



ebook

A Public Safety Officer's Comprehensive Guide to Natural Disaster Preparedness and Emergency Communications



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Introduction

They come without warning. They come without consideration for the innocent, the aged, or the infirmed. They don't care about historical landmarks, infrastructure, or financial repercussions. They bring hellish winds, devastating rain, crippling damage to terrain, and leave in their wake citizens wiping away tears, standing with fortitude and a commitment to recover and rebuild.

Any community in the country is at risk of at least one type of natural disaster. There is no place on earth safe from the possibility of an unprovoked attack by mother nature. This eBook has been designed to summarize the most common types of natural disasters that impact communities in the United States. These hazards include floods, hurricanes, wildfires, earthquakes, tornadoes, and extreme heat. This eBook provides safety education information that you can share with your citizens throughout the year to keep disaster awareness top-of-mind. We've also compiled tips and best practices for issuing natural-disaster related emergency communications before, during, and after an event, to keep as many citizens safe as possible.



According to [FloodSafety.com](https://www.floodsafety.com), in the U.S, flash flooding is the leading cause of weather-related deaths, and over 50 percent of flood-related drownings involve motor vehicles. While any state could experience a flood, the states that face the highest risk include:

- | | |
|---------------|-------------------|
| 1. Florida | 6. Virginia |
| 2. Louisiana | 7. South Carolina |
| 3. California | 8. North Carolina |
| 4. New Jersey | 9. Massachusetts |
| 5. New York | 10. Georgia |

Floods

Heavy rain, storm surge, tropical cyclones, hurricanes, tsunamis, and even high tides are all factors that can cause floods. Every state in the United States has areas that are at risk of flooding, and each year, these deadly and devastating disasters claim hundreds of lives. In 2016, 126 Americans lost their lives due to flooding or flash flooding, and nearly 5 percent of those fatalities involved children under ten years of age.

CIVIC FACT

Source
Source

Flooding is the No. 1 natural disaster in the United States.
State at greatest risk: Florida
All 50 states have experienced floods or flash floods .

Citizen Flood Safety Communications

Before a Flood

If experts predict a flood event in your community:

- Determine if your home is in a flood zone and understand your area's flood evacuation route options.
- Keep an emergency kit stocked and in your home. Your safety kit should include a flashlight, batteries, bottled water, canned food, a weather radio, and first aid supplies.
- Keep essential contact information in an easily accessible location, such as the phone number for your local fire department and your utility companies.
- Ensure you have at least an extra three days of any prescribed medications on hand.
- Create a family communication plan that outlines how you will be able to reach loved ones if a flood event occurs. Choose a dedicated evacuation location as well.

- If you have enough time to do so, prepare your home by lining the base of your exterior walls with sandbags.
- Ensure your utilities are in proper working order, including plumbing check-valves, and your sump pump. Make sure electric circuit breakers or fuses are correctly labeled and easily accessible.
- Contact your insurance company to determine if your homeowners insurance policy includes flood insurance if you don't have a separate flood policy.
- Pack a bag for each family member in case you are instructed to evacuate.
- Charge all your necessary electronic devices, including your cell phone, as your home may lose power, or you could be instructed to evacuate.
- Sign up for emergency notifications from your local government.
- If you are ordered to evacuate, you should do so promptly and by following designated evacuation routes. If time allows, disconnect appliances and utilities, and lock your home.

During a Flood

If a flood occurs and you were not able to evacuate, follow these safety recommendations:

- Avoid floodwaters. Deep waters could mask dangerous debris or hazards, and unexpectedly fast currents could quickly carry you or your vehicle into an even more perilous situation.
- Get to higher ground.

- Do not enter any room of your home where flood waters are covering electrical outlets, or where electrical cords are submerged. If you see sparks or hear a buzzing, the water could be electrically charged. Avoid the area at all costs.
- Continually check for updates from your local government.

After a Flood

After a flood event occurs, repairing damage may take time. Follow these safety best practices in the days and weeks following a flood:

- Continue to avoid standing water.
- If your local government announces a boil water advisory, follow all provided safety instructions until advisors lift the ban.
- If you are using a generator, carefully follow safety instructions, and do not use the generator in your home. [Carbon monoxide poisoning](#) is a risk for the days post-flooding when generators are commonly used, or when there has been damage to utility lines.
- Stay out of disaster areas and allow safety experts to manage the recovery efforts.
- Follow all road closure signage.
- Continually check for updates about the recovery efforts from your local government. Do not return to your home until authorities have advised it is safe to do so.



