

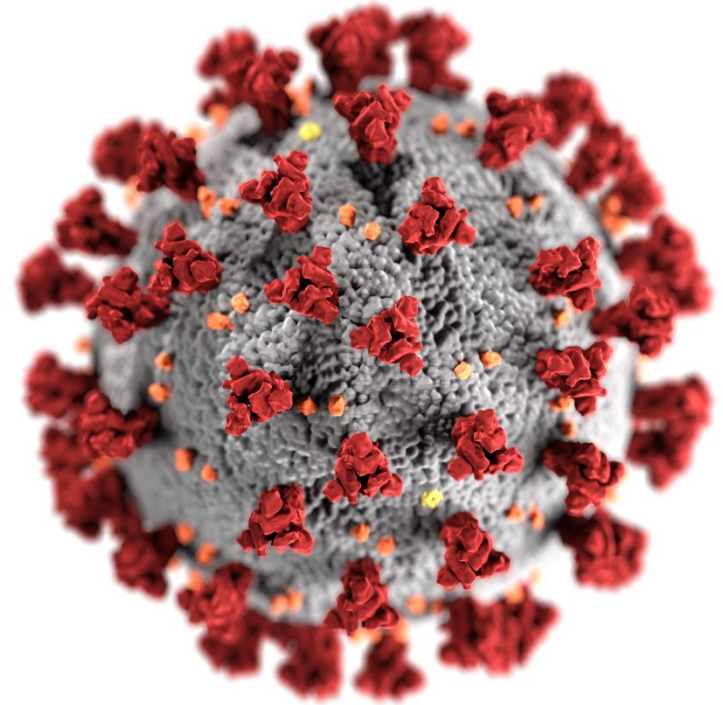
# Hurricane Health and Safety Messaging

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Environmental Health Nexus Webinar

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[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

# Crisis and Emergency Risk Communication



## Principles of Crisis and Emergency Risk Communication

Be first, be right, and be credible.

[emergency.cdc.gov/cerc](https://emergency.cdc.gov/cerc)



## Importance of talking “to” your audience instead of “at” your audience

Understand who you are talking to.

- Use empathy.
- Speak clearly.
- Use open body language.

# Amending Messages for COVID-19: Mental Health

Acknowledge in words the difficulty of dealing with multiple disasters.



- Planning for hurricane season and other potential disasters can be stressful, and during the [COVID-19 pandemic](#), it may be especially so.
- Taking care of emotional health helps people think clearly, react to urgent needs.
  - Provide resources for the community such as the SAMHSA Disaster Distress Helpline and CDC materials on stress and coping
  - Provide parents resources for supporting children
  - Responders may experience secondary traumatic stress

- [CDC: Coping with a Disaster or Traumatic Event](#)
- [CDC: COVID-19: Stress and Coping](#)
- [SAMHSA Disaster Distress Helpline](#): 1-800-985-5990 or text “TalkWithUs” (for English) or “Hablanos” (for Spanish) to 66746

# Amending Hurricane Messages for COVID-19

Help people understand how to take COVID-19 protective actions while preparing their families and homes for a hurricane.



- Pay attention to your local COVID-19 community level, and what actions you should be taking to stay safe.
- Take steps to protect your and others' health when [running essential errands](#) and when filling [prescriptions](#).
- Pay attention to local guidance about updated plans for evacuations and shelters, including [potential shelters for your pets](#).
- Include items such as soap, hand sanitizer, and [masks](#) in evacuation “go kits.”

- [CDC: Preparing for Hurricanes During the COVID-19 Pandemic](#)

