

# Hurricane Helene After the Storm Messaging Resource Toolkit

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This toolkit provides resources for you to share with your community about recovering from Hurricane Helene.

[Web Resources](#) | [Video Messaging](#) | [Graphics, Social Media Copy & Sample Text](#)

## After the Storm Web Resources

- Our **Disaster Multimedia Toolkit page** provides graphics, social media copy and sample text in multiple languages: [Disaster Multimedia Toolkit](#)
- **Disaster Information by State**
  - Alabama ([emergency declaration](#))
  - Georgia ([major disaster declaration](#)) and ([emergency declaration](#))
  - Florida ([major disaster declaration](#))
  - North Carolina ([major disaster declaration](#)) and ([emergency declaration](#))
  - South Carolina ([major disaster declaration](#))
  - Tennessee ([emergency declaration](#))
  - Virginia ([emergency declaration](#))
- [DisasterAssistance.gov](#) is available for survivors in declared counties to apply for FEMA assistance and connect with other resources to jumpstart their recovery.

## After the Storm Video Messaging

Below are video resources that can be used for states with major declarations.

- [FEMA Accessible: Registering for FEMA Assistance](#) (English & ASL) | [Spanish & ASL](#)
- [FEMA Accessible: Serious Needs Assistance](#) (English & ASL) | [Spanish & ASL](#)
- [FEMA Accessible: Other Needs Assistance](#) (English & ASL) | [Spanish & ASL](#)
- [FEMA Speaks your Language](#) (There is no speaking on this video)
- [Beware of Fraud and Scams - YouTube](#) | [Spanish](#)
- [FEMA Disaster Recovery Centers](#) (Spoken in Spanish but captioned in English | [Spanish](#) (Spanish Captions))
- [FEMA External Civil Rights Division PSA](#) (English & ASL) | [Spanish](#)
- [FEMA office of Equal Right Outreach](#) (English & ASL) | [ASL](#)



## After the Storm Graphics, Social Copy & Sample Text

Below you will find some messaging examples of information that can be shared with the public after a disaster. For more products and languages, please visit our [Disaster Multimedia Toolkit](#).

### 7 Days Post Disaster

**MESSAGING THAT CAN BE SHARED WITHOUT A MAJOR DECLARATION (SEE LIST OF ELIGIBLE COUNTIES ABOVE TO DATE)**

#### Check on your Neighbors | [Download the Graphic in Multiple Languages](#)

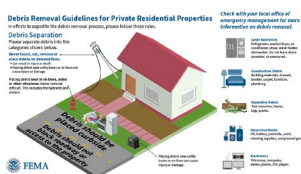


- **Social Media Sample Text Option 1**
  - With power outages and lack of air conditioning due to Helene, be sure to check on your neighbors—especially those who may need extra help.
- **Social Media Sample Text Option 2**
  - Was your area affected by Helene? If safe, check on your neighbors, particularly those who need extra support.
- **Social Media Sample Text Option 2**
  - Older adults & people who need life-sustaining medical equipment or assistance devices may need additional support if they lost power.

#### Family Reunification – Sample Text | [View Sample Text](#)

- To report a missing child during a disaster, contact the National Center for Missing & Exploited Children (NCMEC), which operates the National Emergency Child Locator Center at 1-800-843-5678. Anyone who finds a child who is separated from their parents or legal caregivers should first contact the local police. In addition, individuals can use the Unaccompanied Minors Registry to enter basic information for the child, which should ideally include a recent photo. No matter how you report, please indicate to NCMEC if the missing child has a disability or access or functional need.
- Family and friends of people in the disaster-affected areas are urged to check social network sites for information about your loved ones. Also, use the American Red Cross Safe and Well program to let family members know you are safe or looking for loved ones.
- View Copy in: [Spanish](#) | [Haitian Creole](#) | [French](#)

#### Debris Removal Guidelines | [Download the Graphic in Multiple Languages](#)



- **Social Media Sample Text Option 1**

- If Helene caused damage to your home or belongings, make sure to document it.
  - Take photos before you begin cleaning up.
  - Make a list of damaged or lost items & gather receipts. Doing this helps speed up the process with insurance & other assistance programs.