- Desoto, FL
- Houston (County), TX
- Polk, TX
- Issaquena, MS
- Highlands, FL
- Avoyelles, LA
- Walker, TX
- Wilkinson, MS
- Glades, FL
- Kemper, MS

States that have taken a direct hurricane hit between 1851 and 2015 include:

- Alabama
- Connecticut
- Delaware
- Florida
- Georgia
- Louisiana
- Maine
- Maryland
- Massachusetts
- Mississippi
- New Hampshire
- New Jersey
- New York
- North Carolina
- Pennsylvania
- Rhode Island
- South Carolina
- Texas
- Virginia

Hurricanes

According to NOAA, 88 percent of major hurricane strikes in our nation's history have hit either Florida or Texas, and 40 percent of all U.S. hurricanes have hit Florida.

CIVIC FACT

[Source](#)

Hurricane season: **JUNE 1 - NOVEMBER 30**

States at greatest risk: **FLORIDA AND TEXAS**

A hurricane impacted Pennsylvania back in 1898

According to [the USA Today](#), the ten U.S. counties most vulnerable to hurricanes include:

Citizen Hurricane Safety Communications

Each year at the start of hurricane season, distribute the following hurricane safety reminder communications to your residents:

Hurricane Safety Preparedness

- Know if you are in an evacuation zone, and know your evacuation route(s).

- Assess your home to determine if it is vulnerable to flooding, storm surge, or wind damage. Proactively work to make the improvements necessary to mitigate the risk of structural damage.
- Remove potential hazards around your property. Trim trees, secure or store loose furniture and clear clogged gutters.
- Keep a list of emergency contacts in an easy-to-find location in your home that includes local emergency management offices, local law enforcement, hospitals, utility providers, fire and rescue services, and your property insurance agent.
- Keep emergency food and supplies stocked in your home, such as bottled water, a first aid kit, battery-operated flashlights, and canned food.
- Sign up to receive notifications, weather warnings, and safety alerts from your local government.
- If you are advised to evacuate, you should do so for your safety and security.

Safety Tips When a Hurricane is Imminent

If you are in the path of a hurricane and were not able to evacuate, follow these safety procedures:

- Stay at home and let friends and family know your location.
- Close storm shutters and stay away from windows.
- Turn your refrigerator to the coldest setting and only open when necessary to preserve food if your power goes out.

- Ensure your vehicle is full of gas and stocked with extra clothes and emergency supplies.
- Charge your cell phone to ensure you have as much battery life as possible in case you lose power for any length of time (which could range from minutes to days).
- Check the latest news from your local government and NOAA regularly.

Hurricane Recovery Tips

If your home has been damaged or destroyed, the recovery process will take time, but know that there are resources available to you to help ease the process of starting over. To minimize further risk to property or personal safety, follow these tips during the days following a hurricane:

- Return home only when authorities have advised it is safe.
- Beware of debris and downed power lines.
- Avoid walking or driving through flood waters.
- Avoid floodwater as it may be electrically charged from underground or downed power lines and may obscure dangerous debris.
- Continue to watch for updates, news, alerts, and instructions from your local government.



Volcanic lava or lightning cause the remaining ten percent of wildfire blazes. Unfortunately, meteorologists are not yet able to forecast natural wildfire outbreaks, which means citizens and their leaders must be prepared for an unexpected event to occur.

Some regions, such as the Western United States, are more susceptible to wildfires than others based on their topography, the presence of large wooded areas, and typically dry, hot weather. In 2017, the top ten most wildfire-prone states, based on the percent of households at high or extreme risk from fires, include:

- Montana
- Idaho
- Colorado
- California
- New Mexico
- Utah
- Wyoming
- Oklahoma
- Oregon
- Arizona

Wildfires

While wildfires pose a terrifying risk, in most cases, they are preventable. [The United States Department of Interior estimates](#) that as many as 90 percent of the wildfires that occur in the United States are caused by humans. Often, they are unattended campfires, burnt debris, negligently discarded cigarettes, or—worst of all—intentional acts of arson.

