



Preparedness Kits, Lists, and Tools

User Guide

This User Guide provides details on 18 Preparedness Kits, Lists, and Tools developed for Bay Area jurisdictions. Each product includes specifications such as size, printing recommendations, and customizable sections. Use the provided Canva link to add a custom logo or QR code before printing and sharing with your community. After customizing in Canva, download the products from Canva and upload them to your organization's website, print them to distribute, and/or share them on social media with your local communities.

Adult Emergency Information Card (Trifold, Front/Back + Bilingual)

- 3.5in x 6in
- Front/Back
- Blanks on pages to customize/write-in information
- Customize QR code and logo
- Print as PDF

Children Backpack Card (Front/Back + Bilingual)

- 8.5in x 11in
- Front/Back
- Blanks on pages to customize/write-in information
- Customize QR code and logo
- Print as PDF



Guide: Emergency Phone Features

Android

- 8.5in x 11in
- 2 pages
- Customize QR code and logo
- Print as PDF

iPhone

- 8.5in x 11in
- 1 page
- Customize QR code and logo
- Print as PDF

Setting Up Emergency Alerts One-On-One Coaching Guide

- 8.5in x 11in
- 3 pages
- Customize QR code and logo
- Print as PDF

Flyer: Protection From Wildfire Smoke

- 8.5in x 11in
- Customize logo
- Print as PDF (Landscape)



Adult Emergency Communication Aid

- 8.5in x 11in
- Front/Back
- Add customized words and icons/emojis in the empty “block” images to tailor to individual needs
- Customize by individuals (Name, Pronouns, Address, Emergency Contact Name & Phone Number, Medical Conditions)
- Customize QR code and logo
- Print as PDF (Landscape)

Children’s Communication Aid

- 8.5in x 11in
- Front/Back
- Add customized words and icons/emojis in the open “egg” images to support community needs.
- Customize by organization (Organization Name, Phone Number, Email)
- Customize logo
- Print as PDF (Landscape)

Flyer: Emergency Preparedness

- 8.5in x 11in
- One Page
- Customize QR code and logo
- Print as PDF



Social Media: Extreme Heat

- Facebook Post: 940px x 788px
- Customize logo
- Add copy to social media post with additional Extreme Heat information. Example Copy below:

EXAMPLE 1: Engaging and Information

Heat isn't just uncomfortable; it can be deadly.

When temperatures soar:

- 📍 Find shade or air conditioning
- 💧 Drink plenty of water
- 🌀 Take breaks if you feel dizzy, nauseous, or overheated
- 🚑 Seek medical help for confusion, slurred speech, or loss of consciousness

Protect yourself and others. Full tips here: [Insert link]

EXAMPLE 2: Community Focused

Extreme heat affects everyone—but some are at higher risk.

Older adults, children, and those with health conditions should take extra care.

Stay cool by:

- Wearing light clothing
- Drinking water often
- Checking on neighbors and loved ones

Share these tips and help keep our community safe! [Insert link]

EXAMPLE 3: Urgent Tone

Heat emergencies can happen fast.

Know the signs: headache, dizziness, heavy sweating, or hot dry skin.

Act quickly:



- ✓ Cool down
- ✓ Hydrate
- ✓ Call for help if symptoms worsen

Don't wait – extreme heat is no joke. Learn more: [Insert link]

Flyer: Extreme Heat & Cooling Strategies

- 8.5in x 11in
- Front/Back
- Customize QR code and logo
- Print as PDF

Postcard: Know Your Alerts

- 8.5in x 5.5in
- One Page
- Add jurisdiction-specific logo and sign-up information in middle section.
- Customize logo
- Print as PDF

Postcard: Know Your Weather Alerts

- 8.5in x 5.5in
- Based on National Weather Service (NWS) Alert Icons and color-scheme
- One Page
- Customize logo
- Print as PDF



Social Media: Know Your Road Closure Alerts

- Facebook Post 940px x 788px
- Customize logo
- Add copy to social media post with additional Road Closure information. Example Copy below:

EXAMPLE 1: Informative

🚧 Know Your Road Closure Alerts!

Before you head out, understand what each closure means:

- Hard Closure (red circle icon) – Only fire and law enforcement allowed
- Soft Closure (orange circle icon) – Fire, law enforcement, and essential personnel only
- 🏠 Resident Only Closure – Residents and government vehicles allowed

Stay informed and plan ahead: [Insert link]

Sign up for alerts at 511.org/alerts

EXAMPLE 2: Community Focused

Road closures keep our community safe during emergencies.

