



Emergency Public Information Annex

Primary Agency	Clermont County Office of Public Information
Support Agencies	Emergency Management Agency Fire & EMS Departments Hospitals Law Enforcement Agencies Local Municipalities Public Health Public Works Agencies

I. Purpose, Scope, Situations and Assumptions

A. Purpose

The purpose of this annex is to facilitate the coordination of emergency public information to better protect the citizens and visitors of the county from hazards that may affect the County.

B. Scope

This annex addresses the process for disseminating warning information to response agencies and the general public prior to, during, and following an emergency or disaster.

The annex addresses:

- ☐ Methods for gathering public information amongst all of the responding entities/communities
- ☐ Facilitation of a joint information system
- ☐ Process for disseminating timely, accurate, and useful information and instructions
- ☐ Rumor control monitoring
- ☐ Pre-Scripted Messages for various hazard situations

C. Situations

- ☐ The county is vulnerable to hazards identified in the Hazard Identification portion of this Emergency Operations Plan (EOP). Instructions detailing what citizens do in the event these hazards occur have been developed. They are located in the Appendix.
- ☐ A Joint Information Center (JIC) may be established at a designated area during an emergency to serve as a central location for the coordination public information amongst all impacted agencies/organizations/communities and the development of public information releases. It also provides a location to brief media representatives.
- ☐ There may be incidents where it is not feasible or necessary to establish a JIC at a physical location. In these situations, a virtual Joint Information System (JIS) will be established to facilitate the coordination of public information amongst all affected agencies/organizations/communities.
- ☐ When the Emergency Operations Center (EOC) is activated, a Public Information Desk will be staffed. The Public Information Desk will be responsible for the release of information via authorized social media channels (the county Twitter and Facebook feeds at a minimum), as well as press releases and media

briefings. This position will monitor media and social media to identify and control the dissemination of incorrect information (rumor control).

- ☐ The County has an identified Public Information Officer (PIO), also referred to as the Clermont County Office of Public Information that may assist with emergency public information and the coordination of the JIC/JIS.
- ☐ Each agency/organization/community may release public information through their own established networks and social media platforms.
- ☐ There is a good selection of television, radio and newspaper coverage, all of which have an online presence with constantly updated information; all of them also have active social media feeds, particularly Twitter and Facebook. All these resources are able to provide public instructions during emergencies. Refer to a listing of news media organizations (Tab 1) to this ESF.
- ☐ The State Emergency Alert System has developed regional operational plans throughout Ohio (ours is the Southwest Ohio Emergency Alert System) with the broadcast and cable industry to disseminate emergency public information.

D. Assumptions

Social media is the quickest way to disseminate emergency instructions to residents. News media from throughout the region follow Clermont County on Twitter and will retweet information via Twitter and also share information via Facebook. (County accounts are @ClermontCounty (Twitter) and facebook.com/clermontcounty.) Many of the local communities and public safety agencies also have established social media platforms with the ability to reach their residents.

County news releases will originate from one source the County Public Information Officer (PIO) or designated Public Information staff if the PIO is not available. The County PIO will undertake rumor mitigation procedures to prevent incorrect information from affecting emergency response activities. County PIO or assignee will monitor social media to keep track of correct/incorrect information circulating. Corrected information will be posted to social media accounts and disseminated to media via press releases or briefings as warranted.

Assuming that most people now have smart phones, and if cellular systems continue working, information will continue to be disseminated via social media. If cellular/electrical systems fail during the emergency, information will either be announced verbally or in written form door-to-door, by bullhorns or public address systems by law enforcement officers and first responders.

II. Concept of Operations

Emergency public information will focus on timely and accurate incident related information.

A. Preparedness

Preparedness activities may include but are not limited to:

- ☐ Maintain a current listing of media contacts, including phone numbers, emails and social media accounts.
- ☐ Prepare pre-scripted messages for a timely release during an emergency.
- ☐ An adequate supply of pamphlets and brochures will be maintained by Clermont EMA that contain hazard specific guidance that can be distributed to the public.
- ☐ Review and maintain plans/guidance related to emergency public information
- ☐ Develop and train a cadre of public information officers that can activated to support the JIC/JIS during a disaster.

B. Response

Response activities may include but are not limited to:

- ☐ The EOC Public Information Desk will direct, coordinate and supervise release of public information. At least one person will be coordinating from the EOC; depending on the size of the event, one or more people may be assigned to monitor social media and respond via social media; one or more people may be in the field collecting information.
- ☐ The desk will relay instructions on measures that could save lives and limit property damage.
- ☐ A JIC/JIS will be established to coordinate information amongst all of the impacted agencies, organizations, and communities to ensure a unified message.
- ☐ Incident commander or top administrator will approve press releases before they are sent out. Information via social media will be sent out as soon as it is verified; when possible, a separate pair of eyes will review information before it is posted.

C. Recovery

Recovery activities may include but are not limited to:

- ☐ The desk will inform citizens of availability of disaster assistance.
- ☐ The desk will provide public information and/or County PIO representation at the Disaster Assistance Center.

III. Organization and Assignment of Responsibilities

A. Organization

The County PIO is appointed to serve in the Office of Public Information (OPI) by the County Administrator. The County PIO is the designated media spokesperson for the county during an emergency.

The affected agencies, organizations, and communities are encouraged to identify a public information point of contact to assist with developing, approving, and disseminating messages.

If the EOC is activated, the Public Information Desk will take the lead in disseminating information through social media and news releases. The PIO Desk will serve as the central point of contact to coordinate briefings, news conferences, and interviews as requested by media representatives. All press releases and social media should be coordinated with the EOC Executive Group, Incident Command/Unified Command, and the representatives in the JIC/JIS.

B. Assignment of Responsibilities

Specific responsibilities of the PIO and JIC/JIS staff:

- ☐ Coordinate with available Chief Executive/Policy Group, EOC Manager, Incident Command/Unified Command, and the representatives in the JIC/JIS for the release of emergency public information.
- ☐ Coordinate public information activities with the State and Federal PIOs when Federal emergency support teams respond to a disaster.
- ☐ Prepare materials (message maps when possible) that describe the risks associated with each hazard, the appropriate self-help first-aid actions, and other appropriate survival measures.
- ☐ Provide for rumor mitigation. Designate personnel to monitor social media; if necessary dedicate phone lines to handle inquiries from the public. Keep personnel up-to-date on the disaster through briefings, fact sheets and news releases.
- ☐ Arrange for executive and response personnel to speak on television and radio when possible.

Responsibilities of EOC members and Incident Command/Unified Command:

- ☐ Verify reports received from the field.
- ☐ Incident Command/Unified Command and/or should provide regular briefings to PIO staff.

- ☐ Incident Commander/Unified Command or lead Executive will approve press releases. Social media posts do not have to wait for approval when they have been verified by source.
- ☐ Fire/EMS representatives (ESF4) will provide the PIO with timely information concerning casualties, numbers and types of injuries.

IV. Direction and Control

The role of the PIO is to provide accurate, coordinated and timely instructions and information to the public during an emergency. All organizations involved in emergency response and recovery and having requirements to release information to media will coordinate with the lead PIO and/or EOC Public Information Desk through the established JIC/JIS. The Clermont County PIO manages the activities at the EOC Public Information Desk in coordination with the Executive Group and representatives in the EOC. Incident Command/Unified Command should identify a Public Information Officer at the scene of the incident.

V. Continuity of Government

The line of succession for the County PIO is as follows:

- ☐ Communications Coordinator
- ☐ Members of the County's Public Information Team as designated. May come from both inside and outside county government.
- ☐ If the Public Information Officer and designated team members are unavailable for duty, the Clermont County EMA Director will appoint someone to serve in this capacity.
- ☐ When the EOC is activated, the PIO and staff may serve 12-hour shifts if necessary, with flexible and shared shifts of shorter duration whenever possible.
- ☐ The County PIO will schedule staffing of the EOC Public Information Desk with members of the County's Public Information Team and other volunteers as designated.

VI. Administration and Logistics

Copies of all press releases will be reviewed by appropriate authorities (Elected Officials, executives, Incident Command/Unified Command, etc.) or their representatives on site at the EOC before release. Key messages will be displayed and shared with EOC staff. Copies of all press releases will be maintained on file at the Clermont County EMA, the County's Office of Public Information folder on the S drive, and on the WebEOC.

When the EOC is activated, the PIO will keep a log listing all media contacts made, press releases issued, social media posts made, and any other major PIO functions accomplished during shifts. The County PIO will log incoming and outgoing messages. This report will be given to the Executive Group and to relief PIOs coming on-duty at the end of the shift. The relieving County PIO should be briefed on activities and needs for the next shift.

When relevant, PIOs from County, State, Federal and private sector organizations will coordinate with the PIO for provision of technical information for release to the public. Such information includes, but is not limited to, health risks related to the hazard, type and availability of assistance, geographic, meteorological and demographic information related to population protection. PIOs from County, State and Federal Government will coordinate public information activities when Federal Emergency Support teams respond to a disaster.

VII. Plan Development and Maintenance

The Clermont County PIO, in cooperation with the EMA Director, is responsible for updating this Annex based on deficiencies identified through drills, exercises, actual experience and changes in government structure and emergency organizations, or changes in methods of communication.

The Clermont County PIO, in cooperation with the EMA Director, will prepare, coordinate, publish and distribute necessary changes and revisions to this Annex.

VIII. Authentication

Mike Boehmer

Communication Coordinator
Clermont County Office of Public Information

3/9/22

Date

IX. Tabs

- Tab 1 – Media Resources & EAS station information
- Tab 2 – Message Map/Before Any Disaster
- Tab 3 – Floods (message map and sample press releases)
- Tab 4 – Tornadoes (message map and sample press releases)
- Tab 5 – Chemical/Hazardous Materials Accidents (message map and sample press releases)
- Tab 6 – Nuclear Attack
- Tab 7 – Winter Storms (message map and sample press releases)
- Tab 8 – Ohio EAS LP Station Monitoring Assignments

Tab 1: EAS Station Information & Media Resources

Emergency Alert Stations (EAS)

Local primary stations serving the Ohio EAS System are chosen on the basis of signal coverage and their ability and willingness to serve in this capacity. They are required to operate 24 hours per day, and if possible, be staffed 24-7. They agree to transmit any EAS messages requested by official EAS notifiers and they agree to retransmit any received message carrying any warning event codes which are originated in their or any adjoining local areas. This will ensure message dissemination through all broadcast and cable media. (At the local level, notifiers include the county EMA director and county sheriff.)