# What Prevention Steps Should You Take Based on Your COVID-19 Community Level?

Low	Medium	High
<ul style="list-style-type: none"><li>• Stay <a href="#">up to date</a> with COVID-19 vaccines</li><li>• <a href="#">Get tested</a> if you have symptoms</li></ul>	<ul style="list-style-type: none"><li>• If you are <a href="#">at high risk for severe illness</a>, talk to your healthcare provider about whether you need to wear a mask and take other precautions</li><li>• Stay <a href="#">up to date</a> with COVID-19 vaccines</li><li>• <a href="#">Get tested</a> if you have symptoms</li></ul>	<ul style="list-style-type: none"><li>• Wear a <a href="#">mask</a> indoors in public</li><li>• Stay <a href="#">up to date</a> with COVID-19 vaccines</li><li>• <a href="#">Get tested</a> if you have symptoms</li><li>• Additional precautions may be needed for people <a href="#">at high risk for severe illness</a></li></ul>
<p>People may choose to mask at any time. People with <a href="#">symptoms, a positive test, or exposure</a> to someone with COVID-19 should wear a mask. Masks are recommended in indoor public transportation settings and may be required in other places by local or state authorities.</p>		

<https://www.cdc.gov/coronavirus/2019-ncov/your-health/covid-by-county.html>

# Amending Messages for COVID-19: Shelters

Help people understand how to prevent infection if they need to go to a public shelter.



- Check with local officials to see if your shelter location is different this year, including for pets.
- Follow disaster shelter policies and procedures designed to protect everyone in the shelter, including wearing masks if required.
- Bring items to help you stay protected: soap, hand sanitizer, and masks for people 2 years and older.
- [If you feel sick](#) when you arrive at the shelter or start to feel sick while sheltering, tell the shelter staff immediately.

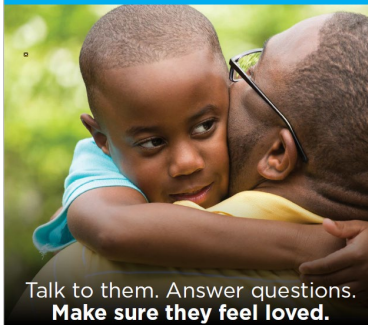
- [CDC Going to a Public Disaster Shelter During the COVID-19 Pandemic](#)

# Educational Materials




# Hurricane Educational materials—by Topic and Language

Children may not say how they are feeling during a crisis.



Talk to them. Answer questions. Make sure they feel loved.

Call SAMHSA's Disaster Counseling Helpline at 1-800-985-5990  
Text "TalkWithUs" for English or "Hablamos" for Spanish to 66746




## Cómo desinfectar el agua

Después de un desastre natural, es posible que el agua no sea apta para el consumo.

Escuche los anuncios de las autoridades locales para saber si puede utilizar el agua.

Con un poco de cloro se puede hacer que el agua se pueda utilizar en forma segura.

### Si el agua de la llave es clara:

- Utilice cloro que no tenga otros olores (como limón).
- Si utiliza cloro líquido de uso doméstico al 5%, agregue un poco menos de 1/8 de cucharadita (8 gotas o alrededor de 0.5 mililitros) a un galón (16 tazas) de agua.
- Si utiliza cloro líquido de uso doméstico al 8.25%, agregue un poco menos de 1/8 de cucharadita (8 gotas o alrededor de 0.5 mililitros) a un galón (16 tazas) de agua.
- Mezcle bien y espere al menos 30 minutos o más antes de usar el agua.

### Si el agua de la llave es turbia:

- Utilice cloro que no tenga otros olores (como limón).
- Si utiliza cloro líquido de uso doméstico al 5-6%, agregue un poco menos de 1/4 de cucharadita (16 gotas o alrededor de 1 mililitro) a un galón (16 tazas) de agua.
- Si utiliza cloro líquido de uso doméstico al 8.25%, agregue 12 gotas (o alrededor de 1 mililitro) a cada galón (16 tazas) de agua.
- Mezcle bien y espere al menos 30 minutos o más antes de usar el agua.

### Recuerde que puede ser necesario desinfectar los recipientes antes de utilizarlos para guardar el agua limpia:

1. Utilice cloro que no tenga otros olores (como limón).
2. Agregue 1 cucharadita (4 gotas o 5 mililitros) de cloro líquido de uso doméstico en 1 cuarto de galón (2 onzas, 4 tazas o alrededor de 1 litro) de agua.
3. Vierta esta solución en un recipiente limpio para almacenar y agite bien para asegurarse de que el líquido cubra todo el interior del recipiente.
4. Deje reposar al menos de 30 segundos y luego vacíe el recipiente.
5. Deje secar al aire o enjuague con agua clara que ya ha sido desinfectada, si la hay.