- **Social Media Sample Text Option 1**

- If you were affected by Helene and you are ready to begin the clean-up process, remember:
  - Wear long pants, goggles, gloves & sturdy shoes.
  - Stay off damaged structures.
  - Be aware that snakes or animals could be present.
- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)

### [Power Outages](#) | [Download the Graphic in Multiple Languages](#)

- **Social Media Sample Text**

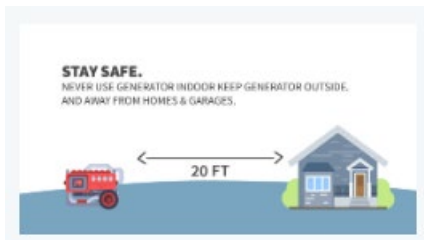
- If Hurricane Helene knocked out your power, stay safe:
  - ❄️ Keep freezers and fridges closed.
  - ⚡️ Switch off electronics to avoid damage from surges.
  - 💡 Place generators outside, at least 20 ft. away from the house.
  - ✅ Do not use a gas stove to heat your home.
  - Learn More: [ready.gov/power-outages](https://www.ready.gov/power-outages)

- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)

- **Sample Text**

- When the power comes back on, wait for a few minutes before turning on major appliances to help eliminate problems that could occur if there's a sharp increase in demand.
- When in doubt, throw it out! Throw away any food that has been exposed to temperatures 40 degrees or higher for two hours or more or that has unusual odor, color or texture. If the power is out for more than a day, discard any medication that should be refrigerated unless the drug's label says otherwise.

### [Generator Safety](#) | [Download the Graphic in Multiple Languages](#)



### [How to Help](#) | [View More Social Copy Options](#)

- **Social Media Sample Text Option 1**

- Are you looking for ways to help survivors affected by Hurricane Helene? The @NationalIVOAD is a great place to find trusted organizations that are helping the various communities. The best way to help after a disaster is through cash donations. Check out: [nvoad.org](https://nvoad.org)
- **Social Media Sample Text Option 2**
- When disasters like Helene strike, our voluntary & faith-based partners are always quick to offer support. Addressing needs like hot meals, debris removal, & distributing supplies are some of the many ways these agencies are helping survivors on the ground.
- **Sample Text**
  - Financial contributions to [recognized disaster relief organizations](#) are the fastest, most flexible and most effective method of donating. Organizations on the ground know what items and quantities are needed, often buy in bulk with discounts and, if possible, purchase through businesses local to the disaster, which supports economic recovery.
  - Don't self-deploy to disaster areas. [Trusted organizations](#) in the affected areas know where volunteers are needed. Work with an established organization to make sure you have the appropriate safety, training and skills needed to respond.
  - [FEMA Voluntary Agency Liaisons \(VALs\)](#) build relationships and coordinate efforts with voluntary, faith-based and community organizations active in disasters.

## AFTER A DECLARATION HAS BEEN DECLARED FOR INDIVIDUAL ASSISTANCE MESSAGING

### 4 Ways to Apply for Disaster Assistance | [Download the Graphic in Multiple Languages](#)



- **Social Media Sample Text Option**
- Have you suffered loss or damage due to Hurricane Helene? If you're from one of the designated counties, you might be eligible for our assistance. Apply by:
  - FEMA app
  - Online: [disasterassistance.gov](https://disasterassistance.gov)
  - Phone: 800-621-3362
  - In Person: Visit a Disaster Recovery Center near you - [fema.gov/drc](https://fema.gov/drc)
  - Learn More: [fema.gov/ia](https://fema.gov/ia)
- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)
- **Sample Copy**
- Residents in the counties affected by Helene should register for FEMA assistance. Survivors with internet or telephone access can register for assistance by visiting [DisasterAssistance.gov](https://DisasterAssistance.gov), calling 1-800-621- 3362 or by using the FEMA App. If you use a relay service such as video relay (VRS), captioned telephone or other service, give FEMA the number for that service.

- FEMA cannot provide assistance for damage or expenses covered by insurance. If your insurance coverage DOES NOT cover all your essential needs and/or is delayed, you may request additional assistance from FEMA.
- **Other Relatable Products**
- [Best Way to Apply for Assistance](#) | [Disaster Assistance Registration Flyer](#) | [Disaster Survivor Checklist](#) | [Individual Assistance Reform One Pager Flyer / \(Tribal Version\)](#) | [Renters with Damage](#) | [Start Your Recovery Process](#) | [Survivors Road to Recovery](#) | [Text to Find a Disaster Recovery Center](#) | [What to Expect After You Apply for Assistance](#) | [Apply for Disaster Assistance](#) | [Were You Affected by Hurricane Helene? 7 Things to Know About Applying for Disaster Assistance](#)

## **FEMA Speaks Your Language | [Download the Graphic in Multiple Languages](#)**

- **Social Media Sample Text Option**
- We offer help in many languages! If you know a person affected by #HurricaneHelene who may need information in a language other than English, please visit: [fema.gov/disaster/recover/languages](https://www.fema.gov/disaster/recover/languages). They can also call **800-621-3362**: press 2 for Spanish, 3 for other languages.