CIVIC FACT

[Source](#)

State at greatest risk: **MONTANA.**

The Cedar Fire is the largest wildfire in California's recorded history injuring **113 PEOPLE** and destroying **280,000 ACRES.**

90% of U.S. wildfires are manmade—and preventable

Citizen Wildfire Safety Communications

Citizen Wildfire Prevention Tips

- Never leave a fire unattended. Be sure any fire you created is out completely before sleeping or leaving a campsite.
- If you build a fire, extinguish it completely by dousing it with water or stirring the ashes until they are cold.
- Use caution when using fueling lanterns, heaters, and stoves, especially while camping. Make sure heating and lighting devices are cool before refueling, and take care not to spill flammable liquids nearby.

- Never discard a cigarette or a match from a moving vehicle or inside a park. Ensure cigarettes are extinguished completely before disposing of them.
- Refer to your municipality's ordinances when burning yard waste. Do not burn debris in your backyard during windy conditions. Keep water, a shovel, and a fire extinguisher nearby in case a fire starts to grow out of control. Refer to your local government website for local yard waste burning regulations.
- If you notice an unattended, or out-of-control fire, call 911, or contact your local fire department or park service immediately.

Citizen Wildfire Safety Tips

If a wildfire does occur in or near your community, follow these evacuation and personal safety tips.

Evacuation

- If your local government public safety leaders call for an evacuation, do so immediately.
- Be prepared for an evacuation in advance by knowing your closest evacuation route. Refer to guidelines provided by your local government.
- Before evacuating, remove combustibles from your home and property. Combustibles include fuels, firewood, yard waste, and grills, and turn off natural gas, propane, and other oil supplies.
- Before evacuating your home, close all vents, windows, and doors to prevent a draft that could fuel a blaze.

- During an evacuation, wear protective footwear and clothing to protect yourself from hot ashes and flying sparks.

Home Protection

- Fill any large containers, such as garbage cans, tubs, pools, or hot tubs with water to discourage fire.
- Keep emergency supplies on hand in your home, such as a first aid kit, a fire extinguisher, a 30-day supply of all medications, bottled water, and canned food.
- Keep a list of local emergency resources in an easy-to-access location, such as your local fire department.

Personal Safety

- If you are near an oncoming blaze, do not attempt to outrun it. Look for a body of water to crouch in, such as a pond. If there is no nearby body of water, lie low to the ground in a depressed, cleared area with little vegetation. Cover your body with wet clothing, a wet blanket, or soil until the fire passes.
- Breathe in the air that is closest to the ground through a moist piece of fabric to minimize smoke inhalation and protect your lungs.

Earthquakes

When an earthquake hits, it can be unexpected, terrifying, and devastating. If you think your community is safe from earthquakes, you may be surprised to learn that these deadly disasters don't just impact California. Earthquake hazard maps from the [Federal Emergency Management Agency \(FEMA\)](#) show that there are earthquake hazards in nearly every U.S. state. In fact, both Oklahoma and Alaska experience more earthquakes per year than California.

CIVIC FACT

Source
Source
Source

States at greatest risk: **ALASKA AND OKLAHOMA.**

The most destructive earthquake in U.S. history was the "Great San Francisco Earthquake of 1906," a **7.9-MAGNITUDE** quake that killed an estimated **3,000 PEOPLE**.

The National Earthquake Information Center (NEIC) records an average of **20,000 EARTHQUAKES EVERY YEAR** (about 50 a day) around the world.

Each year the southern California area has about **10,000 EARTHQUAKES**—the majority of which go unnoticed.

To help keep citizens safe, understand that the greatest risk of injury or death during an earthquake doesn't come from ground movement. The more significant threat comes from the destruction of human-made structures, and the chance that an earthquake could trigger yet another related natural disaster, such as a tsunami.

Citizen Earthquake Safety Tips

- Develop an earthquake readiness plan and share it with members of your family. It should include where to go if you

need to evacuate your home and a safe place to go in each room of the house while the earthquake is going on to protect you from falling debris.

- Keep emergency supplies stocked in your house, including canned food, a first aid kit, at least three gallons of water, a battery-operated flashlight, a battery-operated radio, and dust masks and goggles for all members of your family.
- Keep a list of contact information for the emergency response organizations in your community in an easy-to-find, and secure location.
- Be prepared for aftershocks, which are smaller earthquakes that occur after a larger one. If an aftershock happens, "drop, cover, and hold on."
- Once the quake ends, immediately check for injuries to yourself, and those around you. Treat any injuries as quickly as possible as best you can until safety personnel can assist.
- If you are trapped, do not move around, or kick up dust. Remain where you are, and remain calm, until help arrives.
- Check for damage to your home. If there is severe damage, especially to the support structure, roof, or foundation, evacuate the property until it's safe to return and begin repairs.
- If an earthquake occurs, as soon as it's safe and you are able, turn off the gas and water lines to your home. If you smell or hear a gas leak, immediately evacuate the property, and file a report with your utility company or the fire department.
- Unplug major appliances if the earthquake causes the power to go out to prevent damage when the power is restored.
- During the recovery period, monitor news reports from your local government via a battery-operated radio, TV, social media, and phone, text, or voicemail alerts.