Local Primary 1 (LP-1) relay station

Ted Ryan (Chairman of SW Ohio EAS Operations Group)

WLW-AM 700 (iHeart Media)

8044 Montgomery Road, Suite 650

Cincinnati, Ohio 45236

Phone: 513-686-8503

Fax: 513-333-4264

tryan@one.net

Alternate Local Primary (LP-2) relay station

Randall Norris (Vice chair of SW Ohio EAS Operations group)

WRRM-FM 98.5

Cumulus Media Group

4805 Montgomery Rd-Suite 300

Cincinnati, OH 45212

Phone: 513-412-7044

Mobile: 513-479-0579

randall.norris@cumulus.com

NOTE: Most or all radio stations in Greater Cincinnati are known as participating stations; they will pick up the emergency alert and repeat it.

State Relay Station (will automatically pick up alert from WLW)

WCET-TV

(Channel 48, Public TV, PBS)

Phone: (513) 381-4033

Email: comments@cetconnect.org

Twitter: @CETConnect

Radio Media Contacts/News Alerts (not a complete listing)

IHeartMedia (formerly Clear Channel):

700 WLW (news): 513- 421-6397; news@700wlw.com; Twitter: @700wlw
550 WKRC (talk/sports): 513-749-5500, scottreinhardt@iheartmedia.com; @55krc
1530 WCKY (ESPN): 513-749-3405, scottreinhardt@iheartmedia.com, @ESPN1530
1360 WSAI (Fox Sports): 513-749-1530, scottreinhardt@iheartmedia.com, @foxsports1360
102.7 WEBN-FM, @1027WEBNCincinnati
107.1 WKFS-FM, @kiss107Cincinnati

Cumulus Media:

98.5 WRRM-FM, 513-241-9898; greg.dunkin@cumulus.com; @warm98Cincy
96.5 WTFK 96.5 (96 Rock), @96RockCincy
103.5 WGRR-FM, @WGRRCincinnati
92.5, WOFX-FM, @thefoxradio.925

Misc. AM:

1160 WCVX (Christian talk): 513- 533-2500, jim.stevens@cbslradio.com,
1230 WDBZ (urban news/talk): 513-679-6000, jtolliver@radio-one.com, @1230amWDBZ, 1480 WDJO (oldies): 513-421-1480, @oldies1480WDJO

Misc. FM:

89.7 WNKU (Northern Kentucky): 859-572-6604; news@WNKU.org; @WNKU
91.7 WVXU/WMUB (News/NPR): 513-352-9179, newsroom@wvxu.org, @917wvxu
88.7 WOBO (Owensville): 513-724-3939; gary.strong@wobofm.org

Television

WXIX-TV

(Channel 19, FOX)
Phone: 513-421-0119
Email: 19News@Fox19.com
Twitter: @Fox19

WLWT-TV

(Channel 5, NBC)
Phone: 513-412-5055
Email: newsdesk@wlwt.com
Twitter: @WLWT

WCPO-TV

(Channel 9, ABC)
Phone: 513-852-4071
Email: Newsdesk@WCPO.com
Twitter: @WCPO

WKRC-TV

(Channel 12, CBS)
Phone: 513-421-6872

Email: local12@local12.com
Twitter: @Local12

WCET-TV

(Channel 48, Public TV, PBS)
Phone: 513-381-4033
Email: comments@cetconnect.org
Twitter: @CETConnect

Cable

Time-Warner Cable: 11325 Reed Hartman Hwy, Cincinnati OH, 45241, 888-489-4759
Contact: Pamela McDonald, V.P, Government Relations, Cell: 513-673-0160; pam.mcdonald@twcable.com.

Newspaper

Cincinnati Enquirer:

312 Elm Street
Cincinnati, OH 45202
Main newsroom phone: 513-768-8600
Email: localnews@enquirer.com
Twitter: @Enquirer

The Community Press:

Phone: 513-248-7134
Email: Clermont@communitypress.com
Editor: Richard Maloney; rmaloney@communitypress.com
(no separate Twitter account; use @enquirer)

The Community Press Newspapers

Publish the following zone editions:

- ☐ Community Journal Clermont (Amelia, Batavia, Batavia Twp., New Richmond, Ohio Twp., Pierce Twp., Union Twp., Williamsburg, Williamsburg Twp.)
- ☐ Milford/Miami Township Advertiser
- ☐ Bethel Journal (Bethel, Chilo, Felicity, Franklin Twp., Moscow, Neville, Tate Twp., Washington Twp.)
- ☐ Loveland Herald Press (Loveland, Miami Twp.)

Clermont Sun:

465 East Main Street
Batavia, OH 45103
Phone: 513-732-2511
Email: clermontsun@fuse.net
Twitter: @ClermontSun

Tab 2: Message Map/Before any Disaster

Audience: General public	What: Any disaster	Subject: Before the disaster/emergency
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Question or concern: What do I do before any disaster to be prepared as best possible?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Some protective measures work across all disasters.	Key Message: Have an emergency supply kit ready for any disaster.	Key Message: Be knowledgeable about emergency alerts in Clermont County.
Supporting 1: Have an emergency family plan ready, including contact information (cell phones, landlines, etc.) printed out. Ready.gov: http://goo.gl/2ptwqS	Supporting 1: Disaster kit should have enough food, water and other supplies for at least 72 hours: www.ready.gov/kit	Supporting 1: Emergency Alert System (EAS) can be engaged by national/state/local authorities in case of imminent disaster. You may hear sirens and announcements on local radio/TV, social media, etc.
Supporting 2: Have a pet emergency plan ready if you have pets. Ready.gov: http://goo.gl/5moxMI	Supporting 2: Keep first aid supplies and prescription drugs at hand.	Supporting 2: Wireless emergency alerts may be broadcast on your smart phones.
Supporting 3: Have weather radio and extra batteries so you can keep up to date on alerts.	Supporting 3: Keep vehicle gassed up.	Supporting 3: NOAA Weather Radio All Hazards (NWR) is a nationwide network of radio stations broadcasting continuous weather information from the nearest National Weather Service office.

Tab 3: Floods

A. General Information and Definitions

The National Oceanic and Atmospheric Administration, NOAA, through its Weather Service's River Forecast Centers and River District Offices, issues flood forecasts and warnings when rainfall is enough to cause rivers to overflow their banks and when melting snow might combine with rainfall to produce similar effects.

Flood warnings are forecasts of impending floods, and are distributed to the public by radio and television and through local government emergency forces. The warning message tells the expected severity of flooding (minor, moderate, or major), the affected river, and when and where flooding will begin. Careful preparations and prompt response will reduce property loss and ensure personal safety.

Flash flood warnings are the most urgent type of flood warnings issued, and are also transmitted to the public over radio, television, and by other signals (e.g., sirens) established by local government to meet local needs. Local government will also be sharing this information via social media.

B. Local Government Instruction

Area radio and television stations usually broadcast the latest flood information and warnings. However, local government should give more specific advice and instructions via social media and over local stations, preferably by the chief executive or his emergency public information representative. Turn to local radio stations for up-to-date information. Follow your local government on social media (Facebook.com/ClermontCounty; @ClermontCounty on Twitter.) Updates will be posted in www.clermontcountyohio.gov.

C. Suggested Flood Safety Instructions for Citizens

1. Before the flood:

- ☐ Contact the Building Department to find out what the flood plain elevation for your property is at 513-732-7213.
- ☐ Keep a stock of food that requires little cooking and no refrigeration; electric power might be interrupted.
- ☐ Keep a portable radio, emergency cooking equipment, lights, and flashlight in working order.
- ☐ Keep first aid and critical medical supplies (prescriptions, insulin, etc.) at hand.
- ☐ Keep your vehicle fully fueled; if electric power is cut off, filling stations may not be able to operate pumps for several days.
- ☐ Keep material like sandbags, plywood, plastic sheeting, and lumber handy for emergency waterproofing.

2. When you receive a flood warning:

- ☐ Store drinking water in closed, clean containers. Water service may be interrupted.
- ☐ If flooding is likely, and time permits, move essential items and furniture to upper floors of your house.
- ☐ If forced or advised to leave your home, move to a safe area before access is cut off by flood water.
- ☐ Cut off all electrical circuits at the fuse panel or disconnect switch. If this is not possible, turn off or disconnect all electrical appliances. Shut off the water service and gas valves in your home.

3. During the flood:

- ☐ Avoid areas subject to sudden flooding.
- ☐ Do not attempt to cross a flowing stream where water is above your knees, depth is unknown, or current is swift.
- ☐ Do not attempt to drive over a flooded road. You could be stranded and trapped.
- ☐ If you do cross a flooded road and your vehicle stalls, abandon it immediately and seek higher ground. Many people drown while trying to rescue their car.

4. After the flood:

- ☐ Do not use fresh food that has come in contact with flood waters.
- ☐ Test drinking water for potability; wells should be pumped out and water tested before drinking.
- ☐ Do not visit disaster areas; your presence could hamper rescue and other emergency operations.
- ☐ Do not handle live electrical equipment in wet areas; electrical equipment should be checked and dried before it is returned to service.
- ☐ Use flashlights, not lanterns or torches, to examine buildings; flammable items might be inside.
- ☐ Report broken utility lines to police, fire or other appropriate authorities.
- ☐ Follow your local government on social media and their website on your smart phone; keep turned to your radio or TV stations for advice and instructions of your local government on:
 - Where to go to obtain necessary medical care in your area.
 - Where to go for emergency assistance such as housing, clothing, food, etc.
 - Ways to help yourself and your community recover for the emergency.

Message Maps

Audience: General public	What: Flooding	Subject: Know the terms
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Background: Flooding is the most common natural disaster in the United States and can happen anywhere. Parts of Clermont County along the Ohio River, Little Miami River and tributaries, can be prone to flooding during heavy rains and/or snowmelt.

Question or concern: How do I know how severe the threat is?

Flood Watch = “Be Aware.” Conditions are right for flooding to occur in your area.

Flood Warning = "Take Action!" Flooding is either happening or will happen shortly.

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Audience: General public	What: Flooding	Subject: Before the flood
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Question or concern: What do I do before the flood to be prepared?