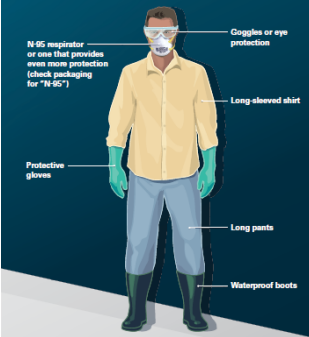
■ Nunca mezcle cloro con amoníaco ni con otros productos de limpieza.

■ Cuando utilice cloro, abra puertas y ventanas para que el lugar se ventile.

Para obtener más información sobre cómo hacer que el agua sea segura después de un desastre natural, visite [www.cdc.gov/healthywater/emergency/drinking/making-water-safe.html](http://www.cdc.gov/healthywater/emergency/drinking/making-water-safe.html)



## WHAT TO WEAR BEFORE ENTERING A HOME OR BUILDING WITH MOLD DAMAGE


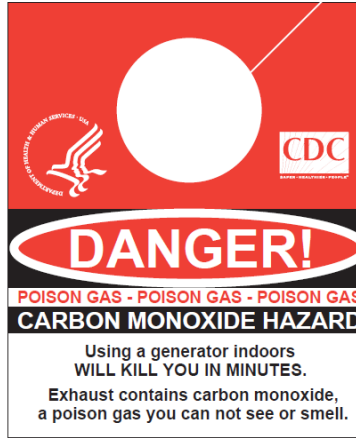


**CAUTION!**


- If you have a breathing problem like asthma, do not enter a building with mold damage. Mold can make asthma symptoms worse.
- If you have a weakened immune system (such as from cancer treatment or medicines that suppress the immune system), do not enter a building with mold damage. People with a weakened immune system are more likely to get a serious illness from mold.
- Children should also not enter buildings with mold damage.

MORE INFORMATION ON REMOVING MOLD:  
[www.cdc.gov/mold/cleanup-guide.html](http://www.cdc.gov/mold/cleanup-guide.html)

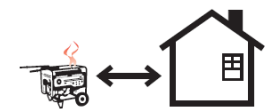
MORE INFORMATION ON WEARING RESPIRATORS:  
[www.cdc.gov/disasters/disease/respiratory.html](http://www.cdc.gov/disasters/disease/respiratory.html)

Using a generator indoors WILL KILL YOU IN MINUTES.  
Exhaust contains carbon monoxide, a poison gas you can not see or smell.



NEVER use a generator indoors, in garages, or carports.



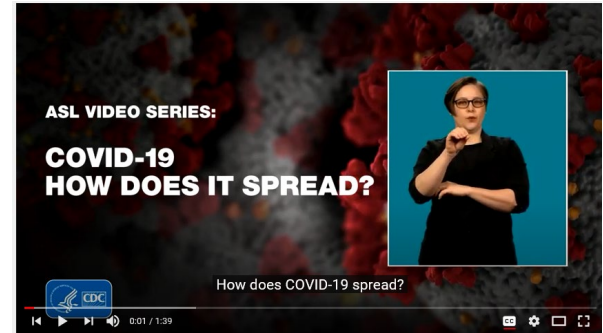
ONLY use outdoors and far from open windows, doors, and vents.

<https://www.cdc.gov/disasters/hurricanes/educationalmaterials.html>



# COVID-19 Communications Resources

- Materials available in multiple languages
- Printable posters for shelters
- Sign language videos



<https://www.cdc.gov/coronavirus/2019-ncov/communication/>

# Social Media: Hurricanes and COVID-19

- [twitter.com/CDCEnvironment](https://twitter.com/CDCEnvironment)
- [www.ready.gov/hurricanes](https://www.ready.gov/hurricanes)
- [www.weather.gov/wrn/2020-social-media-hpw](https://www.weather.gov/wrn/2020-social-media-hpw)



CDC Environment @CDCEnvironment · May 7

This year, preparing for #HurricaneSeason is a little more complicated. Give yourself more time to gather supplies, and if possible, include hand sanitizer and cloth face coverings in your Go Kits in case you need to evacuate.  
#HurricanePreparednessWeek  
[bit.ly/35JO794](https://bit.ly/35JO794)



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Visit [Ready.gov/plan](https://www.ready.gov/plan) to learn how to make an emergency plan during coronavirus.