Here's what you need to know:

- ✓ Hard Closure = Emergency responders only
- ✓ Soft Closure = Essential personnel allowed
- ✓ Resident Only = Residents and government vehicles only

Help us keep roads clear for those who need them most.

📱 Sign up for alerts: 511.org/alerts

EXAMPLE 3: Urgent Tone

🚨 Road Closed? Here's what it means!

- 🔒 Hard Closure – Fire & law enforcement only
- 🔒 Soft Closure – Emergency & essential personnel only



- Resident Only – Residents & government vehicles only
- Don't get caught off guard - know before you go!
- Sign up for emergency text alerts: 511.org/alerts

Social Media: Red Flag Warning

- Facebook Post 940px x 788px
- Customize logo
- Add copy to social media post with additional Red Flag Warning information. Example Copy below:

EXAMPLE 1: Informative

Red Flag Warning in effect in [INSERT LOCATION(S)]!

Critical fire weather means fires can start and spread quickly.

Be Alert – Stay informed and ready

Avoid – Activities that create sparks, heat, or flames

Take Action – Review evacuation routes, update your go kit, and keep phones charged

Sign up for emergency alerts and follow local officials for updates.

EXAMPLE 2: Community Focused

Red Flag Warning Today!

Dry, windy conditions increase fire danger. Help keep our community safe:

✓ Avoid outdoor burning, fireworks, and anything that sparks

✓ Keep emergency kits ready

✓ Charge your phone and turn on alerts


✓ Listen to local officials

Stay prepared - your actions matter!




EXAMPLE 3: Urgent Tone

 Road Closed? Here's what it means!

 Hard Closure – Fire & law enforcement only

 Soft Closure – Emergency & essential personnel only

 Resident Only – Residents & government vehicles only


Don't get caught off guard, know before you go!

Sign up for emergency text alerts: 511.org/alerts

Social Media: Build Your Disaster Preparedness Kit

- Facebook Post 940px x 788px
- Customize logo
- Add copy to social media post with additional disaster preparedness kit information. Example Copy below:

EXAMPLE 1: Your Future Self Will Thank You

 Build your disaster kit today—your future self will thank you!

Emergencies happen when we least expect them. Make sure you and your loved ones are ready:

✓ Non-perishable food

✓ Water

✓ Medications

✓ First aid kit

✓ Important documents

✓ Portable charger

Need help? We've got a full guide for every situation: kids, pets, older adults, and more!

 [Insert link to full Be Ready: Preparedness Kit and Checklists]



EXAMPLE 2: Kit Challenge

📍 Bay Area Kit Challenge!

Can you pack everything you need for 3 days?

- Food & water
- Comfort items for kids
- Supplies for pets
- Medications & documents
- Chargers & batteries

Post a pic of your kit and tag us! Let's make preparedness a community effort.

📄 Download your checklist here: [Insert link to full Be Ready: Preparedness Kit and Checklists]

EXAMPLE 3: Don't Wait Until It's Too Late

⌚ Don't wait until the next emergency—start your kit today!

Think of it as your “peace of mind in a bag.”

- ✓ Snacks for the kids
- ✓ Extra leash for your furry friends
- ✓ Medications for family members
- ✓ Chargers for your devices
- ✓ Comfort items for everyone

We've got 9 pages of easy checklists to make it simple.

🔗 Get started now: [Insert link to full Be Ready: Preparedness Kit and Checklists]

Other Ideas to Include:

- “What's in your go bag?” – Invite followers to share their must-have items.
- “Prep Like a Pro” – Create a mini-series highlighting different kit types (pets, kids, older adults).
- “Bay Area Ready” – Use a hashtag like #BayAreaReady to build engagement.



Be Ready: Preparedness Kit and Checklists

- 8.5in x 11in
- 9 pages
 - Go Bag
 - Stay Kit
 - Important Documents
 - Toiletries
 - Medical Supplies
 - Medication Tracker
 - Older Adults
 - Children and Infants
 - Pets/Service Animals and Large Animals
- Blank spaces on pages to customize/write-in items based on individual needs
- Customize Date to Refresh Go Bag write-in
- Customize QR code and logo
- Print as PDF (select to print pages needed)

Social Media GIF: Sign Up for Local Alerts (MP4)

- Download as mp4
- 6.4 seconds
- Animation + audio included
- Customize logo



- Add copy to social media post with additional sign up for local alerts information, specific to jurisdiction. Example Copy below:

EXAMPLE 1: Your Lifeline in an Emergency

📱 Stay in the know when it matters most!

Sign up for local alerts and get instant notifications for:

- ✓ Evacuations
- ✓ Road closures
- ✓ Local emergencies

It's free, fast, and could save your life.