Key Message: It's important to be knowledgeable about your home or business's risk for flooding.	Key Message: If you live in a flood-prone area, you and your family can prepare for potential floods.	Key Message: You can have supplies ready to better protect your home
Supporting 1: Know if you live in a flood-prone area.	Supporting 1: Have an emergency family plan ready, including all phone numbers. Ready.gov: http://goo.gl/2ptwqS	Supporting 1: Have supplies like plywood, plastic sheeting, sandbags at home for emergency waterproofing.
Supporting 2: Know how many feet your property is above or below flood levels. Call Clermont County Building Inspection Department to find out. 513-732-7213.	Supporting 2: Have a disaster kit ready with enough food, water and other supplies for at least 72 hours http://www.ready.gov/kit	
Supporting 3: Have weather radio and extra batteries so you can keep up to date on flood alerts	Supporting 3: Keep first aid supplies and prescription drugs at hand.	
	Supporting 4: Keep vehicle gassed up	

Audience: General public	What: Flooding	Subject: Flood watch
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Question or concern: What do I do when there is a flood watch?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: A flood watch means flooding is possible.	Key Message: There are things you can do to prepare your home.
Supporting 1: Know where to go. You may need to reach higher ground on foot.	Supporting 1: Bring in outdoor furniture and if possible move indoor furniture to higher floor.
Supporting 2: Make sure your emergency kit is in order.	Supporting 2: Disconnect appliances (don't touch wires if standing in water).
	Supporting 3: If instructed, shut off all electrical circuits at fuse box ; shut off water and gas valves.

Audience: General public	What: Flooding	Subject: Flood warning
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Question or concern: What should I do if a flood warning is issued?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Take action! Flooding is imminent or has begun.
Supporting 1: Move immediately to higher ground or stay on higher ground.
Supporting 2: Evacuate if directed.
Supporting 3: Avoid walking or driving through flood waters.

Audience: General public	What: Flooding	Subject: During flood
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Question or concern: What should I do once the flooding has started?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Turn around, don't drown	Key Message: Don't attempt to save or salvage personal items.
Supporting 1: Floodwaters may contain many contaminants including bacteria, viruses, hazardous wastes, debris and sharp objects.	Supporting 1: Wait until flood has receded before trying to salvage belongings.
Supporting 2: Half of all flood-related drowning occurs when a vehicle is driven into floodwater.	Supporting 2: Don't enter flood zone until authorities declare it safe.
Supporting 3: Don't put yourself at risk by trying to cross a flowing stream where water is above your knees, you don't know the depth or the current.	Supporting 3: Don't return to flood-damaged home until it has been inspected for structure safety and hazards.

Audience: General public	What: Flooding	Subject: After flood
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Question or concern: What should I do in the aftermath of a flood?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Be cautious about food and water.	Key Message: Do not handle live electrical equipment	Key Message: Photograph property for insurance purposes.
Supporting 1: Do not use fresh food that has come in contact with floodwaters; it could be contaminated.	Supporting 1: Electric equipment should be dried and checked by Duke before it is returned to service.	
Supporting 2: Wells should be pumped out and water tested before drinking .	Supporting 2: Use flashlights, not lanterns or torches, to inspect buildings, which may have flammable materials inside.	
	Supporting 3: Report broken utility lines to police or fire	

Sample Press Release/Flash Flooding

FOR IMMEDIATE RELEASE

XXXXXXX, 2019

Flash flooding may occur this week; take these precautions

BATAVIA, Ohio – [With the warmer temperatures melting the existing snow and the potential for rain and snow mid-week in Clermont County,] area residents may see flooding this weekend.

Clermont County residents are urged to take the following precautions:

- Tune into local radio or TV for updates on changing weather conditions; follow Clermont County on Facebook (facebook.com/ClermontCounty) and Twitter (@ClermontCounty).
- Be aware that flash flooding can occur. If there is a possibility of a flash flood, move to higher ground immediately.
- Keep children from playing or exploring fast-moving stream and thawing ponds.
- Do not walk through moving water.
- Do not attempt to drive through flooded areas. The road bed may be washed out.
- Do not drive around road closure signs or barricades. Turn around and go in a different direction.
- Be cautious driving at night when it is harder to see flood dangers.

Flooding causes more deaths per year than any other severe weather-related hazard. The majority of flood-related deaths are caused when vehicles are driven into high water or pedestrians walk into or near floodwaters. As little as 6 inches of water can knock over an adult and 18 inches of water can carry a vehicle downstream.

For additional flood preparedness tips, visit: www.ready.gov/floods.

#readyclermontcounty



Sample Press Release/Flash Flood Watch or Warning

FOR IMMEDIATE RELEASE

XXXXXXX, 2019

Know what to do if you hear flood ‘watch’ and ‘warning’

BATAVIA, Ohio – [With the warmer temperatures melting the existing snow and the potential for rain and snow mid-week in Clermont County,] area residents may see flooding this weekend. Here’s what to do if you hear that your neighborhood is under a flood watch.

Flood watch means “Be Aware.” Conditions are right for flooding to occur in your area.

Steps to take:

- Turn on your TV/radio. You will receive the latest weather updates and emergency instructions; also, follow Clermont County on Facebook (facebook.com/ClermontCounty) and Twitter (@ClermontCounty).
- Know where to go. You may need to reach higher ground quickly and on foot.
- Build or restock your emergency preparedness kit. Include a flashlight, batteries, cash, and first aid supplies.

Prepare your home:

- Bring in outdoor furniture and move important indoor items to the highest possible floor. This will help protect them from flood damage.
- Disconnect electrical appliances and do not touch electrical equipment if you are wet or standing in water. You could be electrocuted.
- If instructed, turn off your gas and electricity at the main switch or valve. This helps prevent fires and explosions.

MORE MORE MORE

Sample Press Release/Flood Aftermath

FOR IMMEDIATE RELEASE

XXXXX, 2019

Public safety officials urge residents to avoid recreational activities in flooded areas

BATAVIA, Ohio -- The Ohio River is expected to remain above flood stage [through Thursday]. Local public safety officials urge residents to avoid recreational activities on or around the Ohio River and swollen tributaries until floodwaters recede. This includes canoeing and kayaking through flooded backwater areas as well as exploring around streams and creeks.

Numerous roads remain closed due to high water. Residents should heed road closure and high water signs. Do not drive over or around road closure signs and barricades.

Follow Clermont County on Facebook (facebook.com/ClermontCounty) and Twitter (@ClermontCounty) to keep current on road closings and reopenings.

As of this release the following roads are closed:

#readyclermontcounty

Sample Press Release/Ohio River Flood

FOR IMMEDIATE RELEASE

XXXX, 2019

Ohio River expected to rise above flood stage this weekend; minor flooding expected

BATAVIA, Ohio – The National Weather Service has issued a flood warning [for the Ohio River at Cincinnati for this weekend. The river is expected to rise above 52 feet – flood stage – late Saturday morning and to crest at 53.7 feet by early Sunday afternoon. Minor flooding is likely, and may affect low-lying areas near New Richmond.]

[Backwater flooding along creeks close to the Ohio River is possible.] Residents should be aware of alternate routes to and from their homes or work, according to Clermont public safety officials.

Clermont County residents in low-lying areas are urged to take the following precautions:

- Tune into local radio or television for updates on changing weather conditions; follow Clermont County on Facebook (facebook.com/ClermontCounty) and Twitter (@ClermontCounty).
- Be aware that flash flooding can occur. If there is a possibility of a flash flood, move to higher ground immediately.
- Keep children from playing or exploring fast moving streams.
- Do not walk through moving water.
- Do not attempt to drive through flooded areas. The road bed may be washed out.
- Do not drive around road closure signs or barricades. Turn around and go a different way.
- Be cautious driving at night when it is harder to see flood dangers.

#readyclermontcounty

Sample Press Release/Post Flood Safety

FOR IMMEDIATE RELEASE

XXXX, 2019

How to stay safe after the flood

BATAVIA, Ohio – Clermont County has experienced flooding along the Ohio River this week [due to the winter storms]. Clermont County Emergency Management Agency and Public Health offer these tips to help residents stay safe and healthy:

- **Injury prevention:** Stay out of flood waters. Even the strongest swimmers can drown in flood waters. Do not drive through standing water. Never make contact with power lines or objects that are in contact with power lines. Wear eye protection when cleaning up storm debris.
- **Water:** Check for local boil-water advisories. Do not use contaminated water to wash dishes, brush teeth, prepare food, make ice or make baby formula.
- **Well water:** If your well has been affected by flood waters, it is recommended that you boil your water for at least one minute at a rolling boil, or purchase water from a safe source. Before resuming normal use of the well, have the water tested for possible bacteria and pollutants.
- **Foods:** Do not eat foods that have come in contact with flood waters. Throw away food that cannot be kept cold or properly heated due to lack of power.
- **Carbon monoxide poisoning:** Don't use a generator, pressure washer, charcoal grill, camp stove, or other gasoline- or charcoal-burning device inside your home, basement, or garage or near a window, door, or vent. Carbon monoxide is a colorless, odorless gas. If carbon monoxide poisoning is suspected, seek fresh air and consult with a health care professional right away.
- **Home safety:** If there is standing water in your home, never turn power on or off yourself – contact an electrician.
- **First aid:** Immediately clean all wounds with soap and clean water. If your skin or eyes come in contact with hazardous materials, wash thoroughly with decontaminated water. Avoid getting cut because cuts can lead to tetanus. If possible, make sure your tetanus vaccination is up to date.
- **Mold:** Remove mold by washing with soap and water and letting surfaces dry completely. Some materials such as moldy clothing, ceiling tiles and sheet rock may have to be replaced. If mold-related illness is suspected, consult a health care professional.

For more information about injury prevention, food safety, wells, drinking water, and carbon monoxide during and after flooding, go to www.ready.gov/floods.

#readyclermontcounty

Sample Twitter/FB Messaging

Come to a consensus on hashtag before event. Use in both FB & Twitter. Use #readyclermontcounty for readiness messages.

