
 - Volunteering is a great way to help your community recover after a hurricane.
<https://www.readync.gov/get-involved>
 - There are lots of ways to get involved. Some volunteers will need specific training, like emergency responders.
 - Find more ways to volunteer in the aftermath of a disaster: <https://www.ncvoad.org/>
 - Recovery can last for weeks or months after a disaster, and donations and volunteers are critical to help communities rebuild.
 - Giving money, cash if possible, is the best way to donate:
 - Cash lets organizations be flexible and spend donation money where communities need it the most.
 - Donate through a trusted group or organization – visit <http://ncvoad.org/> for info about trusted NC organizations.

Communication Channels

Each communication channel serves a unique purpose. As your communities begin to recover following a storm, your audience will regain access to online resources like social media, websites, and email/newsletters. It may still be necessary to share critical information using radio/TV PSAs for those who are returning to the area or waiting for their power to be restored. Print materials can also be effective for delivery at in-person meetups, such as at recovery centers or supply drops.

Channel	Description	Notes
Social Media	Facebook Instagram Twitter/X Bluesky LinkedIn YouTube	As the storm ends, use social media to push up-to-date information on guidance for returning home and what to do to begin recovery.
Websites	.gov websites like NCDHHS.gov, ReadyNC.gov, CDC.gov, FEMA.gov, and your local government sites	Websites are a great channel for longer-form content on recovery and relief guidance. They also provide a way to direct your audience to additional resources (e.g., FEMA recovery resources).



Channel	Description	Notes
Email/Newsletters	Regular listserv emails or newsletter blasts sent from your organization	Email and newsletter blurbs can be used to push out messages on recovery and relief in the days and weeks following the storm to allow for consistent reminders about available resources.
Radio/TV PSAs	For use on local radio channels or TV channels	Radio or TV PSAs can be used to get information to those who are still returning from evacuation or who still don't have power after the storm.
Print Materials	Printed materials, like fact sheets, flyers, pamphlets, and infographics for use by shelter and emergency workers and recovery volunteers	Print materials can be handed out by volunteers as people are leaving shelters, when they are visiting recovery centers, or when they are picking up resources or supplies.

Social media

In the immediate aftermath of a storm, you can use social media to communicate relevant information on ongoing safety advisories, recovery efforts, and other support guidance with your community. See below for a few post suggestions and graphics that can be used on Facebook, Instagram, and Twitter/X to reach your audience on the topic of recovery and relief.



Post Copy

Preparing to Return Home

Returning home after [the storm]? Keep these things in mind:

- **Only return home when local authorities say it's safe:** Follow their instructions and updates closely.
- **Inspect your home:** Before entering, check for structural damage, gas leaks, and electrical hazards. If you suspect any issues, contact professionals right away.
- **Clean up safely:** Wear protective gear like gloves and masks while cleaning up debris. Be cautious of broken glass, tree limbs, and potential sharp objects and stay out of flood waters.

For more tips on returning home safely, visit <https://www.fema.gov/fact-sheet/tips-returning-home-safely-after-disaster>.

632 characters

Como regresar a casa después de un huracán

¿Está regresando a casa después de [nombre de tormenta]? Tenga en cuenta lo siguiente:

- **Regrese a casa solo cuando las autoridades locales lo indiquen:** Siga atentamente sus instrucciones y actualizaciones.
- **Inspeccione su casa:** Antes de entrar, compruebe si hay daños estructurales, fugas de gas o riesgos eléctricos. Si sospecha de algún problema, contacte a profesionales inmediatamente.
- **Limpie con cuidado:** Utilice equipo de protección, como guantes y mascarillas, para limpiar los escombros. Tenga cuidado con los vidrios rotos, las ramas de los árboles y los posibles objetos afilados, y manténgase alejado de las aguas de la inundación.

Para más información sobre como regresar a casa de manera segura, visite <https://www.fema.gov/fact-sheet/tips-returning-home-safely-after-disaster>

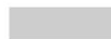
842 caracteres

Sample Graphic



URL

Alt text for graphic: Return home safely. House with blue tarp and plywood over roof.



URL

Texto alternativo del gráfico: Regrese a casa sano y salvo. Casa con una lona azul y techo de madera contrachapada.



Post Copy

Locating Disaster Relief Resources

North Carolina works together with national groups like FEMA to clean up, repair communities, and provide help to residents. You may be able to get help paying your bills, finding a place to stay after the storm, and more.

