

***SEVERE WEATHER AWARENESS WEEK
AND
STATEWIDE TORNADO DRILL
2023 MEDIA TOOL KIT***



SEVERE WEATHER AWARENESS WEEK AND STATEWIDE TORNADO DRILL 2023 MEDIA TOOL KIT

Table of Contents

1	Introduction
2	Involvement
3	Engage Your Community & Tornado Terminology
4	Social Media & Graphics
5-6	Poster: Be Prepared for Floods
7-8	Poster: Be Prepared for a Tornado
9	Poster: Be Prepared for Thunderstorms
10	Poster: Pet Preparedness
11	Poster: Emergency Preparedness Kit
12	Social Media Messaging for Cancellation or Not Participating
13	Available Apps
14	Reference

Introduction

Severe Weather Awareness Week will be held March 19-25, with the Statewide Tornado Drill being conducted on March 22 at 1 p.m. We hope the tornado drill begins a broader conversation about emergency preparedness.

Do you have a plan?
Where will you go?
What will you do?
Do you know the alert systems in your area?
How will you communicate?

Unfortunately, a lot of individuals do not think about these things until it is too late. And many cannot answer these basic questions. This tool kit is filled with resources, graphics, tweets and Facebook messages for you to share. Prepare your family, engage your community, and help build a prepared and resilient Michigan!



Involvement

The Michigan State Police, Emergency Management and Homeland Security Division

The Michigan State Police, Emergency Management and Homeland Security Division (MSP/EMHSD) is responsible for coordinating the dates of Severe Weather Awareness Week and the Statewide Tornado Drill in partnership with the National Weather Service (NWS).

The MSP/EMHSD will coordinate emailing of the Social Media Tool Kit, share information on social media to alert the public of the event, and draft a news release advising residents of the Statewide Tornado Drill. The news release will encourage residents to engage with their local emergency managers to learn about their county's alerts, testing schedule, and whether they will be participating in the Statewide Tornado Drill.

The MSP/EMHSD is responsible for issuing the Required Monthly Test (RMT) via the Integrated Public Alert and Warning System (IPAWS) to trigger the alert to be sent out via the Emergency Alert System (EAS) over television and radio. This is a regular, live monthly test that must be issued in accordance with Federal Communications Commission (FCC) rules.

Michigan Association of Broadcasters

During the month of March, this regularly scheduled test will be coordinated with the statewide tornado drill to provide additional context to the drill. The Michigan Association of Broadcasters (MAB) schedules and ensures this testing is done monthly statewide with the various local primary stations, MSP, and some emergency managers to remain in compliance with FCC rules and ensure the readiness of television and radio stations to issue an alert during an emergency.

National Weather Service

The National Weather Service (NWS) conducts its weekly National Oceanic and Atmospheric Administration (NOAA) All Hazards Weather Radio test during Severe Weather Awareness Week to coincide with the Statewide Tornado Drill. A script is read by the NWS during this test, encouraging everyone to practice their severe weather plans.

The NWS may cancel the 1 p.m. weather radio test on the Statewide Tornado Drill day in the event severe weather is expected.

Cancellation of the NOAA All Hazards Weather Radio weekly test is a decision made by each local NWS Forecast Office, generally on the morning of the radio test. If the test is cancelled, the NWS will conduct its weekly test on the next available quiet weather day using the regular weekly radio time and script.

NWS does not issue a test tornado warning as part of the statewide tornado drill in Michigan. Wireless Emergency Alerts (WEAs), or text alerting systems that automatically trigger from an NWS Tornado Warning, will not be triggered.

Local Emergency Manager

Triggering the community emergency sirens or alerts during the Statewide Tornado Drill is a local public safety decision made by the local emergency manager (EM). Participation is encouraged, but not required. Media Tool Kits are provided to those who wish to promote the drill.

In the event of potential severe weather, it is up to the EM to discontinue their involvement in the drill and alert the public. Other partners (MAB, MSP/EMHSD, NWS) may still continue to test their systems if severe weather is not a threat to their area.