Before the flood:

- ☐ Ohio River expected to crest this weekend. Here's how to get your house ready: <http://goo.gl/Xb83VT> #readyclermontcounty
- ☐ Turn around, don't drown: Do not drive through standing water. <http://goo.gl/Xb83VT> #readyclermontcounty
- ☐ Do you know your flood risk? Call Building Dept to find your elevation. 732-7213 #readyclermontcounty

During and after flooding:

- ☐ As roads are closed, put the information ASAP on Twitter and FB, along with detour info if available.
- ☐ Shelters now open for flood victims (addresses) #readyclermontcounty
- ☐ Don't be a looky-loo! Stay away from flooded areas. #readyclermontcounty
- ☐ Don't return home until given all-clear by officials. #readyclermontcounty
- ☐ Don't eat food that has come into contact with floodwaters. #readyclermontcounty
- ☐ Photograph damage to your home for your insurance company. #readyclermontcounty
- ☐ If you smell gas, leave the building and call 911 or Duke. #readyclermontcounty

Tab 4: Tornadoes

A. General Information

A tornado is a violent local storm with whirling winds of tremendous speed. It appears as a rotating funnel-shaped cloud that extends toward the ground. It varies from gray to black in color. The tornado spins like a top and might sound like a roaring of an airplane or locomotive. These small short-lived storms are the most violent of all atmospheric phenomena, and over a relatively small area, the most destructive.

TORNADO WATCH – Means tornadoes are expected to develop.

TORNADO WARNING – Means a tornado has actually been sighted or indicated on radar.

B. Warnings

The National Weather Service issues severe weather warning to the public over radio and TV stations, and this information will also be conveyed on social media sites available on your smart phones. Sirens also will be used to notify county residents of a tornado warning.

C. Actions

Knowing what to do when a tornado is approaching may mean the difference between life and death. If you see any revolving, funnel-shaped clouds on a cloudy day, report them by telephone immediately to 9-1-1.

When a TORNADO WATCH is issued:

- ☐ Tune into local media radio or television for the latest weather warnings and advisories. Follow the National Weather Service – Wilmington and your local government on social media; that information will be updated on your smart phones. If power fails, use a portable battery radio or your car radio.

When a TORNADO WARNING is issued:

- ☐ Take action immediately. Your best protection is an underground shelter or a substantial steel-framed or reinforced concrete building. (If none is available, take refuge in other places as indicated below.)
- ☐ If your home has no basement, take cover under heavy furniture on the ground floor in the central part of the house, or in a small room on the ground floor that is away from outside walls and windows. The bathroom may also be a safe location since the fixtures are firmly connected and can protect you from flying debris. (As a last resort, go outside to a nearby ditch, excavation, culvert or ravine.)
- ☐ Stay away from windows to avoid flying debris.
- ☐ Do not remain in a mobile home or recreation vehicle. Take cover elsewhere.
- ☐ If you are outside in open, take cover and lie flat in the nearest depression, such as a ditch, culvert, excavation, or ravine.
- ☐ Avoid auditoriums and gymnasiums with large, unsupported roof spans.
- ☐ **Shopping centers:** Go to a designated shelter area (NOT to your parked car.)
- ☐ **Office Buildings:** Go to an interior hallway on the lowest floor, or to a designated shelter area.

After a Tornado

- ☐ Use extreme caution when entering or working in buildings that might have been damaged or weakened by the disaster, as they may collapse without warning. Also, there may be gas leaks or electrical short circuits.
- ☐ Don't take lanterns, torches or lighted cigarettes into buildings that have been damaged, since there may be leaking gas lines or flammable material present.
- ☐ Stay away from fallen or damaged electric wires – they may still be dangerous.
- ☐ Check for leaking gas pipes in your home. Do this by smell – don't use matches or candles. If you smell gas: (1) open all windows and doors; (2) turn off the main gas valve at the meter; (3) leave the home immediately; (4)

notify the gas company or the police or fire department; (5) don't re-enter the house until you are told it is safe to do so.

- ☐ If any of your electrical appliances are wet, turn off the main power switch in your house, then unplug the wet appliance, dry it out, reconnect it, and finally, turn on the main power switch. (Caution: Don't do any of these things while you are wet or standing in water.) If fuses blow when the electric power is restored, turn off the main power switch immediately and inspect for short circuits in your home wiring, appliances and equipment.
- ☐ Check your food and water supplies before using them. Foods that require refrigeration may be spoiled if electric power has been off for some time. Thawed food can usually be eaten or refrozen if it is still "refrigerator cold, (i.e. 40F)" or if it still contains ice crystals. To be safe, remember "when in doubt, throw it out." Discard any food that has been at room temperature for two hours or more, and any food that has an unusual odor, color or texture.
- ☐ Stay away from disaster areas. Sightseeing could interfere with first aid or rescue work and may be dangerous.
- ☐ Don't drive unless necessary, and if you must drive, do so with caution. Watch for hazards to yourself and others, and report them to local police or fire departments.
- ☐ Report broken sewer or water mains to the Water Resources Department, 513-732-7970.
- ☐ Follow your local government on social media via your smart phone; also keep tuned to your radio or TV stations for advice and instructions from your local government on:
 - Where to go to obtain necessary medical care in your area.
 - Where to go for necessary emergency assistance for housing, clothing, food, etc.
 - Ways to help yourself and your community recover from the emergency.

Map Messages

Audience: General public	What: Tornadoes	Subject: Types of tornadoes. Severity of tornadoes indicated through EF-Scale.
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Background: Tornadoes are nature's most violent storms. Spawned from powerful thunderstorms, tornadoes can cause fatalities and devastate a neighborhood in seconds. A tornado appears as a rotating, funnel-shaped cloud that extends from a thunderstorm to the ground with whirling winds that can reach 300 miles per hour. Damage paths can be in excess of one mile wide and 50 miles long.

Question or concern: I need to understand the different types of tornadoes.

Key Message: 88% of all tornadoes are weak tornadoes.	Key Message: 11% of tornadoes are strong tornadoes.	Key Message: Less than 1% of all tornadoes are violent.
Supporting 1: Winds less than 110 mph.	Supporting 1: Account for 30% of all tornado deaths.	Supporting 1: Account for 70% of deaths.
Supporting 2: Last 1-10 minutes	Supporting 2: Winds 111-156 mph	Supporting 2: May last over hour; winds <166 mph
Supporting 3: Produce EF0 or EF1 damage (minimal)	Supporting 3: Produce EF2/EF3 damage (roof gone, walls collapse)	Supporting 3: EF5 or EF5 damage (blown down, blown away)
http://www.spc.noaa.gov/faq/tornado/ef-scale.html		

Audience: General public	What: Tornadoes	Subject: Know the terms watch and warning
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Question or concern: Know the terms

Tornado Watch - Tornadoes are possible. Remain alert for approaching storms. Watch the sky and stay tuned to NOAA Weather Radio, commercial radio or television for information.

Tornado Warning - A tornado has been sighted or indicated by weather radar. Take shelter immediately.

Audience: General public	What: Tornadoes	Subject: During tornado season in Southwest Ohio (typically April through July), pay attention during thunderstorms.
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Question or concern: What are the signs of a tornado?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Be alert for to changing weather conditions. Look for approaching storms. Be aware of these signs:
Supporting 1: Greenish or unusually colored clouds.
Supporting 2: Low hanging, rotating wall cloud or funnel cloud.
Supporting 3: Hail, loud roar, swirling debris.

Audience: General public	What: Tornadoes	Subject: Understanding tornado watch
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Question or concern: What should I do if I hear an alert for a tornado watch or warning?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Understand what to do if you hear a tornado watch issued.
Supporting 1: Alert issued when weather conditions favor formation of tornado – often during thunderstorms.
Supporting 2: Watch the sky and stay tuned to NOAA Weather Radio, commercial radio or television for information.

Audience: General public	What: Tornadoes	Subject: Understanding tornado warning
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Question or concern: What should I do if I hear an alert for a tornado warning?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: A tornado has been sighted, or indicated by radar.
Supporting 1: Take shelter immediately and tune into local media outlets for additional information.

Audience: General public	What: Tornadoes	Subject: During a tornado
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Question or concern: What should I do during a tornado? Your response depends on where you are.

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: If you are in a structure (e.g. residence, small building, school, nursing home, hospital, factory, shopping center, high-rise building):	Key Message: If you are in manufactured home or office.	Key Message: If you are outside with no shelter, responses depend on your situation.
Supporting 1: Go to a pre-designated area such as a safe room, basement, storm cellar, or the lowest building level. Get under a sturdy table and use your arms to protect your head and neck.	Supporting 1: Get out immediately and go to a pre-identified location such as the lowest floor of a sturdy, nearby building or a storm shelter. Mobile homes, even if tied down, offer little protection from tornadoes.	Supporting 1: Immediately get into a vehicle, buckle your seat belt and try to drive to the closest sturdy shelter. If your vehicle is hit by flying debris while you are driving, pull over and park.
Supporting 2: If there is no basement, go to the center of a small interior room on the lowest level (closet, interior hallway) away from corners, windows, doors, and outside walls. Put as many walls as possible between you and the outside.		Supporting 2: Take cover in a stationary vehicle. Put the seat belt on and cover your head with your arms and a blanket, coat or other cushion if possible.
Supporting 3: Do not open windows.		Supporting 3: Lie in an area noticeably lower than the level of the roadway and cover your head with your arms and a blanket, coat or other cushion if possible

Audience: General public	What: Tornadoes	Subject: After tornado
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Question or concern: What should I do in the aftermath of a tornado?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Be cautious entering any building that may have been damaged or weakened.	Key Message: Do not handle live electrical equipment; stay away from wires.
Supporting 1: Don't take in lanterns, torches, or lighted cigarettes into a building – there may be a gas leak.	Supporting 1: Electric equipment should be dried and checked by Duke before it is returned to service.
Supporting 2: Check for leaking gas pipes by smell; leave home immediately and notify police, fire department or gas company.	Supporting 2: Report broken utility lines to police or fire.

Sample Press Releases

Sample Press Release / After a Tornado

FOR IMMEDIATE RELEASE

XXXXXXX, 2019

Stay away from disaster scene after tornado

BATAVIA, Ohio – In the aftermath of a tornado, it's very important that residents stay away from the disaster area. **First responders need to do their jobs without the distraction of additional people coming to the scene.**

If your home has been damaged by the tornado, here are things to remember:

- Be very cautious entering the building.
- Don't take in any materials such as lanterns, torches or lit cigarettes – there may be a gas leak.
- If you smell gas, leave the building immediately and call 911.
- Avoid wires.
- Report broken utility lines to police or fire.

#readyclermontcounty



Sample Press Release / Tornado Preparedness

FOR IMMEDIATE RELEASE

XXXXXXX, 2019

Tornado season approaches; here's what you need to know

BATAVIA, Ohio – Tornado season in Ohio typically lasts from April through July. It's important that Clermont County residents be prepared for severe weather.