Check out <https://www.disasterassistance.gov/get-assistance/find-assistance> to find disaster relief assistance that fits your needs, as this information could change.

389 characters

Sample Graphic



URL

Alt text for graphic: Find help fast: How to locate disaster relief resources in your area. People handing out bottled water.

Como localizar recursos de asistencia después de un desastre

Carolina de Norte colabora con organizaciones nacionales como FEMA para limpiar, reparar comunidades y brindar ayuda a los residentes. Es posible que pueda obtener ayuda para pagar sus facturas, encontrar alojamiento después de la tormenta y muchas cosas más.

Visite <https://www.disasterassistance.gov/get-assistance/find-assistance> para encontrar asistencia después de un desastre que se ajuste a sus necesidades ya que esta información puede cambiar.

475 caracteres



URL

Texto alternativo del gráfico: Encuentre ayuda rápidamente: Dónde encontrar asistencia en su zona si ocurre un desastre. Personas repartiendo agua embotellada.



Post Copy

Mental Health and Coping

The aftermath of a storm can be hard, not just financially, but emotionally, too. You, your family, and your community have been through a lot. It's normal to have strong emotions.

- **You're not alone.** Call or text [enter preferred crisis line] to talk to someone today.
- Stay connected by reaching out to friends and family.
- Try to stick to a routine.
- Eat healthy, drink plenty of water, and get physical activity if you can—these physical habits can help your mental health, too.

481 characters

La salud mental después de un huracán

Las consecuencias de una tormenta pueden ser difíciles no solo financieramente, sino también emocionalmente. Usted, su familia y su comunidad han pasado por mucho. Es normal sentir emociones fuertes.

- **No está solo.** Llama o envía un mensaje a [insertar línea de asistencia de crisis] para hablar con alguien hoy mismo.
- Manténgase conectado con sus amigos y familiares.
- Intente mantener una rutina.
- Coma saludable, beba mucha agua y realice actividad física si puede: estos hábitos físicos también pueden ayudar a su salud mental.

589 caracteres

Sample Graphic



URL

Alt text for graphic: Protect your mental health after the storm. Two adults talking in an office.



URL

Texto alternativo del gráfico: Proteja su salud mental después de la tormenta. Dos adultos conversan en una oficina.



Website

Communications through your website should be clear, accessible, and focused on speaking to your widest audience. Anyone in your community may use your website as a source for up-to-date information about hurricane recovery and relief resources, while social media communications will mostly be seen by those who follow or subscribe to your channel. Websites allow users to click to different pages throughout their journey without needing to consume content in its entirety (like they would when hearing a PSA or seeing a video). Considering these factors, we recommend focusing website content on providing clear direction for where viewers can get more information (e.g., directing them to longer-form articles or resources and to alert systems or social media channels where urgent messages may be pushed out). Here are some examples of website content for post-hurricane communications:

- [Disaster Recovery Health and Safety \(NC DHHS\)](#)
- [Recover and Rebuild \(ReadyNC.gov\)](#)
- [Safety Guidelines: After a Hurricane or Other Tropical Storm \(CDC.gov\)](#)

Email/Newsletter Blurb

The following blurb can be used via email or newsletter to share information related to the aftermath of a hurricane and encourage recipients to seek out mental health services.

English

Subject: Hurricane [insert name] Recovery & Relief

Recovery and Relief After a Hurricane

We've been through a hurricane. Now what? After a hurricane, the path to recovery can be challenging physically, emotionally, and financially. Here are some things you can do to start getting back on track:

- **Seek Immediate Assistance:** Help is available. Disaster relief resources can help you get shelter, food and water, and financial assistance. Contact local emergency services for immediate help. To find information on local shelters and relief centers, visit [ReadyNC Recovery Centers](#).
- **Mental Health Support:** Disasters can be traumatic. Seek counseling or support groups to help cope with stress and anxiety. Call or text [preferred crisis line] if you are in crisis.
- **Connect with Community:** Reach out to friends, family, neighbors, and local organizations for support. Community support can significantly speed up recovery.
- **Assess Damage:** Once it's safe to go home, carefully inspect your home for structural damage. Don't go inside if you see obvious signs of major damage, like cracks in exterior walls or foundation. Document everything with photos for insurance purposes.
- **Rebuild Safely:** When it's time to repair homes and buildings, follow guidelines from local authorities and experts to ensure you do it safely and in line with the latest building codes.

Stay up to date with news and official announcements regarding area safety, road closures, and recovery efforts and find the recovery resources you need at www.ReadyNC.gov.



