

Media and Community Education Ideas

- Ask your local newspaper or radio or television station to:
 - Do a series on the dangers of hurricanes and the importance of evacuating when authorities advise it.
 - Do a story featuring interviews with local officials about land-use management and building codes for coastal areas.
 - Highlight the importance of staying informed about local weather conditions.
 - Run public service ads about how to protect lives and property in a hurricane.

Help the reporters to localize the information by providing them with the local emergency telephone number for the fire, police, and emergency medical services departments (usually 9-1-1) and emergency numbers for the local utilities and hospitals. Also provide the business telephone numbers for the local emergency management office and local American Red Cross chapter.

- Work with officials of the local fire, police, and emergency medical services departments; utilities; hospitals; emergency management office; and American Red Cross chapter to prepare and disseminate guidelines for people with mobility impairments about what to do if they have to evacuate.
- Sponsor a "Helping Your Neighbors" program at your local schools to encourage students to think about how to help people who require special assistance, such as elderly people, infants, or people with disabilities, and the people who care for them.
- Provide hurricane tracking charts to local schools.
- At the beginning of each hurricane season, encourage the emergency response organizations to review community hurricane disaster plans.
- Publicize and promote a hurricane awareness week.
- Stage a simulated evacuation to show your community what can happen.
- Periodically inform your community of local public warning systems.
- Publish emergency evacuation routes.