No matter the disaster, it's important to have a [family emergency kit](#) and [communications plan](#) ready. You can find suggestions for both at www.ready.gov.

Listen to NOAA Weather Radio or to commercial radio or television newscasts for the latest information, and follow Clermont County on Facebook (facebook.com/ClermontCounty) and Twitter ([@ClermontCounty](https://twitter.com/ClermontCounty)).

Be alert to approaching storms and look for the following danger signs:

- Dark, often greenish sky
- Large hail
- A large, dark, low-lying cloud (particularly if rotating)
- Loud roar, similar to a freight train.

If you see approaching storms or any of the danger signs, be prepared to take shelter immediately.

(All information from www.ready.gov/tornadoes.)

#readyclermontcounty



Sample Press Release / During a Tornado

FOR IMMEDIATE RELEASE

XXXXXXX, 2019

What to do when a tornado warning is issued.

BATAVIA, Ohio – It's important that Clermont County residents be prepared for tornadoes.

If you are under a tornado warning, seek shelter immediately and tune into local media outlets for additional information.

If you are in a structure such as residence, small building, school, nursing home, hospital, factory, shopping center, high-rise building:

- Go to a pre-designated area such as a safe room, basement, storm cellar, or the lowest building level. If there is no basement, go to the center of a small interior room on the lowest level (closet, interior hallway) away from corners, windows, doors, and outside walls. Put as many walls as possible between you and the outside. Get under a sturdy table and use your arms to protect your head and neck.
- In a high-rise building, go to a small interior room or hallway on the lowest floor possible.
- Put on sturdy shoes.
- Do not open windows

If you are in a manufactured home or office:

- Get out immediately and go to a pre-identified location such as the lowest floor of a sturdy, nearby building or a storm shelter. Mobile homes, even if tied down, offer little protection from tornadoes.

If you are outside with no shelter:

- Lie in an area noticeably lower than the level of the roadway and cover your head with your arms and a blanket, coat or other cushion if possible.

In all situations:

- Do not get under an overpass or bridge. You are safer in a low, flat location.
- Never try to outrun a tornado in urban or congested areas in a car or truck. Instead, leave the vehicle immediately for safe shelter.
- Watch out for flying debris. Flying debris from tornadoes causes most fatalities and injuries.

(All information from www.ready.gov/tornadoes.)

#readyclermontcounty  

Sample Press Release / Tornado Watch and Warning

FOR IMMEDIATE RELEASE

XXXXXXX, 2015

Know the difference between tornado watch and warning

BATAVIA, Ohio – Tornado season in Ohio typically lasts from April through July. It's important that everyone understand the difference between a "tornado watch" and "tornado warning."

Tornado watch: Tornadoes are possible. Remain alert for approaching storms. Stay tuned to NOAA Weather Radio, commercial radio or television for information.

Tornado warning: A tornado has been sighted or indicated by weather radar. Take shelter immediately.

(All information from www.ready.gov/tornadoes.)

#readyclermontcounty



Sample Twitter/FB Messaging

Come to a consensus on hashtag before event. Use in both FB & Twitter. Use #readyclermontcounty for readiness messages

Before the tornado:

- ☐ Know your terms. Tornado watch: Tornado is possible. Remain alert. #readyclermontcounty
- ☐ Know your terms. Tornado warning: Tornado sighted. Take shelter immediately. #readyclermontcounty
- ☐ Do you have a safe room in house in case of tornado? #readyclermontcounty

After:

- ☐ Don't be a looky-loo! Stay away from disaster areas. #readyclermontcounty
- ☐ Photograph damage to your home for your insurance company. #readyclermontcounty
- ☐ If you smell gas, leave the building and call 911 or Duke. #readyclermontcounty

Tab 5: Hazardous Materials Accidents

A. General Information

The likelihood of the county suffering a major disaster caused by a chemical accident has greatly increased because of the increase in everyday use of chemicals by all segments of our populations as well as the movement of chemicals by all types of transportation.

B. Citizen Cooperation

Prompt reporting of a chemical accident is every citizen's responsibility. Local authorities and particularly the emergency services (police, fire, etc.) need factual information upon which to base decisions on how to respond to the accident. They must be able to execute their plan for handling the emergency. Authorities must also be able to correctly answer questions from the news media so that erroneous reports are prevented.

A citizen should not spread rumors. If he/she is a witness, but not a casualty, he should tell the authorities exactly what he saw. If not a witness, the citizen should keep posted via radio or TV or smart phone, but not rush to the scene since this causes serious obstructions to the emergency responders who are attempting to save lives and property. A citizen at the scene is needlessly exposing himself to injury, particularly if chemical reactions take place.

C. Emergency First Aid

A citizen may find himself administering emergency first aid to a victim of a chemical accident or to himself. Treatment described in this section is limited to emergency procedures which anyone can administer. The first-aid measures suggested lean heavily on the use of running water because it is available most anywhere and will remove chemicals by solution, dilution and mechanical action. These measures cover four of the principle types of chemical threats to people; (1) Inhalation; (2) Skin Exposure; (3) Swallowing; and (4) Eye Exposure.

1. Inhalation

- ☐ Remove person(s) out of the affected area. If the person(s) has been overcome, do not attempt a rescue. Call 9-1-1.
- ☐ Have the person(s) lie down and keep him warm. If breathing is difficult, a sitting position may be more comfortable.
- ☐ If breathing has stopped, call 9-1-1 and start CPR.

2. Skin Exposure

- ☐ Remove from contaminated area.
- ☐ Small exposures of the skin should be promptly flooded with water and followed by thorough, general scrubbing with soap and water.
- ☐ Contaminated clothing should be removed and the underlying skin washed with running water.

3. Swallowing

- ☐ Call 9-1-1 or Drug and Poison Control.

4. Eye Exposure

- ☐ Take the victim immediately to the nearest water fountain or other source of clean running water.
- ☐ Spread the lids with the fingers and allow the water to flood the eye.
- ☐ Roll the eye about so that the water may contact all eye surfaces.
- ☐ Continue such emergency washing for 15- 45 minutes.
- ☐ Take the victims to first-aid station or to a physician as soon as possible after the emergency washing period is completed.

Message Map

Audience: General public	What: Hazardous materials accidents	Subject: Hazardous materials
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Background: Chemicals/hazardous materials are used by many industries and are often transported via truck or rail.

Question or concern: What should I do during a hazardous materials incident? Your response depends on where you are when it happens.

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. You should stay away from the area to minimize the risk of contamination. Remember that some toxic chemicals are odorless. Your response may depend on where you are.

Key Message: If you are asked to evacuate:	Key Message If caught outside:	Key Message If in vehicle:
Supporting 1: Do so immediately and follow prescribed route	Supporting 1: Stay upstream, uphill, and upwind! Try to go at least one-half mile (usually 8-10 city blocks) from the danger area.	Supporting 1: Stop and seek shelter in a permanent building.
Supporting 2: If time, minimize contamination in the house by closing all windows, shutting all vents, and turning off attic fans.	Supporting 2: Do not walk into or touch any spilled liquids, airborne mists, or condensed solid chemical deposits.	Supporting 2: If you must remain in your car, keep car windows and vents closed and shut off the air conditioner and heater.
Supporting 3: Remember to help your neighbors who may require special assistance -- infants, elderly people and people with access and functional needs.	Supporting 3: Try not to inhale gases, fumes and smoke. If possible, cover mouth with a cloth while leaving the area	

Audience: General public	What: Hazardous materials accidents	Subject: Hazardous materials
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Background: Chemicals/hazardous materials are used by many industries and are often transported via truck or rail.

Question or concern: What should I do during a hazardous materials incident if I am asked to stay inside?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. You should stay away from the area to minimize the risk of contamination. Remember that some toxic chemicals are odorless. Your response may depend on where you are.

Key Message: If asked to stay inside, several steps:	Key Message Go into pre-selected shelter room:	Key Message If gas/vapors have entered room:
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Supporting 1: Bring pets inside.	Supporting 1: This room should be above ground and have the fewest openings to the outside.	Supporting 1: Take shallow breaths through a cloth or a towel. Avoid eating or drinking any food or water that may be contaminated.
Supporting 2: Close and lock all exterior doors and windows. Close vents, fireplace dampers, and as many interior doors as possible.	Supporting 2: Seal gaps under doorways and windows with wet towels or plastic sheeting and duct tape.	
Supporting 3: Turn off air conditioners and ventilation systems. In large buildings, set ventilation systems to 100 percent recirculation so that no outside air is drawn into the building. If this is not possible, ventilation systems should be turned off.	Supporting 3: Seal gaps around window and air conditioning units, bathroom and kitchen exhaust fans, and stove and dryer vents with duct tape and plastic sheeting, wax paper or aluminum wrap.	

Audience: General public	What: Hazardous materials accidents	Subject: Hazardous materials
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Question or concern: What should I do after a hazardous materials incident?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. You should stay away from the area to minimize the risk of contamination. Remember that some toxic chemicals are odorless. Your response may depend on where you are.

Key Message: If you are asked to evacuate, or you feel it is unsafe to stay in your home	Key Message If you have come into contact with materials:	Key Message Return home only when told it is safe.
Supporting 1: Go to a public shelter.	Supporting 1: Follow decontamination instructions from authorities.	Supporting 1: Ventilate home by opening windows and vents; turn on fans.
	Supporting 2: Seek medical treatment ASAP.	Supporting 2: Find out from local authorities how to clean up property.
	Supporting 3: Place exposed clothes, shoes in tightly sealed containers.	Supporting 3: Report any lingering odors.
	Supporting 4: Advise anyone you come into contact with that you have been exposed.	

