



# 8 Step Hurricane Preparedness Checklist



The National Oceanic and Atmospheric Administration (NOAA) is forecasting a range of 12-17 total named storms this Atlantic Hurricane Season. Organizations need to do their best to prepare for hurricane season and ensure that they can keep their people safe and operations running. Boost your hurricane preparedness with these eight steps.

## Right now

- ✓ **Confirm users have system access:**  
Make sure that all users can log into your critical communications system, and that they have access to send notifications.
- ✓ **Review message construction guidelines:**  
In an emergency, messages should be clear and concise. It is recommended that you adhere to the 3-3-30 guideline.
- ✓ **Ensure you have access to FEMA's Integrated Public Alert & Warning System (IPAWS):**  
During a severe weather emergency, it's extremely helpful to have access to IPAWS (Integrated Public Alert and Warning System), so when infrastructure fails and land lines are not an option, you know you can at least get a one-way message to residents' mobile devices, or anyone near the event.
- ✓ **Plan ahead to track the safety of care-dependent residents:**  
During a hurricane, your care-dependent citizens are at an elevated risk possibly unable to evacuate and may need to stay close to treatment. Coordinate regularly with your health department to understand where your at-risk population is located, how they can be reached.
- ✓ **Check your SMARTWeather settings:**  
For Everbridge users, make sure that you've updated your Templates, are using a Quiet Period and GeoFence and that you've enabled the new Storm Surge alerts. More information can be [found here](#).

## As the storm approaches

- ✓ **Ensure the quality of resident contact data:**

A coming hurricane is the right time to remind citizens to sign up for your community messages. When a resident subscribes, it enables a complete and accurate profile of that person, including home phone, mobile phone, SMS, email, and locations that are important to them.

- ✓ **Perform testing and training:**

Send test messages to maintain familiarity with the system and to practice message building. Provide your contacts (residents, employees, customers, and other stakeholders) with severe weather preparedness information, similar to information found at <https://ready.gov>.

- ✓ **Promote the URL for the local emergency alert opt-in page:**

Use the news, radio, social media and printed materials to actively promote your system to the public.

