



## Appendix D-3: Pre-scripted Messages by Function Area

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### 1. Animal Issues

- a. Microchip your pets to assist in reuniting with them if you are separated during a disaster.
- b. If you evacuate, take your pet, its kennel, and a two-week supply of pet food, water, and medication. If you shelter at home, be sure that you have a stock of pet supplies prior to the event.
- c. Pet food and water will be distributed at relief centers.
- d. If you have lost or found a pet, call your local relief hotline.

### 2. Debris

- a. Provide general safety information (hanging limbs, leaning trees, downed power lines, venomous snakes and other dangerous animals, etc.).
- b. People with equipment (chainsaws, etc.) should be sure to have fuel and the proper safety equipment.
- c. Debris clearance will be based on emergency response priority. Be prepared to respond to your own immediate debris removal needs.
- d. Convey to whom, how, and what to report (e.g., downed power lines, hazardous materials emergencies, etc.).
- e. Secure or remove all loose items, including the following:
  - i. Patio furniture
  - ii. Objects around the house
  - iii. Dead trees, limbs, etc.

### 3. Disaster Housing

- a. Within the first 90 days, priority will be given to make homes and businesses habitable. Owners should take some initiative to begin this operation also.
- b. Broadcast what the Right of Entry Policy is in the affected area.
- c. FEMA Registration Hotline for Disaster Housing
- d. Shelters
- e. Existing capacity (hotels, apartments, other rentals)
- f. Tent Cities (immediate assistance)
- g. FEMA Villages/ Alternative Housing
  - i.



**4. Economic Stabilization and Post-Disaster Redevelopment**

- a. The State of Florida has a bridge loan program to provide funding for the first few weeks. Small businesses should keep good economic records so they can show the decrease in business as a result of the event.
- b. Direct any interested labor pools to a Disaster Recovery Center:
  - i. Locations and hours of operation announced for business recovery centers.
  - ii. Large retailers and other business would communicate their operations through their organizations.

**5. Environmental Protection, Water/Wastewater**

- a. Refer potable water issues to the Department of Health.

**6. Hazardous Materials**

- a. Script potential pre-storm environmental warnings.
- b. There should be a major push for local areas to properly dispose of hazardous materials waste before a storm.
- c. Avoid standing water.
- d. Turn off and secure propane tanks.
- e. Immediate post-event messaging:
  - i. If you have personal boats on a waterway, you should move them. Additionally, fuel left on your boat could present a problem for environmental cleanup.
  - ii. Do not throw hazardous waste in the normal garbage. Get rid of old hazardous waste through proper channels. Locations of collection points will be announced.
  - iii. Communicate definition of hazardous materials and methods for citizens to report hazardous materials incidents post-event.
  - iv. Communicate areas that the public should avoid/evacuate if there are hazardous materials incidents large enough to warrant doing so.

**7. Search and Rescue/Fire Suppression**

- a. Urban search and rescue marking system
- b. Notification that property has been searched/entered
- c. Snapshot assessments (neighborhood assessments)
- d. Information regarding the handling of deceased

**8. Public Information Officer Efforts**

- a. Where should Search and Rescue Teams direct people inquiring about missing persons?
- b. Provide positive messages pertaining to responders (e.g., search and rescue teams, law enforcement officers, fire services, etc.).



- c. Embedded reporter:
  - i. Need to develop criteria for embedded media

**9. Fuels**

- a. Fuels

**10. Health and Medical**

- a. Distribute whatever internal messages are given to Public Information from the various Health Department Public Information Officers.

**11. Host Communities**

- a. Develop messages for how to tell people that a host county is color-coded (e.g., red, amber, green).

**12. Law Enforcement**

- a. The public should receive messages about personal responsibility in terms of sustainment post-event.
  - i. The message of 72 hours needs to be changed to at least two weeks.
- b. Law enforcement is present and on the job. Law enforcement has concurrent jurisdiction as sworn officers.
- c. Impress upon public that there should be no sightseeing.
- d. Provide messages about looting.
- e. Provide messages about curfew.
- f. Use patrols to help communicate these messages.
- g. Provide messages about price gouging.
- h. Priority one calls for service would be jurisdiction-dependent.

**13. Logistics**

- a. Each community must ensure self-sufficiency while the government deploys to assist. Communities should use what they have on hand.
- b. Water and food are priority items and are expected to be distributed as soon as logistically feasible.
- c. Advise the public to stay off citizens-band (CB) radio Emergency Channel 9.

**14. Mass Care: Feeding and Sheltering**

- a. Prepare a release to highlight meal and shelter preparations.
- b. The public should evacuate tens of miles and not hundreds.
- c. Tell the public to make a plan and let others know what it is, including contact information.
- d. Cook your food if there is the danger of it spoiling.
- e. Ensure sufficient medications and basic needs go with you to the shelter or alternate location.



- f. Prepare a message listing shelter locations.
- g. Prepare a message listing locations of comfort stations and what is available at each.
- h. Prepare a release on the ongoing status of shelters and feeding (consider daily).
- i. Prepare a release on various activities to take care of the populace.
- j. Coordinate releases with retail food service and stores to ensure maximum information about stores opening and the plan to wean from mass care feeding.

**15. Mass Care: Health and Welfare**

- a. Develop a family communication plan.

**16. Policy and Legal Issues**

- a. N/A

**17. Post-Event Relocation**

- a. Prepare a message listing the locations of Disaster Recovery Centers, intake centers, and embarkation sites.
- b. Relocation information will be available at the Disaster Recovery Centers.
- c. Determine if pets will be allowed at the Disaster Recovery Centers.
- d. Define luggage limitations for the Disaster Recovery Centers.
- e. Provide a list of suggested supplies to bring to the Disaster Recovery Centers.
- f. Announce details of process points and pickup points.
- g. Stay together as a household unit.
- h. Notify family outside of the area that you are going to a Disaster Recovery Center.
- i. A hotline will be established for volunteers prior to storm impact.
- j. Citizens are encouraged to join organized volunteer organizations, such as the American Red Cross, The Salvation Army, Community Emergency Response Teams, faith-based organizations, etc.
- k. Prepare a message about how to donate and what donations are needed post-event.

**18. Transportation**

- a. The public can access up-to-date traffic and transportation information (e.g., road closures, detour information, construction, airport status) by dialing 5-1-1 or logging onto the Florida Highway Patrol Web site (<http://fhp.state.fl.us>).