Sample Twitter/Facebook Messages

Come to a consensus on hashtag before event. Use in both FB & Twitter. Use #readyclermontcounty for readiness messages

During spill:

- ☐ Hazardous material accidents at xxxxx. Responders on scene. Shelter in place. Info: (link)
- ☐ Mandatory evacuation for residents from xxxx to xxxxx. Follow routes. Info: (link)
- ☐ Shelters set up xxx xxx xxx. Info: (link)
- ☐ Sheltering in place? Guidelines to follow to make your home/office safe: <http://goo.gl/uw4W9c>

After incident:

- ☐ As roads are closed, put the information ASAP on Twitter, Facebook and website, along with detour info if available.
- ☐ Don't be a looky-loo! Stay away from area of spill. #readyclermontcounty
- ☐ Don't return home until given all-clear by officials. #readyclermontcounty
- ☐ Follow decontamination instructions. Info: (link)
- ☐ Seek medical treatment for unusual symptoms. Possible symptoms (link)

Sample Press Release/Hazardous Materials Incident

FOR IMMEDIATE RELEASE – NUMBER IT

Date & Time Goes Here

Spill reported at XXXXX

At approximately _____ a.m./p.m. today (a private citizen, city employee, etc) reported a spill/release of a potentially hazardous substance to the XXXXXXX.

(Police/fire) units were immediately dispatched to cordon off the area and direct traffic. The material was later determined to be (describe) , a (hazardous/harmless) (chemical/substance/material/gas) which, upon contact, may produce symptoms of xxxxxxx.

Precautionary evacuation of the (immediate/X__-block) area surrounding the spill was (requested/required) by (agency) .

Approximately (number) persons were evacuated.

Clean-up crews from (agency/company) were dispatched to the scene, and normal traffic had resumed by (time) , at which time residents were allowed to return to their homes. There were no injuries reported (or) persons, including (no. of) (fire/police) personnel, were treated at area hospitals for and (all, number) were later released. Those remaining in the hospital are in condition.

Response agencies involved were: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx.

Stay tuned to local media for more information. We will also post updates on Facebook.com/ClermontCounty and Twitter @Clermont County.

If you know of someone who is unable to understand, see, or hear this message, please tell them about it.

#readyclermontcounty

Sample Press Release/Hazardous Materials Incident/Mandatory Evacuation

FOR IMMEDIATE RELEASE – NUMBER IT

Date & Time Goes Here

Spill reported at XXXXX

A large/small amount of xxxxxxxxxx, a highly hazardous substance, has been spilled/released at xxxxxxxxxx. Because of the potential health hazard, authorities are requesting/requiring all residents within blocks/miles of the area to evacuate. If you are (*give evacuation zone boundaries*) , you and your family should/must leave as soon as possible/now.

Go immediately to the home of a friend or relative outside the evacuation area or to (*indicate shelter*) .
If you can drive a neighbor who has no transportation, please do so. If you need transportation, call xxxxxxxxxx.

Children attending the following schools: (*list*) will be evacuated to: xxxxxxxxxx.

Do not drive to your child's school. Pick your child up from school authorities at the evacuation center.
Listen to this station for instructions.

The material is highly toxic to humans and can cause the following symptoms: xxxxxxxxxx. If you are experiencing any of these symptoms, seek help at a hospital outside the evacuation area, or at the evacuation center at xxxxxxxxxx.

To repeat, if you are in the area of you should/must leave, for your own safety. Do not use your telephone unless you need emergency assistance.

Stay tuned to local media for more information. We will also post updates on Facebook.com/ClermontCounty and Twitter @Clermont County.

If you know of someone who is unable to understand, see, or hear this message, please tell them about it. Thank you for your cooperation.

#readyclermontcounty

Sample Press Release/Hazardous Materials Spill

FOR IMMEDIATE RELEASE – NUMBER IT

Date & Time Goes Here

Spill reported at XXXXX

A small amount of xxxxxxxxxxxxxx, a hazardous substance, has been spilled/released at xxxxxxxxxxxx. Streets are blocked, traffic is restricted, and authorities have asked residents in the immediate block area to evacuate.

Please avoid the area. The material is slightly/highly toxic to humans and can cause the following symptoms: xxxxxxxxxxxx

If you think you may have come in contact with this material, you should (*give health instructions and hotline number, if available*) .

For your safety, please avoid the area if at all possible. Alternate routes are and traffic is being diverted. If you are now near the spill/release area, please follow directions of emergency response personnel. Cleanup crews are on the scene.

Stay tuned to local media for more information. We will also post updates on Facebook.com/ClermontCounty and Twitter @Clermont County.

If you know of someone who is unable to understand, see, or hear this message, please tell them about it. Thank you for your cooperation.

#readyclermontcounty

Sample Press Release/Hazardous Materials Incident

FOR IMMEDIATE RELEASE – NUMBER IT

Date & Time Goes Here

Spill reported at XXXXX

An unidentified substance has been spilled/released at *(specific location)* . Please avoid the area, if possible, while crews are responding. The best alternate routes are

If you are already in the area, please be patient and follow directions of emergency response personnel. The substance will be evaluated by specially trained personnel, and further information will be released as soon as possible.

Stay tuned to local media for more information. We will also post updates on Facebook.com/ClermontCounty and Twitter @Clermont County.

If you know of someone who is unable to understand, see, or hear this message, please tell them about it.
#readyclermontcounty

Sample Press Release/Hazardous Materials Incident

FOR IMMEDIATE RELEASE

XXXXXXX, 2015

Guidelines to follow after a hazardous materials accident

BATAVIA, Ohio – In the wake of the hazardous material spill (at and whenxxxxx) , the _____ Agency offers these guidelines to those affected by the accident:

- Go to a designated public shelter if you have been told to evacuate or you feel it is unsafe to remain in your home. Shelters are located: (xxxxx)
- Act quickly if you have come in to contact with or have been exposed to hazardous chemicals.
- Follow decontamination instructions from local authorities. You may be advised to take a thorough shower or you may be advised to stay away from water and follow another procedure.
- Seek medical treatment for unusual symptoms as soon as possible.
- Place exposed clothing and shoes in tightly sealed containers. Do not allow them to contact other materials. Call local authorities to find out about proper disposal. (Phone???)
- Advise everyone who comes into contact with you that you may have been exposed to a toxic substance.
- Listen to local radio or television stations for detailed information and instructions. Clermont County will post updates on Facebook.com/ClermontCounty and @ClermontCounty on Twitter.
- Help a neighbor who may require special assistance - infants, elderly people and people with access and functional needs. People who care for them or who have large families may need additional assistance in emergency situations.

(All information from www.ready.gov/hazardous-materials-incidents.)

#readyclermontcounty



Sample Press Release/Hazardous Materials Incident

FOR IMMEDIATE RELEASE

XXXXXXX, 2015

What to do if you are asked to evacuate during a hazardous material incident

BATAVIA, Ohio – Although hazardous material accidents and spills are rare, they do happen. Chemicals and other potential hazardous materials are stored and transported throughout Clermont County.

Listen to local radio or television stations for detailed information and instructions. Clermont County will post updates on Facebook.com/ClermontCounty and @ClermontCounty on Twitter.

You should stay away from the area to minimize the risk of contamination. Remember that some toxic chemicals are odorless.

If you are asked to evacuate:

- Do so immediately.
- Stay tuned to a radio or television for information on evacuation routes, temporary shelters, and procedures.
- Follow the routes recommended by the authorities -- shortcuts may not be safe. Leave at once.
- If you have time, minimize contamination in the house by closing all windows, shutting all vents, and turning off attic fans.
- Take pre-assembled disaster supplies.
- Remember to help your neighbors who may require special assistance--infants, elderly people and people with access and functional needs.

If you are caught outside:

- Stay upstream, uphill, and upwind! In general, try to go at least one-half mile (usually 8-10 city blocks) from the danger area. Move away from the accident scene and help keep others away.
- Do not walk into or touch any spilled liquids, airborne mists, or condensed solid chemical deposits. Try not to inhale gases, fumes and smoke. If possible, cover mouth with a cloth while leaving the area.
- Stay away from accident victims until the hazardous material has been identified.

If you are in a motor vehicle:

- Stop and seek shelter in a permanent building. If you must remain in your car, keep car windows and vents closed and shut off the air conditioner and heater.

If you are requested to stay indoors:

- Bring pets inside.

- Close and lock all exterior doors and windows. Close vents, fireplace dampers, and as many interior doors as possible.
- Turn off air conditioners and ventilation systems. In large buildings, set ventilation systems to 100 percent recirculation so that no outside air is drawn into the building. If this is not possible, ventilation systems should be turned off.
- Go into the pre-selected shelter room. This room should be above ground and have the fewest openings to the outside.
- Seal gaps under doorways and windows with wet towels or plastic sheeting and duct tape.
- Seal gaps around window and air conditioning units, bathroom and kitchen exhaust fans, and stove and dryer vents with duct tape and plastic sheeting, wax paper or aluminum wrap.
- Use material to fill cracks and holes in the room, such as those around pipes.
- If gas or vapors could have entered the building, take shallow breaths through a cloth or a towel. Avoid eating or drinking any food or water that may be contaminated.

(All information from www.ready.gov/hazardous-materials-incidents.)

#readyclermontcounty



Tab 6: Nuclear Attack

A. General Instructions

The first step in preparing for a possible nuclear attack is to understand the hazards you would face if attack should come. When a nuclear bomb or missile explodes, the main effects produced are intense light (flash), heat, blast, and radiation. The strength of these effects depends on the size and type of the weapon; how far away the explosion is; the weather conditions (sunny or rainy, windy or still); the terrain (whether the ground is flat or hilly); and the height of the explosion (high in the air or near the ground).

In a nuclear attack, people near a nuclear explosion would be killed or seriously injured by the blast, heat, or initial nuclear radiation. People a few miles away would be endangered by the blast, heat, and fires. A high percentage of people in the lighter damage areas would probably survive those hazards, but they could be further endangered by radioactive fallout.

B. Fallout

When a nuclear weapon explodes near the ground, great quantities of pulverized earth and other debris are sucked up into the nuclear cloud. There, the radioactive gases produced by the explosion condense on and into this debris, producing radioactive fallout particles that give off invisible gamma rays like X-rays.

Generally, the first 24 hours after fallout begins to settle would be the most dangerous period to a community's residents. The heavier particles falling during that time would still be highly radioactive and give off strong rays. The lighter particles falling later would have lost much of their radiation high in the atmosphere.

It's important to understand that fallout is not a mysterious, invisible or unrecognizable substance that strikes without warning. Fallout particles range in size from those like grains of sand, which can be seen easily, to very small particles that appear as fine dust.

The distribution of fallout particles after a nuclear attack would depend on wind current, weather conditions, and other factors. No area in the United States could be sure of NOT getting fallout, and it is probable that some fallout particle would be deposited on most of the country.

Areas close to a nuclear explosion might receive fallout within 5-20 minutes, but it might take 5-10 hours or more for the particles to drift down on a community 100 or 200 miles away.