Spanish

Asunto: Ayuda y recuperación tras huracán [insertar nombre]

El huracán ha pasado. ¿Ahora qué? Después de un huracán, la recuperación física, emocional y económica puede ser difícil. Aquí están algunos pasos que puedes hacer para empezar a recuperarse:

- **Busque asistencia inmediata:** Hay ayuda disponible. Los recursos de asistencia pueden ayudarle a conseguir refugio, comida, agua y asistencia financiera. Contacte a los servicios de emergencia locales para obtener ayuda inmediata. Para obtener información sobre refugios y centros de asistencia locales, visite [ReadyNC Recovery Centers](#).
- **Apoyo para la salud mental:** Los desastres pueden ser traumáticos. Busque terapia o grupos de apoyo para sobrellevar el estrés y la ansiedad. Llamé o envié un mensaje de texto a [insertar línea de asistencia de crisis] si se encuentra en crisis.
- **Conéctese con la comunidad:** Busca el apoyo de amigos, familiares, vecinos y organizaciones locales. El apoyo comunitario puede acelerar significativamente la recuperación.
- **Evalúe los daños:** Una vez que sea seguro regresar a casa, inspeccione su vivienda para detectar daños estructurales. No entre si observa señales evidentes de daños importantes, como grietas en las paredes exteriores o en los cimientos. Documente todo con fotos para el seguro de la propiedad.
- **Reconstruya con seguridad:** Cuando llegue el momento de reparar casas y edificios después del huracán, siga las instrucciones de las autoridades locales y los expertos para asegurarse de que lo haga de forma segura y de acuerdo con las normas de construcción más recientes.

Manténgase actualizado con las noticias y los anuncios oficiales sobre la seguridad del área, los cierres de carreteras y los esfuerzos de recuperación en www.ReadyNC.gov.

Radio/TV PSA Scripts

These scripts can be read on local radio/news to highlight basic information as your community enters recovery from a storm.

English	Spanish
<p>15-second run time:</p> <p>Hurricane [insert name] has passed:</p> <ul style="list-style-type: none"> • Visit the nearest disaster relief center for help. • Ensure your home is safe before returning. • Feeling overwhelmed is normal; local mental health services are available. <p>For more information, visit [insert link] or call 211.</p>	<p>Duración de 15 segundos:</p> <p>El huracán [insertar nombre] ha pasado:</p> <ul style="list-style-type: none"> • Visite el centro de asistencia más cercano para obtener ayuda. • Asegúrese de que su hogar sea seguro antes de regresar. • Sentirse abrumado es normal; hay servicios locales de salud mental disponibles. <p>Para más información, visite [insertar link] o llame al 211.</p>



English	Spanish
<p>30-second run time:</p> <p>This is an important message from [organization name].</p> <p>Hurricane [insert name] has passed. Together, we can rebuild and recover:</p> <ul style="list-style-type: none">• Visit your nearest disaster relief center for food, water, medical aid, and shelter.• Before returning home, make sure it's safe.• It is normal to feel overwhelmed after a disaster. It's important to find healthy ways to handle your emotions and cope during difficult situations. Local mental health services are available to help. <p>For more information, visit https://www.ncdhhs.gov/divisions/mental-health-developmental-disabilities-and-substance-use-services/weathering-storm or call 211.</p>	<p>Duración de 30 segundos:</p> <p>Este es un mensaje importante de [nombre de organización].</p> <p>El huracán [insertar nombre] ha pasado. Juntos, podemos reconstruir y recuperarnos:</p> <ul style="list-style-type: none">• Visite el centro de asistencia más cercano para obtener alimentos, agua, asistencia médica y refugio.• Antes de regresar a casa, asegúrese de que sea seguro.• Es normal sentirse abrumado después de un desastre. Es importante encontrar maneras saludables de manejar las emociones y afrontar situaciones difíciles. Los servicios locales de salud mental están disponibles para ayudarle. <p>Para más información, visite https://www.ncdhhs.gov/divisions/mental-health-developmental-disabilities-and-substance-use-services/weathering-storm o llame 211.</p>

Resources

Below are available toolkits, webpages, printable products, and alerts on the topic of recovery and relief after a storm. You can use these as a reference for your own content or share these as links with your audience. We recommend keeping relevant print materials on hand to share with your audience at in-person locations, such as recovery centers.