A tornado can strike quickly with little or no warning and may appear nearly transparent until the last minute. The only way for individuals to safeguard their loved ones and homes from these unpredictable storms is through early education and preparedness training.

Citizen Tornado Safety Communications

Before a Tornado

- Know the location of the closest safe room or storm shelter in your community. Refer to shelter safety information available from your local government.
- Keep a stocked emergency kit of supplies in your home.
- Create a family evacuation plan and ensure everyone knows where to go when the tornado strikes.
- Learn to detect the signs of an onset tornado, which may include a dark, greenish sky, large hail, a giant, dark cloud hanging low in the air that may or may not be rotating, and the loud sound of roaring in the sky.

During a Tornado

- Seek shelter immediately. If you cannot get to a designated storm shelter in time, the safest locations are small, interior, windowless rooms (e.g., a closet) at the lowest level of a building; basements, and storm cellars.
- If you don't have access to a small, safe room, you should get under a sturdy table.
- Cover your head and neck with your arms and cover your body with blankets and pillows if possible.

Tornadoes

For many states across the country, spring means tornado season. These devastating storms can strike at any time, but generally tornado season in the United States tends to shift from the south to the north from late winter to mid-summer. Southern states, including the Gulf Coast, are most at risk from March to May, while the southern plains face the greatest threat from May through early June.

CIVIC FACT

[Source](#)

An average of **60 PEOPLE** every year are killed by 1,200 tornadoes while 1,500 others suffer injuries.

Tornadoes cause roughly **\$400 MILLION** in damages annually.

- When you are confident the storm has ended, get out as quickly as possible and go to a designated storm shelter.

After a Tornado

- If you are trapped under debris, do not move. Attempt to make noise by whistling or tapping on a wall so safety personnel can locate you.
- Avoid downed power lines and potentially unstable debris.
- Buildings and homes may have suffered structural damage and may be at risk of collapse. Do not return home until the local authorities have indicated it is safe to do so.
- Listen to safety instructions from your local government.



Extreme Heat

Across the country, communities are at risk of extreme heat conditions, especially during peak summer months. Hot summer days can pose severe dangers to the elderly, children, and pets. The American Red Cross defines a heat wave as a prolonged period of excessive heat that is usually 10 degrees or more above average, and is often combined with humidity. It's important to communicate to citizens that heat-related deaths and illnesses are preventable.

CIVIC FACT

Source

Extreme heat kills over **600 AMERICANS** annually.

In Edmond, Oklahoma, temperatures during the month of August can peak at **106 DEGREES**.

Citizen Extreme Heat Safety Communications

- Stay hydrated by drinking plenty of fluids, even if you don't feel thirsty. Avoid alcoholic, or caffeinated beverages.
- Eat more frequent, smaller meals.
- Wear lightweight, loose-fitting, and light-colored clothing.
- Stay indoors and avoid strenuous outdoor activities or exercise, especially during the hottest part of the day.
- If you do not have air conditioning in your home, seek air-conditioned public places, especially during the hottest part of the day, such as shopping malls or public libraries.

- If you must work outside, take frequent breaks, work with a partner, and continually check-in with one another to make sure neither of you is starting to show signs of heat stroke or illness.
- Wear sunscreen when outdoors.
- Familiarize yourself with the symptoms of heat-related illness.

Heat Safety Tips for Seniors in Your Community

Seniors are more vulnerable to extreme heat, as their bodies are less able to process severe changes in temperature, especially if they are taking certain medications. Seniors in your community should take the following precautions:

- Drink sweat-replacement products that contain potassium and salt.
- Stay in contact with friends, family members, and caregivers to let them know you're safe.
- If you start to feel ill, call for medical assistance immediately.
- Stay indoors, but if you do have to be outside for any length of time, wear sunscreen, a hat, and sunglasses.