Engage Your Community

Our residents look for guidance from leaders, whether it be from federal, state, private, public or local partners. Take the challenge to be a leader for your community! For the month of March, include #mitornadodrill on all Twitter and Facebook posts. Build a resilient community with the capabilities required to prevent, protect against, mitigate, respond to, and recover from the threats and hazards that pose the greatest risk. Take the challenge and be a leader in your community!

Emergency Manager Contact Information:

Supply your community with a phone number, an email address, or a Twitter or Facebook site to send specific questions about the Statewide Tornado Drill, the sirens in your community, what they should expect, etc. Leverage your community's participation by contacting local news stations to report your participation in the drill. Providing information to all available outlets will help ensure the community is aware. Building that trust and relationship before a disaster is crucial.

Tornado Terminology

Tornadoes can happen abruptly, especially during Michigan's late spring and early summer seasons. Learn the terms to understand and know what to do before, during and after a tornado.

Tornado terms:

Tornado: A violently rotating, funnel-shaped cloud that extends from a thunderstorm to the ground with whirling winds that can reach over 200 mph.

Tornado Watch: Tornadoes are possible in your area. Remain alert for approaching storms. Watch the sky and stay tuned to NOAA Weather Radio reports, commercial radio and television reports for further information.

Tornado Warning: A tornado has been sighted or indicated by weather radar in your area. Take shelter immediately.

Supercell: A system producing severe thunderstorms, featuring rotating winds sustained by a prolonged updraft that may result in hail or tornadoes.

Enhanced Fujita (EF) Scale: Rates the strength of tornadoes in the United States and Canada. There are six categories for the EF scale and are in order of increasing intensity. *It is based on wind estimates of a 3 second gust.*

EF0: Tornadoes with estimated wind speed of 65-85 mph and leads to light damage.

EF1: Estimated wind speed of 86-110 mph with the potential of moderate damage.

EF2: Estimated wind speeds of 111-135 mph with significant damage potential.

EF3: Estimated wind speeds of 136-165 mph with severe damage potential.

EF4: Estimated wind speeds of 166-200 mph with devastating damage potential.

EF5: Estimated wind speeds of over 200 mph with incredible damage potential.

Social Media

Are you prepared if a tornado hits your area? Take action and make an emergency preparedness kit!
#mitornadodrill #MIREADY

It's tornado season in #MI. Do you know what to do before, during & after a tornado to stay safe?
Visit www.mi.gov/miready. #mitornadodrill #MIREADY

Tornadoes can occur at any time, but most likely between 3-9 p.m. If outdoors after school/work, monitor weather on phones or radios. #mitornadodrill #MIREADY

If there is a possibility for severe weather while away from home, identify a safe shelter location before a tornado strikes. #mitornadodrill #MIREADY

Ask a store employee or manager for shelter information if you are in a store or shopping center during a tornado watch/warning. #mitornadodrill #MIREADY

Tornadoes are common during #MI spring & summer. Talk to your family about safe shelter locations before a tornado strikes. #mitornadodrill #MIREADY

The best way to stay informed if severe weather is heading your way is to purchase a @NOAA Weather Radio to keep you updated 24/7. #mitornadodrill #MIREADY

Tornadoes can strike with little or no warning. Prepare by making a family communications plan. <http://www.ready.gov/make-a-plan> #mitornadodrill #MIREADY

March 19-25 is Michigan's Severe Weather Awareness Week. Use this week as your opportunity to practice a tornado drill. #mitornadodrill #MIREADY

Tornado watch means that a tornado is possible in your area. Remain alert and monitor your @NOAA Weather Radio for info. #mitornadodrill #MIREADY

Tornado warning means that a tornado has been sighted or indicated by weather radar. Take shelter immediately. #mitornadodrill #MIREADY