- **Hurricane Helene Recovery Toolkit:**
The Hurricane Helene Toolkit from NCDHHS provides information in English, Spanish, and for audiences with intellectual disabilities. This toolkit represents recovery tools for extreme storm situations. The following topics are covered in various formats, delivery methods, and detail:
 - Dust and Soil Exposure Guidelines
 - Hot Tubs
 - Household Handwashing Guide
 - Feeding Infants in a Disaster
 - Legionnaire's Disease Prevention
 - Mental Health Resources
 - Mold Clean-up
 - Recreational Water Quality



- Reopening Child Care Centers
- Reopening Parks and Playgrounds
- Requesting Vital Records
- Restaurant Emergency Operations
- Safe Water
- Septic Repairs
- Sewage Exposure
- Toilet Use During an Emergency
- Weather Restoration
- Weathering the Storm
- Well Disinfection
- [Hurricane Helene Recovery Communications Toolkit](#)—NCDHHS, webpage, English and Español, available as of 04/07/2025
- [Story Workbook: A Hurricane in North Carolina](#)—NCDHHS, resource for people with intellectual disabilities, PDF, English, available as of 04/07/2025
- [Libro de historias: Un huracán en Carolina del Norte](#)—NCDHHS, resource for people with intellectual disabilities, PDF, Español, available as of 04/07/2025

Webpages:

- [Disaster Recovery Health and Safety](#)—NCDHHS, webpage, English, available as of 4/07/2025
- [Recuperación ante desastres](#)—NCDHHS, webpage, Español, available as of 04/07/2025



Special Considerations

This section covers important considerations for communicating during an emergency, including how to communicate in other languages, and strategies for ensuring that your communications resonate with your unique audiences.

Language Access

We recommend communicating with your audience in their native language whenever possible. The toolkit sections above include materials available in English and Spanish. Below are resources available in American Sign Language (ASL) and other languages that may be relevant to your audience.

ASL Resources

- **ReadyNC [ASL Video](#)**—ReadyNC, video, 2020. This video provides an explanation of the ways to access ReadyNC resources for sign language users.

Resources in Other Languages

- **Chinese:** [Hurricane Preparedness Week Social Media](#)
- **Vietnamese:** [Hurricane Preparedness Week Social Media](#)

If you need to complete translations of your communication messages or materials to a different language to serve your audience, consider the following:

1. **Know Your Audience:** Before conducting any translation or transcreation, take a moment to ensure you know who your message is for.
2. **Use Plain Language:** When communicating across languages, focus on short and clear sentences to avoid confusion or obstacles with translation.
3. **Leverage Visuals:** Using an image, diagram, or icon can help explain complex ideas more effectively than words alone.
4. **Use Technology Carefully:** Tools like Google Translate are a great resource, but they have limitations in translating nuance or reflecting cultural differences. When possible, engage a certified translator or native speaker to aid in translations for your priority audience.
5. **Ask for Feedback:** If you are unsure if your message is being understood, ask for feedback from your priority audience. Their advice and insights will be valuable in ensuring that your communications resonate and can be used to improve translations in the future.

Training Materials

This section provides training materials on how to communicate effectively during emergencies, with a focus on Crisis and Emergency Risk Communication strategies for engaging the public.

Crisis and Emergency Risk Communication (CERC)

The Centers for Disease Control and Prevention (CDC) developed CERC to provide an evidence-based framework and best practices for anyone who communicates on behalf of an organization responding to a



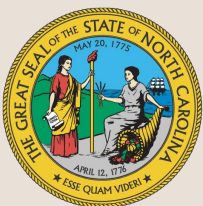
public health emergency. See below the six principles of CERC to use when communicating about a hurricane with your audiences:

The Six Principles of CERC

1. **Be First:** Crises are time-sensitive. Communicating information quickly is crucial. For members of the public, the first source of information often becomes the preferred source.
2. **Be Right:** Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.
3. **Be Credible:** Honesty and truthfulness should not be compromised during crises.
4. **Express Empathy:** Crises create harm and the suffering should be acknowledged in words. Addressing what people are feeling and the challenges they face builds trust and rapport.
5. **Promote Action:** Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.
6. **Show Respect:** Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

CERC Resources

- [Introduction to Crisis and Emergency Risk Communication](#), accessed 04/04/2025
- [Psychology of a Crisis](#), accessed 04/04/2025
- [Messages and Audiences](#), accessed 04/04/2025
- [Community Engagement](#), accessed 04/04/2025
- [Crisis Communication Plans](#), accessed 04/04/2025
- [Spokesperson](#), accessed 04/04/2025
- [Working with the Media](#), accessed 04/04/2025



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