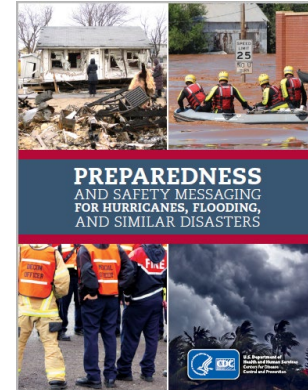


# Coordinating Messaging



# Phase-based messages: COVID-19 messaging

<b>Phase 1</b> Immediately preceding landfall- 24 hours post storm	<b>Readiness and preparation</b> <ul style="list-style-type: none"><li>• Evacuation guidance</li><li>• Flood safety</li><li>• Power outage risks</li></ul>
<b>Phase 2</b> 1-3 days post storm	<b>Returning home</b> <ul style="list-style-type: none"><li>• Power outage risks</li><li>• Carbon Monoxide Safety</li><li>• Safe water and food</li><li>• Worker safety</li></ul>
<b>Phase 3</b> 3-7 days post storm	<b>Environmental hazards</b> <ul style="list-style-type: none"><li>• Vector control</li><li>• Preventing injury</li><li>• Cleaning and sanitation</li><li>• Medication storage guidance</li></ul>
<b>Phase 4</b> 2-4 weeks post storm	<b>Short-term recovery</b> <ul style="list-style-type: none"><li>• Coping with trauma</li><li>• Mold remediation</li><li>• Protect from chemicals</li></ul>
<b>Phase 5</b> 1 month post storm, later	<b>Long-term recovery and resilience</b> <ul style="list-style-type: none"><li>• Coping with trauma</li><li>• Mold</li></ul>

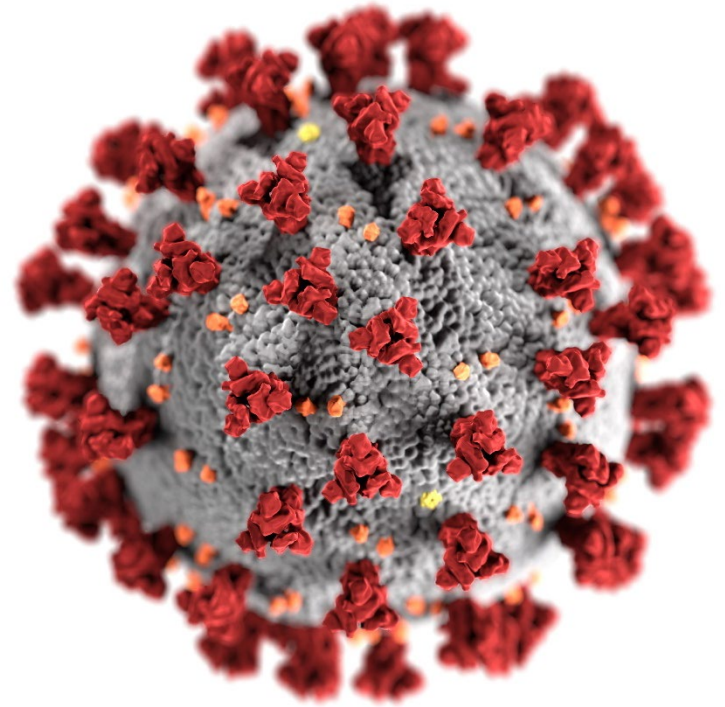


[https://www.cdc.gov/cpr/readiness/hurricane\\_messages.htm](https://www.cdc.gov/cpr/readiness/hurricane_messages.htm)

# Coordinating Messages is More Important Than Ever!

- **Clear and share in advance with all relevant organizations.**
- **Allow suggestions and comments—iron out any disagreements.**
- **Decide who leads on each type of message (topic, audience).**
- **During the response, stay in sync through constant contact.**

# Questions?



For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