Tornadoes are one of nature's most violent storms. They can cause fatalities and devastate homes, businesses, neighborhoods and towns in seconds. Are you prepared if a tornado strikes?
<http://www.michigan.gov/miready> #mitornadodrill #MIREADY

A Statewide Tornado Drill is happening at 1 p.m. ET on Wednesday, March 22. Do you want to learn how to be safe during a tornado watch or warning? Go to www.michigan.gov/miready or www.ready.gov/tornadoes for tips. #mitornadodrill #MIREADY

Graphics

(Click images to view and save)



Posters

Click Image to Download Poster



BE PREPARED FOR A FLOOD

Failing to evacuate flooded areas, entering flood waters, or remaining after a flood has passed can result in injury or death.



FEMA
FEMA V-1005/ March 2018

Flooding is a temporary overflow of water onto land that is normally dry. It is the most common natural disaster in the U.S.



Results from rain, snow, coastal storms, storm surge, and overflows of dams and other water systems



Develops slowly or quickly. Flash floods can come with no warning



Causes outages, disrupt transportation, damage buildings, create landslides

IF YOU ARE UNDER A FLOOD WARNING, FIND SAFE SHELTER RIGHT AWAY

Do not walk, swim, or drive through flood waters.



Stay off bridges over fast-moving water.

Determine your best protection based on the type of flooding.



Evacuate if told to do so.



Move to higher ground or a higher floor.



Stay where you are.

HOW TO STAY SAFE WHEN A FLOOD THREATENS



Know your area's type of flood risk. Visit FEMA's Flood Map Service Center at <https://msc.fema.gov/> portal for information.

Sign up for your community's warning system. The Emergency Alert System (EAS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio also provide emergency alerts.

If flash flooding is a risk in your location, monitor potential signs such as heavy rain.

Learn and practice evacuation routes, shelter plans, and flash flood response.

Gather supplies in case you have to leave immediately or if services are cut off. Keep in mind each person's specific needs, including medication. Don't forget the needs of pets. Obtain extra batteries and charging devices for phones and other critical equipment.

Obtain flood insurance. Homeowner's policies do not cover flooding. Get flood coverage under the National Flood Insurance Program (NFIP).

Keep important documents in a waterproof container. Create password-protected digital copies.

Protect your property. Move valued items to higher levels. Declutter drains and gutters. Install check valves. Consider a sump pump with a battery.



Depending on where you are, and the impact and the warning time of flooding, go to the safe location that you have identified.

If told to evacuate, do so immediately. Never drive around barricades. Local responders use them to safely direct traffic out of flooded areas.

Listen to EAS, NOAA Weather Radio, or local alerting systems for current emergency information and instructions.

Do not walk, swim, or drive through flood waters. Turn Around. Don't Drown.® Just six inches of fast-moving water can knock you down, and one foot of moving water can sweep your vehicle away.

Stay off of bridges over fast-moving water. Fast-moving water can wash bridges away without warning.

If your vehicle is trapped in rapidly moving water, stay inside. If water is rising inside the vehicle, seek refuge on the roof.

If trapped in a building, go to its highest level. Do not climb into a closed attic. You may become trapped by rising floodwater. Go on the roof only if necessary. Signal for help.



Listen to authorities for information and instructions.

Avoid driving, except in emergencies.

Be aware that snakes and other animals may be in your house. Wear heavy gloves and boots during clean up.

Avoid wading in floodwater, which can contain dangerous debris and be contaminated. Underground or downed power lines can also electrically charge the water.

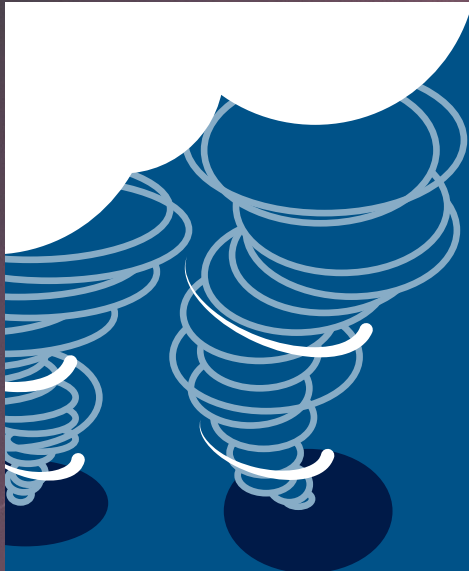
Use a generator or other gasoline-powered machinery ONLY outdoors and away from windows.