🔗 Sign up now at AlertTheBay.org or [insert jurisdiction-specific alert/notification information]

EXAMPLE 2: Don't Miss the Message

🔔 Emergencies don't wait—why should you?

Get alerts straight to your phone for your neighborhood, school, or workplace.

- Flash floods? You'll know.
- Wildfire warnings? You'll know.
- Road closures? You'll know.

"Have you signed up yet? Tag a friend who needs to!"

Sign up today at AlertTheBay.org or [insert jurisdiction-specific alert/notification information] and stay one step ahead!

EXAMPLE 3: Peace of Mind in Your Pocket

🔔 Your phone can be your best safety tool!

Sign up for local alerts and get real-time updates for:

- ✓ Evacuations
- ✓ Severe weather
- ✓ Community emergencies



Older adults, caregivers, and families—this is for YOU.

📱 Register now at AlertTheBay.org or [insert jurisdiction-specific alert/notification information]

Slogans and Phrases

- “Alerts = Action” – “Don’t wait for the news—get alerts first!”
- “Stay Connected, Stay Protected” – Emphasize community safety and family peace of mind.
- Engagement Prompt: “Have you signed up yet? Tag a friend who needs to!”



Full List of Products & Canva Links

- Customize based on guidance above for each product.
- Download in the Canva “Share” options based on guidance.

Product Number	Product Name	Canva Link
1	Adult Emergency Information Card (Tri-fold/Bilingual)	https://www.canva.com/design/DAG5We5SA_M/pkchMxFqrOLEQwr6-npQMA/edit
2	Kids Backpack Card (Front/Back + Bilingual)	https://www.canva.com/design/DAG5V0ZpRlk/owuQOKEyPJZU2vy_eae8jyw/edit
3	Emergency Phone Features Guide Apple	https://www.canva.com/design/DAG7PSBnLyc/1_Yin4fHWaDEz20n_bNTbGQ/edit
4	Emergency Phone Features Guide Android	https://www.canva.com/design/DAG7Pf95FIE/XLYvTieVJ0fda2e6a_bNBfQ/edit
5	Emergency Phone Features One-on-One Coaching Guide	https://www.canva.com/design/DAG7Ot_IQ5g/Lgd6jaPCy-zo80aiW-YJyw/edit
6	Protection from Wildfire Smoke Flyer	https://www.canva.com/design/DAGyb0G1RSU/yWPmPQiT03a-ls1uuP6l8Q/edit
7	Adult Emergency Communication Aid (Individual)	https://www.canva.com/design/DAGx1v2fh-4/4GFYVxlnCn6piSMnGYO3_g/edit
8	Kids Emergency Communication Aid (Individual)	https://www.canva.com/design/DAG1NV_JRp4/-xzcNyyKLP9I_DAzdkxCyQ/edit
9	Emergency Preparedness Flyer	https://www.canva.com/design/DAGx3EiLnGc/tvYKiqBTH8UuH6rR2_gcVUQ/edit
10	Extreme Heat Social Media	https://www.canva.com/design/DAG7PZJ_pP0/Hx-xPjiT3KAr2FnESiJF3g/edit



Product Number	Product Name	Canva Link
11	Extreme Heat and Cooling Strategies Flyer (Front/Back)	https://www.canva.com/design/DAG7PSvXQ98/ye7WwxCZpcm8OAI5JBaF-Q/edit
12	Know Your Alerts Postcard	https://www.canva.com/design/DAG7OINJZSI/PyIIYpBxnxcZI47GHlx_tzw/edit
13	Know Your Weather Alerts Postcard	https://www.canva.com/design/DAG7Oo6CIWc/wFLjqKkyCdwr0AmBCelQHQ/edit
14	Know Your Road Closures Social Media	https://www.canva.com/design/DAG7PYIG3is/esfjAjF-07ksLOmQLbr0ag/edit
15	Red Flag Warning Social Media	https://www.canva.com/design/DAG7PevcbSA/HiRrk1e_rOY-OIFPk7KzvA/edit
16	Build Your Disaster Preparedness Kit Social Media	https://www.canva.com/design/DAGzFefJeDg/YHdA0NFwSnd_JxhgFqS9ow/edit
17	Be Ready: Preparedness Kit Checklists	https://www.canva.com/design/DAGzwkmt0rM/jQX3E_XIbAT4QYanxJUeCA/edit
18	Sign Up for Local Alerts Social Media GIF	https://www.canva.com/design/DAG2han_ox4/Ai_1k5TbcngTkhEphjO_PA/edit