Heat Safety Tips for Children in Your Community

- Children should never be left alone in an enclosed vehicle on hot days.
- Keep infants under six months out of the sun. They should also be dressed in cool, comfortable clothing, and should wear a hat with a brim.
- Make sure children are taking frequent water breaks during play. They should be hydrating every 15 to 20 minutes.

- Children out of school during summer months will be looking to get active. Plan indoor activities for them to keep them inside the air conditioning.
- Ask your doctor if medications you are taking could be rendered less effective if stored in a home without air conditioning on hot days.

Heat Safety Tips for Pets in Your Community

- Pets should never be left alone in an enclosed vehicle on hot days.
- Make sure pets have access to clean, fresh water all day.
- Keep your pets indoors where it's air-conditioned, even if they typically spend a lot of time outside.
- Learn how to identify symptoms of overheating in your pet.
- Avoid taking your pet outside between the hours of 11 a.m. and 4 p.m.
- Remember that paved surfaces can become extremely hot, so avoid walking your dog on hot surfaces, including your driveway or deck.
- Keep your pet well-groomed, especially if he/she has a naturally thick coat.



Important Considerations for Disabled Citizens

A natural disaster is a terrifying event for anyone to experience. For elderly citizens, or those living with a disability, a natural disaster or local emergency can be that much more frightening and challenging to manage. For the visually impaired, navigating a flood environment can pose severe hazards. For those with an auditory impairment, tornado warning sirens may be ineffective. For those with mobility issues, safely evacuating a home after an earthquake may be impossible.

Education and awareness remain the first essential steps to staying safe during an emergency. To help ensure all your citizens, especially those [56 million](#) Americans living with a disability, have a proactive plan in

place to remain safe and informed in the event of an emergency or local disaster, share the following emergency preparedness tips and best practices.

For All Disabled Citizens:

- Put a proactive plan in place with the support of family or caregivers for how to safely obtain assistance evacuating your home in the event of an emergency.
- Familiarize yourself with the types of disasters that are most common in your area. Your community may be at an above average risk for hurricanes, earthquakes, tornadoes, blizzards, or mudslides. Knowing the possible dangers will help you put an emergency plan in place with the help of your caregiver.
- Keep emergency supplies in stock, such as first aid materials, canned food, bottles of water, blankets, and batteries.
- Maintain at least a seven-day supply of all necessary medications.
- Subscribe to voicemail or text message alerts from your municipal emergency notification system.
- Familiarize yourself with local emergency resources and their contact information.
- Ensure you have an operable carbon monoxide detector and smoke alarm functioning in your home.
- Keep at least enough food and water in your home to last three to five days.

For the Visually Impaired

According to the [U.S. Centers for Disease Control and Prevention \(CDC\)](#), 3.4 million Americans aged 40 years and older are either blind or visually impaired. Visually disabled citizens should follow these emergency readiness tips:

- If you own a service animal, ensure keeping your animal's safety is part of your emergency preparedness plan.
- If you utilize a cane, keep a spare at home, work, school, and with your emergency supplies.

For the Hearing Impaired

According to the [Hearing Loss Association of America](#), approximately 20 percent of Americans report some degree of hearing loss. To be best prepared for an unexpected disaster, hearing disabled citizens should follow these emergency readiness tips:

- Install a smoke or carbon monoxide alarm that utilizes flashing lights to notify you in the event of a fire or gas leak.
- If you use a hearing aid, store extra batteries in your emergency safety kit. When not in use, store your hearing aid in an easily accessible location.
- If applicable, keep a note in your emergency safety kit that says, "I speak American Sign Language (ASL) and need an ASL interpreter" to help you communicate with emergency personnel.

For the Mobility Impaired

According to the CDC, approximately 13 percent of Americans have a mobility disability, or experience serious difficulty walking or climbing stairs. To be best prepared for an unexpected disaster,

citizens with a mobility impairment should also follow these emergency readiness tips:

- If you use a wheelchair and an earthquake strikes, lock the wheels, and cover your head.
- Keep your emergency supply kit in a backpack attached to your walker, wheelchair, or scooter.
- Keep gloves in your emergency kit to protect your hands in case you must travel over dangerous debris.
- Ensure pieces of furniture in your home do not pose barriers if you need to evacuate your home quickly.



Local Government Emergency Communication Best Practices

Local government public safety offices must have a plan in place before a disaster strikes to keep citizens informed. Be prepared for the possibility of a natural disaster by following these emergency preparedness communication best practices.