Be aware of the risk of electrocution. Do not touch electrical equipment if it is wet or if you are standing in water. If it is safe to do so, turn off the electricity to prevent electric shock.

Take an Active Role in Your Safety

Go to **ready.gov** and search for **flood**. Download the **FEMA app** to get more information about preparing for a **flood**. Find Emergency Safety Tips under Prepare.





BE PREPARED FOR A TORNADO



FEMA

FEMA V-1010/ March 2018

Tornadoes can destroy buildings, flip cars, and create deadly flying debris.

Tornadoes are violently rotating columns of air that extend from a thunderstorm to the ground.



Can happen anytime



Bring intense winds



Can happen anywhere



Look like funnels

IF YOU ARE UNDER A TORNADO WARNING, FIND SAFE SHELTER RIGHT AWAY

Go to a safe room, basement, or storm cellar.



If you can safely get to a sturdy building, do so immediately.

If there is no basement, get to a small, interior room on the lowest level.



Do not get under an overpass or bridge. You're safer in a low, flat location.

Stay away from windows, doors, and outside walls.



Watch out for flying debris that can cause injury or death.



Use your arms to protect your head and neck.

HOW TO STAY SAFE WHEN A TORNADO THREATENS



Know your area's tornado risk. In the U.S., the Midwest and the Southeast have a greater risk for tornadoes.

Know the signs of a tornado, including a rotating funnel-shaped cloud, an approaching cloud of debris, or a loud roar—similar to a freight train.

Sign up for your community's warning system. The Emergency Alert System (EAS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio also provide emergency alerts. If your community has sirens, become familiar with the warning tone.

Pay attention to weather reports. Meteorologists can predict when conditions might be right for a tornado.

Identify and practice going to a safe shelter for high winds, such as a safe room built using FEMA criteria or a storm shelter built to ICC 500 standards. The next best protection is a small, interior, windowless room in a sturdy building on the lowest level.

Consider constructing a safe room that meets FEMA or ICC 500 standards.



Immediately go to a safe location that you identified.

Take additional cover by shielding your head and neck with your arms and putting materials such as furniture and blankets around you.

Listen to EAS, NOAA Weather Radio, or local alerting systems for current emergency information and instructions.

Do not try to outrun a tornado in a vehicle.

If you are in a car or outdoors and cannot get to a building, cover your head and neck with your arms and cover your body with a coat or blanket, if possible.



Keep listening to EAS, NOAA Weather Radio, and local authorities for updated information.

If you are trapped, cover your mouth with a cloth or mask to avoid breathing dust. Try to send a text, bang on a pipe or wall, or use a whistle instead of shouting.

Stay clear of fallen power lines or broken utility lines.

Do not enter damaged buildings until you are told that they are safe.

Save your phone calls for emergencies. Phone systems are often down or busy after a disaster. Use text messaging or social media to communicate with family and friends.

Be careful during clean-up. Wear thick-soled shoes, long pants, and work gloves.

Take an Active Role in Your Safety

Go to **ready.gov** and search for **tornado**. Download the **FEMA app** to get more information about preparing for a **tornado**. Find Emergency Safety Tips under Prepare.



BE PREPARED FOR A THUNDERSTORM, LIGHTNING, OR HAIL



FEMA

FEMA V-1009/May 2018

Lightning is a leading cause of injury and death from weather-related hazards.

Thunderstorms are dangerous storms that include lightning.



