Hurricanes 101: The Refresher

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Repeating What You Know

- Are you prepared?
- Messaging
  - Phase-Based
  - Sub-Messages
  - Delivery
- Partnerships
- Executing
  - Remembering CERC
- Resources
- Q&A
What is phase-based messaging?

- Developed during response to Hurricane Katrina
- Messages are planned in advance to anticipate and meet needs at different stages of a response
- Uses risk communication principles
- Adaptable as needed
# Phase-based messaging for a hurricane

<table>
<thead>
<tr>
<th>Phase</th>
<th>Readiness and preparation</th>
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<tbody>
<tr>
<td>Phase 1</td>
<td>Immediately preceding landfall – 24 hrs post-storm</td>
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<td>• Evacuation guidance</td>
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<td>• Flood safety</td>
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<td>• Power outage risks</td>
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<td>Phase 2</td>
<td>1-3 days post-storm</td>
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<td>• Power outage risks</td>
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<td>• Carbon Monoxide Safety</td>
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<td>• Safe water and food</td>
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<td>• Worker safety</td>
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<td>Phase 3</td>
<td>3-7 days post-storm</td>
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<td></td>
<td>• Vector control</td>
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<td>• Preventing injury</td>
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<td>• Cleaning and sanitation</td>
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<td>• Medication storage guidance</td>
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<td>Phase 4</td>
<td>2-4 weeks post-storm</td>
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<td>• Coping with trauma</td>
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<td>• Mold remediation</td>
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<td>• Protect from chemicals</td>
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<td>Phase 5</td>
<td>1 month post-storm, later</td>
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<td>• Coping with trauma</td>
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<td>• Mold</td>
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Phase-based messaging in action

- Key Messages:
  - Prevent deadly carbon monoxide poisoning.
    - Always use portable generators and grills outdoors
    - at least 20-25 feet away from windows, doors, and vents.
Coordinating Phase-Based Messaging

- Clear and share in advance with all relevant agencies
- Allow suggestions and comments – iron out any disagreements
- Decide who leads on each type of message
- During the response, stay in sync through constant contact
Online Resources

Hurricanes:
- Before a Hurricane: http://emergency.cdc.gov/disasters/hurricanes/before.asp
- After a Hurricane: http://emergency.cdc.gov/disasters/hurricanes/after.asp
- More Resources for Families: http://emergency.cdc.gov/disasters/hurricanes/more-resources.asp
- Information for Professionals and Response Workers: http://emergency.cdc.gov/disasters/hurricanes/info-hcp-workers.asp
- Public Service Announcements: http://emergency.cdc.gov/disasters/hurricanes/psa.asp
- Social Media: Hurricanes: http://emergency.cdc.gov/socialmedia/hurricanes.asp

Flooding:
- Floods Homepage: http://emergency.cdc.gov/disasters/floods/index.asp
- Key Facts About Flood Readiness: http://emergency.cdc.gov/disasters/floods/readiness.asp
- Worker Safety: http://emergency.cdc.gov/disasters/floods/worksafety.asp
Q&As

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

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.