Tab 7: Winter Storms

A. Warning Responsibility

The National Weather Service is responsible for the timely issuance of weather warnings to the public, including the approach of winter storms.

B. Definitions

- ☐ Ice Storm – Freezing rain or drizzle is called an ice storm. Moisture falls in liquid form, but freezes upon impact. The term “heavy” is used to indicate an ice coating sufficiently heavy to cause significant damage to trees, overhead wires, and similar objects.
- ☐ “Snow Squalls” are brief, intense falls of snow and are comparable to summer rain showers. They are accompanied by gusty surface winds.
- ☐ “Blizzards” are the most dramatic and perilous of all winter storms, characterized by low temperatures and by strong winds bearing large amount of snow. Most of the snow accompanying a blizzard is in the form of fine, powdery particles of snow which are whipped in such great quantities that at times visibility is only a few yards.
- ☐ “Blizzard Warnings” are issued when winds with speeds of at least 35 mph are accompanied by considerable falling of snow, and temperatures of 20 degrees F or lower are expected to prevail for an extended period of time.

C. Winter Storm Safety

- ☐ Listen to the latest National Weather Service warning bulletins on radio and television; follow local government via social media on your smart phone.
- ☐ Check battery-powered equipment before the storm arrives. A portable radio or television set might be your only contact with the world outside during a winter storm. Also, check emergency cooking facilities and flashlight.
- ☐ Check your supply of heating fuel. Fuel carriers may be unable to move if a storm buries your area in snow.
- ☐ Check your food and stock an extra supply. Your supply should include food that requires no cooking or refrigeration in case of power failure.
- ☐ Prevent fire hazards because of overheated coal or oil-burning stoves, fireplaces, heaters or furnaces.
- ☐ Stay indoors during storms and cold snaps. If you must go outside, avoid overexposure.
- ☐ Don't overextend yourself when shoveling snow. It is extremely hard work. Overexertion can cause a heart attack, a major cause of death after winter storms.
- ☐ Make necessary trips for supplies before a storm develops or not at all. Arrange for emergency supply in case of power failure.
- ☐ If you spend much time outside, wear loose-fitting, lightweight, warm clothing in several layers. Layers can be removed to prevent perspiration and subsequent chill. Outer garments should be lightly woven, water repellent and hooded. The hood should protect your face and cover your mouth to ensure warm breathing. Protect your lungs from extremely cold air. Remember: Entrapped, insulating air warmed by body heat, is protection against cold. Layers of protective are more effective and efficient than single layers of clothes. Mittens, snug at the wrist, are better protection than fingered gloves.
- ☐ Get your car “winterized” before the storm season begins. Everything on the checklist shown below should be taken care of before winter storms strike your area:

Ignition System	Lubrication	Defroster
Battery	Tight Exhaust System	Chains
Lights	Snow Tires Installed	Heater
Cooling System	Brakes	Antifreeze
Fuel Systems	Winter Grade Oil	Wipe Blades

- ☐ Carry a winter storm car kit. The kit should contain blankets or sleeping bags; matches and candles; empty 3-pound coffee can with plastic cover; extra clothing; high-calorie, non-perishable food; compass and road maps; knife; first aid kit; shovel; sack of sand; flashlight or signal light; windshield scraper; booster cables; two tow chains; fire extinguisher; ax; etc.

Message Maps

Audience: General public	What: Winter storms/extreme cold	Subject: Know the terms
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Question or concern: How to do I know how severe the threat is?

Know the terms used to describe changing winter weather conditions and what actions to take. These terms can be used to determine the timeline and severity of an approaching storm. (Advisory / Watch / Warning). The NWS also issues advisories and warnings for other winter weather, including blizzards, freezes, wind chill, lake effect snow, and dense fog. Be alert to weather reports and tune in for specific guidance when these conditions develop.

- ☐ **Freezing Rain** -- Rain that freezes when it hits the ground, creating a coating of ice on roads, walkways, trees and power lines.
- ☐ **Sleet** -- Rain that turns to ice pellets before reaching the ground. Sleet also causes moisture on roads to freeze and become slippery.
- ☐ **Wind Chill** -- Wind chill is the temperature it “feels like” when you are outside. The NWS provides a Windchill Chart to show the difference between air temperature and the perceived temperature and the amount of time until frostbite occurs. For more information, visit: www.nws.noaa.gov/om/windchill.
- ☐ **Winter Weather Advisory** -- Winter weather conditions are expected to cause significant inconveniences and may be hazardous. When caution is used, these situations should not be life threatening.
- ☐ **Winter Storm Watch** -- A winter storm is possible in your area. Tune in to NOAA Weather Radio, commercial radio, or television for more information. The NWS issues a winter storm watch when severe winter conditions, such as heavy snow and/or ice, may affect your area but the location and timing are still uncertain. A winter storm watch is issued 12 to 36 hours in advance of a potential severe storm. Monitor alerts, check your emergency supplies, and gather any items you may need if you lose power.
- ☐ **Winter Storm Warning** -- A winter storm is occurring or will soon occur in your area.
- ☐ **Blizzard Warning** -- Sustained winds or frequent gusts to 35 miles per hour or greater and considerable amounts of falling or blowing snow (reducing visibility to less than a quarter mile) are expected to prevail for a period of three hours or longer.

Audience: General public	What: Winter storm	Subject: Before the winter storm
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Question or concern: What do I do before the storm to be prepared?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Have your emergency kit and emergency family plan ready. During winter season, add these items to emergency kit:	Key Message: Winterize vehicle	Key Message: Have an emergency kit for vehicle
Supporting 1: Rock salt or more environmentally safe products to melt ice on walkways. Sand to improve traction. Snow shovels and other snow removal equipment.	Supporting 1: Check antifreeze, heater and defroster; lights and flashing hazard lights; thermostat; windshield wipers and fluid.	Supporting 1: Include shovel; windshield scraper and small broom; flashlight; battery powered radio; extra batteries; water; snack food; matches; extra hats, socks and mittens; first aid kit with pocket knife; necessary medications; blankets.
Supporting 2: Sufficient heating fuel. You may become isolated in your home and regular fuel sources may be cut off. Store a good supply of dry, seasoned wood for your fireplace or wood-burning stove.	Supporting 2: Check oil for level and weight. Heavier oils congeal more at low temperatures and do not lubricate as well.	Supporting 2: Include tow chain or rope; road salt and sand; booster cable; flares; fluorescent distress flag.
Supporting 3: Adequate clothing and blankets to keep you warm.	Supporting 3: Install good winter tires -- make sure the tires have adequate tread. All-weather radials are usually adequate for most winter conditions.	
	Supporting 4: Keep car gassed up	

Message Map/Winter Storm/What to Wear

Audience: General public	What: Winter storm	Subject: What to wear
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Question or concern: How do I dress appropriately for a winter storm or extreme cold if I have to go outside?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Appropriate clothing will help protect you.
Supporting 1: Wear several layers of loose-fitting, lightweight, warm clothing rather than one layer of heavy clothing. The outer garments should be tightly woven and water repellent.
Supporting 2: Wear mittens, which are warmer than gloves.
Supporting 3: Wear a hat, which will prevent loss of body heat. Wear a scarf to cover mouth to protect lungs.

Audience: General public	What: Winter storm	Subject: Carbon monoxide poisoning
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Question or concern: Carbon monoxide poisoning is a heightened risk during winter storms or extreme cold.

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: People tend to use gas-powered furnaces and alternative heating, cooking, and power sources indoors during power outages; also space heaters during extreme cold.
Supporting 1: Never use a generator, grill, camp stove or other gasoline, propane, natural gas or charcoal-burning devices inside a home, garage, basement, crawlspace or any partially enclosed area. Keep these devices at least 20 feet from doors, windows, and vents.
Supporting 2: Install carbon monoxide alarms in central locations on every level of your home and outside sleeping areas to provide early warning of accumulating carbon monoxide.
Supporting 3: If the carbon monoxide alarm sounds, move quickly to a fresh air location outdoors or by an open window or door; call for help and remain there until emergency personnel arrive to assist you.

Audience: General public	What: Winter storm	Subject: During the winter storm
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Question or concern: How do I detect signs of frostbite/hypothermia?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Frostbite occurs when skin/body tissue just below it freezes	Key Message: Signs of hypothermia: low body temp; uncontrollable shivering; disorientation; drowsiness
Supporting 1: Loss of feeling, pale appearance in extremities (fingers, toes, nose, etc.)	Supporting 1: If temp below 95 degrees, seek medical help immediately.
Supporting 2: Cover exposed skin but do not rub the affected area in an attempt to warm it up.	Supporting 2: Get victim to warm location, remove wet clothes, wrap in blankets; provide warm drink.
Supporting 3: Seek medical help immediately.	

Audience: General public	What: Winter storm	Subject: During the winter storm
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Question or concern: How should I protect myself during the storm?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: Stay inside if possible.	Key Message: Avoid overexertion when shoveling snow.	Key Message: Keep dry.
	Supporting 1: Overexertion can bring on a heart attack.	Supporting 1: Change wet clothing frequently.
	Supporting 2: Take breaks.	Supporting 2: Wet clothing leads to loss of body heat.
	Supporting 3: Push snow instead of lifting it.	

Audience: General public	What: Winter storm	Subject: If blizzard traps you in car
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Question or concern: If I am trapped by a blizzard in my car, what do I do?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: You can take measures to protect yourself.	Key Message: There are ways to prevent losing body heat.	Key Message: There are ways to attract attention to you and your car.
Supporting 1: Pull off highway. Turn on hazard lights and hang a distress flag from radio antenna or window.	Supporting 1: Exercise to maintain body heat, but avoid overexertion. In extreme cold, use road maps, seat covers, floor mats for insulation. Huddle with passengers and use coat as blanket.	Supporting 1: Turn on the inside light at night so work crews or rescuers can see you (but be careful not to drain battery).
Supporting 2: Remain in your vehicle where rescuers are most likely to find you. Do not set out on foot unless you can see a	Supporting 2: Take turns sleeping. One person should be awake at all times to look for rescue crews.	Supporting 2: If stranded in a remote area, stomp large block letters in an open area spelling out HELP or SOS and line with rocks or tree limbs to attract the attention of

building close by where you know you can take shelter. Distances are distorted by blowing snow.		rescue personnel who may be surveying area by airplane.
Supporting 3: Run engine and heater about 10 minutes each hour to keep warm. When engine is running, open a downwind window slightly for ventilation and periodically clear snow from exhaust pipe. This will protect you from possible carbon monoxide poisoning.	Supporting 3: Eat regularly and drink ample fluids to avoid dehydration, but avoid caffeine and alcohol.	Supporting 3: Leave the car and proceed on foot - if necessary - once the blizzard passes.