Include powerful winds



Create lightning and hail



Cause flash flooding and tornadoes

IF YOU ARE UNDER A THUNDERSTORM WARNING, FIND SAFE SHELTER RIGHT AWAY

When thunder roars, go indoors.



Pay attention to alerts and warnings.

Move from outdoors into a building or car.



Unplug appliances.



Do not use landline phones.

HOW TO STAY SAFE WHEN A THUNDERSTORM THREATENS



Know your area's risk of thunderstorms. They can occur year-round and at any hour.

Sign up for your community's warning system. The Emergency Alert System (EAS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio also provide emergency alerts.

Identify sturdy buildings close to where you live, work, study, and play.

Cut down or trim trees that may be in danger of falling on your home.

Consider buying surge protectors, lightning rods, or a lightning protection system to protect your home, appliances, and electronic devices.

Secure outside furniture.



When thunder roars, go indoors. A sturdy building is the safest place to be during a thunderstorm.

Pay attention to weather reports and warnings of thunderstorms. Be ready to change plans, if necessary, to be near shelter.

When you receive a thunderstorm warning or hear thunder, go inside immediately.

If indoors, avoid running water or using landline phones. Electricity can travel through plumbing and phone lines.

Protect your property. Unplug appliances and other electric devices.

If boating or swimming, get to land and find a sturdy, grounded shelter or vehicle immediately.

If necessary, take shelter in a car with a metal top and sides. Do not touch anything metal.

Avoid flooded roadways. Turn Around Don't Drown®. Just six inches of fast-moving water can knock you down, and one foot of moving water can sweep your vehicle away.



Listen to authorities and weather forecasts for information on whether it is safe to go outside and instructions regarding potential flash flooding.

Watch for fallen power lines and trees. Report them immediately.

Take an Active Role in Your Safety

Go to **Ready.gov** and search for **thunderstorm, lightning, or hail**. Download the **FEMA app** to get more information about preparing for **thunderstorm, lightning, or hail**.



FEMA

FEMA V-1009
Catalog No. 17233-10



Click Image to Download Poster

Pet Preparedness

A significant number of families have pets and they're part of the family. They need to be ready for a disaster too; take simple steps now so they're prepared.

How to Prepare Before a Disaster



Not all shelters will accept pets, plan in advance for shelter options that will work for both you and your pets.



Develop a buddy system with neighbors or friends to make sure that someone is available to care for your pets if you are unable to do so.



Assemble an emergency kit for your pet.



What Goes in Your Pet Emergency Kit:



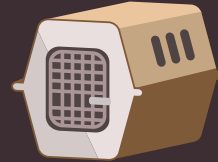
Food and water (3 days) bowls, manual can opener



Medicines, medical records, and first aid kit



Collar with ID tag, harness, or leash (include backups)



Crate or pet carrier



A picture of you and your pet together



Important documents: registration & vaccination



Familiar items: favorite toys, treats, and bedding



Plastic bags/litter for cleaning up after your pet

What to Do During a Disaster



Bring your pet inside immediately.



Separate dogs and cats. Anxiety may affect their behavior.



Feed them moist or canned food so they will need less water to drink.



Have extra newspapers, for sanitary reasons.



FEMA

This information is only a portion of what you need to be prepared; for more information and resources, visit Ready.gov and FEMA.gov.



MI READY

building an EMERGENCY PREPAREDNESS KIT



BASIC KIT *Recommended Supplies*



- Water, one gallon of water per person per day, for drinking and sanitation
- Food, at least a three-day supply of non-perishable food
- Battery-powered radio and a NOAA Weather Radio with tone alert, and extra batteries for both
- Flashlight and extra batteries
- First aid kit
- Whistle to signal for help
- Infant formula and diapers, if you have an infant
- Moist towelettes, garbage bags, and plastic ties for personal sanitation
- Dust mask or cotton t-shirt to help filter the air
- Plastic sheeting and duct tape to shelter-in-place
- Wrench or pliers to turn off utilities
- Can opener for food (if kit contains canned food)

