

Emergency Social Media Guide

About: Sesame Street has a long history of reaching out to communities affected by natural disasters and other crises. We know that the confusion, anxiety, and fear caused by such experiences can have a lingering negative effect on kids. When Hurricane Katrina struck New Orleans in 2005, we brought a special Muppet performance to one of the major displacement centers. We also provided activity guides, storybooks, and comfort items to families who had essentially lost everything. After Hurricane Sandy, we sent the Sesame Street Muppets to shelters and rescue centers, where kids, parents, caregivers, and service providers lined up for comforting hugs and brief moments of happiness...and photos!

As families in your community begin facing challenges caused by the hurricane, here are some messages about Sesame Street’s resources surrounding emergency preparedness and emergency response you might share on social media.

Handles to know: @SesameCommunity @PSEGNews @PSEGDelivers

Helpful links: <https://sesamestreetincommunities.org/funder/pseg/>;
<https://sesamestreetincommunities.org/topics/emergency-preparedness/>;
<https://sesamestreetincommunities.org/activities/sesame-street-gets-storm/>;
<https://sesamestreetincommunities.org/activities/here-for-eachother/>;
<https://sesamestreetincommunities.org/activities/support-after-a-hurricane/>;
<https://sesamestreetincommunities.org/activities/offering-comfort-stressfultimes/>;
<https://sesamestreetincommunities.org/topics/prepararse-para-emergencias/>

Emergency Preparedness Posts

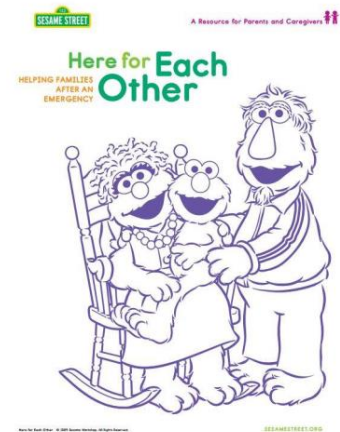
<p>Preparing for an emergency is something the whole family can do together. One way to stay safe is by creating an emergency kit. Use this printout to get ready for the unexpected.</p> <p>https://sesamestreetincommunities.org/topics/emergency-preparedness/?activity=lets-pack-emergency-kit</p>	<p>Talking to children about emergencies can be hard, but it’s important for the whole family to work together to be prepared. Consider these tips.</p> <p>https://sesamestreetincommunities.org/topics/emergency-preparedness/?activity=talking-children-emergencies</p>
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Emergency Response Posts



After an emergency, remember that there are many people who care about you and are working hard to keep your family safe.

<https://sesamestreetincommunities.org/topics/emergency-preparedness/?activity=how-helpers-help>



As you begin your recovery, here are tips for staying safe, talking with your children, offering comfort, and taking care of yourself.

https://sesamestreetincommunities.org/wp-content/uploads/2017/09/SupportAfterEmergency_Printable_FamilyGuide.pdf

General Comfort Posts



Kids may feel scared when hearing about tragic events. Encourage them to talk about their feelings. Provide support and reassurance that you are there to keep them safe.

<https://sesamestreetincommunities.org/funder/pseg/>



Kids may have lots of questions after an emergency, and it's okay to say you don't have all the answers. Reassure them that you and other grown-ups are there to keep the family safe, and that you'll stay together. As you begin your recovery, find free Sesame Street resources at

<https://sesamestreetincommunities.org/funder/pseg/>

Hurricane Specific Posts



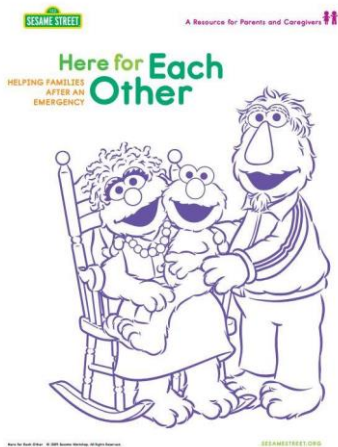
Hurricanes can be scary for kids and adults. Try watching this video with your child and talk about the feelings they are having.

<https://sesamestreetincommunities.org/activities/sesame-street-gets-storm/>



Kids can have a lot of questions after a hurricane. Let your child know that it's okay to ask questions and reassure them that they are safe.

<https://sesamestreetincommunities.org/activities/here-for-eachother/>



Simple, concrete words can help explain difficult moments and help children understand what's going on. For example, "There was a hurricane. A hurricane is a very strong storm with a lot of wind and rain."

<https://sesamestreetincommunities.org/activities/support-after-a-hurricane/>



Images of natural disasters on the news can be scary and confusing for young children. Encourage your child to ask questions about what is happening around them. Let them know that they are safe with lots of hugs and reassurance!

<https://sesamestreetincommunities.org/activities/offering-comfort-stressfultimes/>