Audience: General public	What: Winter storm	Subject: After winter storm/extreme cold
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Question or concern: Once the storm or extreme cold has passed, what should I do?

Always: Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. Follow local government via social media on your smart phone. Keep up with NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards.

Key Message: If your home has lost power or heat, you may need to leave it.	Key Message: Evaluate your plan and prepare for next storm.
Supporting 1: Go to a designated public shelter. Local government social media (via smart phones), local radio and TV will have locations.	Supporting 1: Restock emergency supplies.
Supporting 2: Bring essential personal items to shelter. Dress warmly in layers, boots, scarf, hat and mittens.	Supporting 2: Discuss experience and plans with family and neighbors to see what could be done better.
Supporting 3: Stay indoors as much as possible.	

Sample Press Release/Snow Advisories

FOR IMMEDIATE RELEASE

XXXXXXX

Do you know your snow advisory terms for driving in Clermont County?

BATAVIA, Ohio – Clermont County residents should know the terms to designate various levels of snow advisories.

Level One: *"Roadways are hazardous with blowing and drifting snow. Roads are icy. Drive very cautiously."*

This level of snow emergency is advisory in nature, cautioning motorists to drive carefully on snow-covered and icy roads.

Level Two: *"Roadways are hazardous with blowing and drifting snow. Only those individuals who feel it is necessary to drive should be out on the roadways. Contact your employer to see if you should report for work."*

This level of snow advisory recommends that only necessary vehicular travel be undertaken. There are NO legal restrictions or penalties for driving under a Level Two advisory. Offices and businesses have the discretion to establish "Work or No-Work" policies for their staff and employees under this level.

Level Three: *"All roadways are closed to non-emergency personnel. No one should be out during these conditions unless it is absolutely necessary to travel. All employees should contact their employer to see if they should report to work. Those traveling on the roadways may subject themselves to arrest."*

This level prohibits driving except for emergencies or absolute necessities. Because this level is so restrictive and raises questions/confusion about what is or what is not 'Absolutely Necessary' and disrupts businesses and other activities, a Level 3 will rarely be used in Clermont County except under extreme circumstances that exist countywide.

#readyclermontcounty

Sample Press Release/Winterize your vehicle

FOR IMMEDIATE RELEASE

XXXXXXX

Prepare your car for winter emergencies

BATAVIA, Ohio – The National Weather Service is predicting a colder than average winter for Southwest Ohio. The Federal Emergency Management Agency offers these tips from its [ready.gov winter weather page](#).

Check or have a mechanic check the following items on your car:

- Antifreeze levels - ensure they are sufficient to avoid freezing.
- Battery and ignition system - should be in top condition and battery terminals should be clean.
- Brakes - check for wear and fluid levels.
- Exhaust system - check for leaks and crimped pipes and repair or replace as necessary. Carbon monoxide is deadly and usually gives no warning.
- Fuel and air filters - replace and keep water out of the system by using additives and maintaining a full tank of gas. A full tank will keep the fuel line from freezing.
- Heater and defroster - ensure they work properly.
- Lights and flashing hazard lights - check for serviceability.
- Oil - check for level and weight. Heavier oils congeal more at low temperatures and do not lubricate as well.
- Thermostat - ensure it works properly.
- Windshield wiper equipment - repair any problems and maintain proper washer fluid level.
- Install good winter tires - Make sure the tires have adequate tread. All-weather radials are usually adequate for most winter conditions. However, some jurisdictions require that to drive on their roads, vehicles must be equipped with chains or snow tires with studs.

Update the [emergency kits](#) in your vehicles with:

- A shovel
- Windshield scraper and small broom
- Flashlight
- Battery powered radio
- Extra batteries
- Water
- Snack food
- Matches
- Extra hats, socks and mittens
- First aid kit with pocket knife
- Necessary medications

- Blanket(s)
- Tow chain or rope
- Road salt and sand
- Booster cables
- Emergency flares
- Fluorescent distress flag

(All information from www.ready.gov/floods.)

#readyclermontcounty



Sample Press Release/Winterize Your Home

FOR IMMEDIATE RELEASE

XXXXXX

Prepare your home for winter emergencies

BATAVIA, Ohio – The National Weather Service is predicting a colder than average winter for Southwest Ohio. The Federal Emergency Management Agency offers these tips from its [ready.gov winter weather page](https://www.ready.gov/winter-weather).

- Extend the life of your fuel supply by insulating walls and attics, caulking and weather-stripping doors and windows, and installing storm windows or covering windows with plastic.
- Winterize your house, barn, shed or any other structure that may provide shelter for your family, neighbors, livestock or equipment. Clear rain gutters; repair roof leaks and cut away tree branches that could fall on a house or other structure during a storm.
- Maintain heating equipment and chimneys by having them cleaned and inspected every year.
- Insulate pipes with insulation or newspapers and plastic and allow faucets to drip a little during cold weather to avoid freezing. Running water, even at a trickle, helps prevent pipes from freezing.
- All fuel-burning equipment should be vented to the outside and kept clear.
- Keep fire extinguishers on hand, and make sure everyone in your house knows how to use them. House fires pose an additional risk, as more people turn to alternate heating sources without taking the necessary safety precautions.
- Learn how to [shut off water valves](#) (in case a pipe bursts).
- Insulate your home by installing storm windows or covering windows with plastic from the inside to keep cold air out.
- Hire a contractor to check the structural ability of the roof to sustain unusually heavy weight from the accumulation of snow - or water, if drains on flat roofs do not work.

(All information from www.ready.gov/floods.)

#readyclermontcounty



Sample Press Release/Winter Storm

FOR IMMEDIATE RELEASE

XXXXXXX

Winter storm warning in effect

BATAVIA, Ohio – Clermont County is expected to get from **xxx to xx inches** of snow Friday as a winter storm moves into the area. Temperatures are expected to be as low as **xxx** and wind chill is expected to be **xxx**, according to the National Weather Service.

Sheriff _____ has issued a [Level 2 snow advisory](#), which means roads are hazardous with blowing and drifting snow. Motorists should stay off the road if possible and drive with extreme caution, he said.

The Clermont County Engineer's Office says it plans to start treating roads with a brine solution this evening. Roads will be plowed overnight with these priorities: **XXXXXXXXXXXXXXXXXX**

If you go outside, you should dress appropriately in layered clothing and cover any exposed skin to prevent frost bite.

Frost bite and hypothermia can occur in less than 30 minutes. Pets and livestock need a warm dry shelter and access to food and fresh unfrozen water.

What to do during a winter storm

- Keep posted on weather conditions. Listen to local media sources or your NOAA weather radio; follow Clermont County on Facebook (facebook.com/ClermontCounty) and Twitter (@ClermontCounty).
- Prepare for isolation at home. Keep an [emergency kit](#) on hand.
- Use lights for heat if the furnace goes out. Don't use gas cooking stoves.
- Check with neighbors and relatives who may need extra assistance.
- Prevent wood/oil-burning stoves, fireplaces, or electric heaters from overheating and becoming fire hazards. Fill all liquid fuel heating devices outside buildings.
- Stay indoors. Overexertion from activities such as snow shoveling is a major cause of winter storm deaths.
- Dress in warm layers.
- Travel only if necessary, and then only in daylight on major roads.
- If possible, do not travel alone and let someone know your schedule and destination.

If caught in a vehicle:

- Don't leave the vehicle unless help is in sight.
- Ensure proper ventilation while running the engine.
- Signal trouble by raising the hood, tying a cloth on the antenna, or turning on flashers.
- Don't burn anything in the vehicle.

To find more cold weather safety tips, visit www.ready.gov/winter-weather

#readyclermontcounty  

Sample Press Release/Terms

FOR IMMEDIATE RELEASE

XXXXXXX

Do you know your winter weather terms?

BATAVIA, Ohio – Clermont County residents should know the terms used by the National Weather Service to describe changing winter weather conditions and what actions to take. These terms can be used to determine the timeline and severity of an approaching storm.

- **Freezing Rain** -- Rain that freezes when it hits the ground, creating a coating of ice on roads, walkways, trees and power lines.
- **Sleet** -- Rain that turns to ice pellets before reaching the ground. Sleet also causes moisture on roads to freeze and become slippery.
- **Wind Chill** -- Wind chill is the temperature it “feels like” when you are outside. The NWS provides a Windchill Chart to show the difference between air temperature and the perceived temperature and the amount of time until frostbite occurs. For more information, visit: www.nws.noaa.gov/om/windchill.
- **Winter Weather Advisory** -- Winter weather conditions are expected to cause significant inconveniences and may be hazardous. When caution is used, these situations should not be life threatening.
- **Winter Storm Watch** -- A winter storm is possible in your area. Tune in to NOAA Weather Radio, commercial radio, or television for more information. The NWS issues a winter storm watch when severe winter conditions, such as heavy snow and/or ice, may affect your area but the location and timing are still uncertain. A winter storm watch is issued 12 to 36 hours in advance of a potential severe storm. Monitor alerts, check your emergency supplies, and gather any items you may need if you lose power.
- **Winter Storm Warning** -- A winter storm is occurring or will soon occur in your area.
- **Blizzard Warning** -- Sustained winds or frequent gusts to 35 miles per hour or greater and considerable amounts of falling or blowing snow (reducing visibility to less than a quarter mile) are expected to prevail for a period of three hours or longer.

(All information from www.ready.gov/floods.)

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Sample Facebook and Twitter messages.

- ☐ It's officially winter. Is your car ready for a winter emergency? Tips: <http://goo.gl/GwXcSp> #readyclermontcounty
- ☐ It's officially winter. Is your home ready for a winter emergency? Tips: <http://goo.gl/GwXcSp> #readyclermontcounty
- ☐ Winter storm warning in #ClermontCounty. Details here (link). #readyclermontcounty
- ☐ Sheriff issues Level 2 advisory. Stay off roads if possible. Details (link). #readyclermontcounty

Tab 8: Ohio EAS LP Station Monitoring Assignments