CLOTHING & Bedding



Living in a cold weather climate, you must think about warmth. It is possible that the power will be out and you will not have heat. Rethink your clothing and bedding supplies to account for growing children and other family changes. One complete change of warm clothing and shoes per person, including:

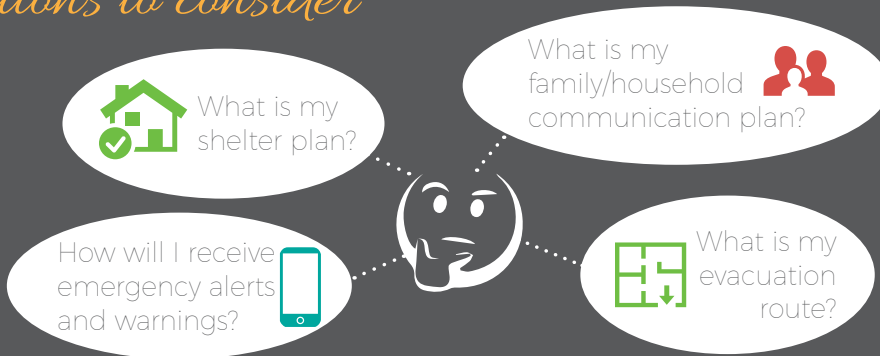
- Jacket or coat
- Long pants
- Long sleeve shirt
- Sturdy shoes
- Hat and gloves
- Sleeping bag or warm blanket for each person

ADDITIONAL *Items*



- Light Stick
- Emergency Candle
- Multi Tool
- Rain gear
- Mess kits, paper cups, plates, and plastic utensils
- Cash or traveler's checks and change
- Paper towels
- Fire Extinguisher
- Tent
- Compass
- Matches in a waterproof container*
- Signal Flare*
- Paper, pencil
- Pet supplies and documents
- Personal hygiene items including feminine supplies
- Disinfectant*
- Household chlorine bleach* - You can use bleach as a disinfectant (diluted nine parts water to one part bleach), or in an emergency you can also use it to treat water. Use 16 drops of regular household liquid bleach per gallon of water. Do not use scented, color safe, or bleaches with added cleaners.
- Medicine dropper
- Important Family Documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container

PLAN AHEAD: *questions to consider*



Learn the answers to these questions by visiting www.michigan.gov/MIREADY

Messaging for Cancellation or Not Participating

Cancel Due to Severe Weather

Due to severe weather threats in the area, we have decided to withdraw our participation in the 2023 Statewide Tornado Drill and will not be testing the emergency sirens. The EAS will still be issued in order to complete the required monthly test on air. For more information on how you can prepare, visit www.michigan.gov/miready.

Click image to view and save.



Not Participating

The county will conduct its scheduled monthly test of the emergency sirens on _____ and not be participating in the 2023 Statewide Tornado Drill. Severe weather can happen any time of the year, and we encourage you to practice your severe weather plans all year long. www.michigan.gov/miready.

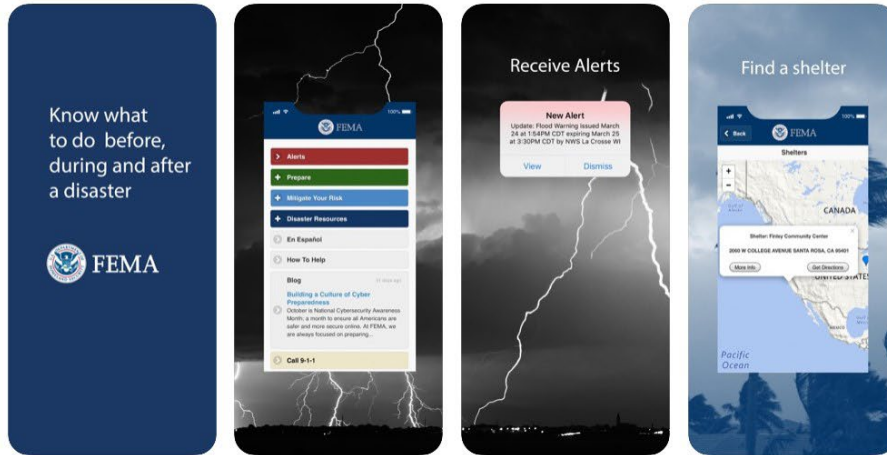
Available Apps



FEMA 4+
Federal Emergency Management Agency (FEMA)