Develop an Emergency Communication Plan

Make sure your staff knows what to do when any natural disaster occurs. By having communication tools and strategies in place in advance of a disaster, your local government will be prepared to share life-saving information needed to keep citizens safe quickly. Your emergency communication plan should include a social media strategy to reach a greater number of residents more efficiently.

Encourage Citizens to Sign Up for Emergency Notifications

Utilizing a [subscription-based government emergency notification system](#) will allow your citizens to opt-in to emergency notifications and select their preferred communication channels (e.g., text message/SMS, phone call, email). Throughout the year, encourage citizens to sign up in advance to receive your emergency notifications so that they will have access to safety instructions and information when it matters most.

Communicate Early and Often

For news, updates, alerts, and instructions during a natural disaster, citizens will turn first to their local government leaders. Keep citizens informed from the start of the event all the way through the recovery efforts. Share relevant and actionable information such as links to evacuation routes and emergency shelters, safety tips, and the latest news and updates on relief programs.

Provide Actionable Instructions

If a natural disaster is coming, your citizens need to know more than its trajectory. They need actionable, life-saving information. When sending communications to citizens, particularly via text, social media, or email, keep the content brief. Provide clearly written information and a link to a page on your website where citizens can find more information on:

- The location of local shelters.
- Natural disaster preparation tips.
- Contact information for local resources, such as utility companies, emergency responders, and local police departments.

Maintain a Calm Tone in All Communications.

Your citizens will feel more confident that their community is being protected and that their safety is being maintained if all your communications utilize a calm, confident, and informative tone. Make sure all news, updates, and information that you distribute have been verified and validated. During an emergency event, when a variety of credible and informal sources are all sharing information rapidly, the distribution of inaccurate information may complicate safety efforts.

Promote Statewide Preparedness Session Participation

If your state is at high risk of tornadoes, consider coordinating an annual tornado drill and preparedness session. Encourage citizens to take part in the yearly session by educating them about the benefits of emergency training. Post information about the preparedness session on your website, send reminder emails to citizens several weeks in advance and send text message alerts the day before as a final reminder. Be sure to post information on your social media pages and encourage social sharing to help widen the audience for your message.

Use All Available Channels to Distribute Safety Information

Your safety communication channels should include [social media](#), your [local government website](#), text messages, phone, and email alerts. An emergency [mass notification system](#) can help expedite multi-channel communications.

Tap into the IPAWS network.

Created by FEMA, the [Integrated Public Alert and Warning System \(IPAWS\)](#) leverages national emergency communication channels such as emergency alert systems (EAS), wireless emergency alerts, NOAA weather radios, public TVs, and signage to provide area-specific notifications in times of emergency. It enables you to reach as many people as possible, including those who have not previously opted in to emergency notifications, including visitors and nearby travelers.

Post Photos

Words are meaningful, but images are impactful. Citizens use to minor weather disruptions may disregard a more severe weather warning as just another routine update, but seeing a photo of the major highway they travel buried under snow or flood waters will get their attention, enabling them to make alternate, safer travel plans.

Utilize Video

Video has the power to be even more engaging than photos. If possible, keep citizens informed of as-its-happening conditions during and after an event using live and recorded video. Just make sure your staff captures video in the safest manner possible given the conditions.

Recovery Communications

Remember to continue to communicate safety information after the disaster event has ended. Even if your community sustains only minimal damage, your citizens will still want to know what aspects of their community and their resources have been impacted, what areas are damaged, what roads are closed, and whom to contact with questions or for immediate assistance.

Conclusion

By communicating preparedness and safety information to citizens regularly, your public safety office can help to reduce the number of annual natural disaster-related casualties that impact your community. To learn more about how an emergency mass notification system with IPAWS can help you reach as many citizens as possible with emergency news and safety instructions, visit civicready.com.

About the Author

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As the Marketing Manager for CivicReady®, Jennifer's focus is on understanding local government and emergency management's needs and challenges communicating to citizens. She ensures that the benefits of the CivicReady system are communicated and being leveraged by local governments. She leads the marketing effort for the CivicReady product and assists Product Strategy with communications and implementations. Jennifer holds a Bachelor of Arts Degree in Mass Communications and Journalism with a major in Public Relations from Kansas State University. She has over 17 years of experience in both the public and private sector, handling internal and external audience communications with a focus on marketing.



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