

TALKING POINTS

MAIN POINT(S) / KEY MESSAGES:

- 1) Hurricanes are not just a threat to coastal communities. High winds, heavy rainfall, tornadoes, and flooding can occur anywhere in NH.
- 2) Be Prepared. Know what to do and have the things you need to stay safe.
- 3) Learn what to do before, during and after a hurricane at ReadyNH.gov.

NOTES:

1. Take Steps to be Prepared

- a. Have a kit – enough food, water and medicine for everyone in your household for a minimum of three days. Don't forget your pets.
- b. Have a plan – have needed contact information, know your evacuation route or alternative location, and a plan of action for emergencies.
- c. Stay Informed – sign up NH Alerts, your local emergency alert notification system, and monitor news and weather for current conditions.
- d. All this information and templates are available on ReadyNH.gov.
- e. Follow NHHSEM on Twitter, Facebook, or Instagram for current information and updates.

2. Take Action Before A Hurricane

- a. Hurricanes cause heavy rains that can cause extensive flood damage in coastal and inland areas. Everyone is at risk and should consider flood insurance protection.
- b. Monitor local radio or television for official emergency information and instructions.
- c. Tie down or bring in any objects that could be blown around by winds.
- d. Board up or cover windows.
- e. Know your potential risk for flooding and your evacuation route - if advised to evacuate, do so immediately.
- f. Be sure to have emergency supplies on hand – aside from your emergency kit, any additional

FOLD ALONG DASHED LINE

TALKING POINT RECOMMENDATIONS:

- Rule of Three: Structure your talking points/interview around three most important points.
- **Keep it short and simple.**
- **Capture the main point or points.**
- **Think about your audience.**

INTERVIEW RECOMMENDATIONS:

- Be Prepared.
- Take a moment to formulate your answer.
- Avoid jargon.
- Be simple and succinct.
- Every question is a new question – avoid “as I said earlier.”
- Voice Inflection.
- Eye Contact.
- Relax.
- End with a call to action.

Tough Questions:

- Touch and go – answer quickly and pivot to a main point.
- Refocus the question.
- Build a bridge to a main point.
- Avoid hypothetical questions.

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water needs and flashlights and batteries for lighting should a power outage occur.

3. Be Safe During A Hurricane

- Monitor local radio or television for official emergency information and instructions and conditions.
- Stay away from windows and glass doors. Secure and brace external doors.
- If conditions warrant, take refuge in a safe room – a small, interior room on the lowest level.
- Report any power outages to your utility company.

4. Be Safe After A Hurricane

- Monitor local radio or television for official emergency information and instructions and conditions.
- If you evacuated, return home only when officials say it is safe.
- Drive only if necessary, and avoid flooded roads and washed out bridges.
- Stay away from downed power lines and inform authorities or your utility company.
- Inspect your home for damage and take pictures of any damage for insurance purposes.

Important Language to Know:

- Hurricane: A tropical cyclone in which the maximum sustained surface wind (using the US 1-minute average) is 74 mph (64 knots) or more.
- Hurricane Warning: An announcement that sustained winds of 64 knots (74 mph or 119 km/hr) or higher are expected somewhere within the specified area in association with a tropical, subtropical, or post-tropical cyclone.
- Hurricane Watch: An announcement that sustained winds of 64 knots (74 mph or 119 km/hr) or higher are possible within the specified area in association with a tropical, subtropical, or post-tropical cyclone.

COMMUNITY SPECIFIC INFORMATION:

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