#41 in Weather
★★★★★ 3.2, 240 Ratings
Free

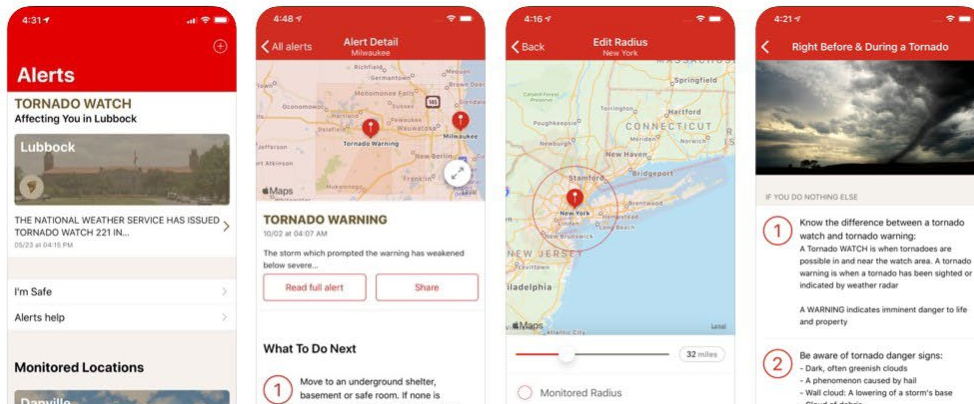
Screenshots iPhone iPad



Tornado: American Red Cross 4+
American Red Cross

#125 in Weather
★★★★★ 3.8, 226 Ratings
Free

Screenshots iPhone iPad



Reference

Graphics and posters can also be found at the following URLs:

Statewide Tornado Drill Social Media Graphic - Rectangle

https://www.michigan.gov/miready/-/media/Project/Websites/miready/images/Statewide-TornadoDrill_Banner-2023-Twitter.png

Statewide Tornado Drill Social Media Graphic - Square

https://cms.michigan.gov/miready/-/media/Project/Websites/miready/images/Statewide-TornadoDrill_SocialMedia-2023-Square.png

FEMA Prepare for a Flood Poster

https://www.michigan.gov/miready/-/media/Project/Websites/miready/pdfs/fema_flood_poster.pdf

FEMA Prepare for a Tornado Poster

https://www.michigan.gov/miready/-/media/Project/Websites/miready/pdfs/fema_tornado_poster.pdf

FEMA Prepare for a Thunderstorm, Lightning or Hail Poster

https://www.michigan.gov/miready/-/media/Project/Websites/miready/pdfs/fema_thunderstorms_poster.pdf

Pet Preparedness Poster

https://www.michigan.gov/miready/-/media/Project/Websites/miready/pdfs/2Pet_Preparedness_InfographicMSP.PDF

Emergency Preparedness Kit Poster

https://www.michigan.gov/miready/-/media/Project/Websites/miready/pdfs/emergency-prepkit_poster-2020.pdf

Statewide Tornado Drill Participation Withdrawn Social Media Graphic - Rectangle

https://www.michigan.gov/miready/-/media/Project/Websites/miready/images/Statewide-TornadoDrill_ParticipationWithdrawnBanner-2023-Twitter.jpg

Statewide Tornado Drill Participation Withdrawn Social Media Graphic - Square

https://www.michigan.gov/miready/-/media/Project/Websites/miready/images/Statewide-TornadoDrill_Withdrawn-2023-Square.png