## **Beware of Fraud & Scams | [Download the Graphic in Multiple Languages](#)**

- **Social Media Sample Text Option 1**
- Be aware that after a disaster, there often are many rumors and scams. Watch for & report suspicious activity.
- Beware of scammers when applying for disaster assistance:
  - 📷 Ask our reps to show you a photo ID badge.
  - 🗝️ Keep your registration number & personal information safe.
  - ⚠️ Never agree to pay an application fee.
  - For More Information Visit: [fema.gov/disaster-fraud](https://www.fema.gov/disaster-fraud)
- **Sample Text**
- Beware of fraud and scams. After a disaster, there are often scams and rumors that target survivors. Please use official local, state and federal sources for credible information. Survivors should never trust someone claiming to be a disaster assistance employee asking for money. Local and federal disaster assistance workers do not solicit or accept money.
- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)

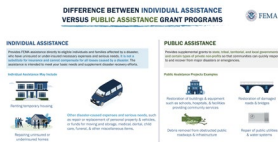
## **What is A Disaster Survivor Assistance Team? | [Download the Graphic in Multiple Languages](#)**

- **Social Media Sample Text Option 1**
- Helene Update: # Disaster Recovery Centers (DRC) are open for survivors. These centers are accessible offices that let everyone access recovery information. We will continue to open more DRCs as needed.
- **Social Media Sample Text Option 2**
- All are welcome at our Disaster Recovery Centers – including service animals! Centers can provide you with:
  - ♦ Help applying for disaster assistance
  - ♦ Information about counseling, legal, & local services
  - 📍 Locate a DRC near you: [fema.gov/drc](https://www.fema.gov/drc)
- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)

## 4 Weeks Post Storm

### AFTER A DECLARATION HAS BEEN DECLARED FOR INDIVIDUAL ASSISTANCE AND/OR PUBLIC ASSISTANCE MESSAGING

#### [Difference Between Individual Assistance Versus Public Assistance Grant Programs](#) | [Download the Graphic in Multiple languages](#)



#### ▪ **Social Media Sample Text Option**

- After a disaster like Helene, communities may need funding support to recover. That's when @fema steps in with public assistance grants. These funds help the state with debris removal, emergency response & restoring infrastructure.

Do you know the difference between our Individual Assistance & Public Assistance programs?

- IA: Funding for survivors who have expenses and serious needs not covered by insurance.
- PA: Funds given to local & state governments to help communities recover from disasters.

#### ▪ Sample Text

#### – **How to Apply for Public Assistance:**

When ready to apply, applicants should use the Public Assistance Grants Portal to account for all activities associated with their damage claims.

Applicants can use the grants portal to:

- Register for and update an applicant profile.
- Submit a "Request for Public Assistance"
- Upload project documentation.

Visit the Tools and Resources page for the schedule of equipment rate, project templates, cost estimating tools and other resources to support the application process.

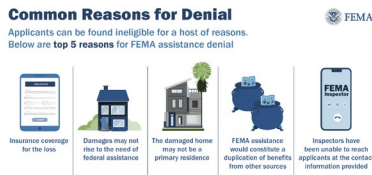
[Login at grantee.fema.gov](https://grantee.fema.gov) | [Video Tutorial](#)

- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Simplified Chinese](#) | [Korean](#)

#### ▪ **Other Relatable Resources**

- [Documents Needed When Applying for Public Assistance](#) | [What Houses of Worship Need to Know About the FEMA Disaster Aid Process](#)

## Common Reasons for Denial | [Download the Graphic in Multiple Languages](#)



### ▪ **Social Media Sample Text Option 1**

- Before an applicant is determined eligible to receive assistance, FEMA reviews applications to ensure general conditions are met. When applying for FEMA assistance, an applicant must declare the information provided is true.

These general conditions must be met for an applicant to be eligible to receive assistance:

- The applicant must be a U.S. citizen, non-citizen national, or qualified non-citizen.
  - FEMA must be able to verify the applicant's identity.
  - The applicant's insurance, or other forms of disaster assistance received, cannot meet their disaster-caused needs.
  - The applicant's necessary expenses and serious needs are directly caused by a declared disaster.
  - Learn More: [fema.gov/assistance/individual/program/eligibility](https://fema.gov/assistance/individual/program/eligibility) | \*Note you can use: [fema.gov/ia](https://fema.gov/ia) if this URL is too long for your post
- **Social Media Sample Text Option 2**
  - #STATE Residents impacted by Helene: If you disagree with a FEMA decision and wish to appeal, you no longer need to provide a signed, written appeal letter to accompany the supporting documentation. Learn More: [fema.gov/ia](https://fema.gov/ia)
  - View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)

### ▪ **Other Relatable Resources**



- [Ineligible Due to Insurance](#)

## Crisis Counseling | [Download the Graphic in Multiple Languages](#)

### ▪ **Social Media Sample Text Option 1**

- It's normal to feel anxiety after a hurricane like Helene. Understand the signs of disaster-related stress:
  - ♦ Difficulty sleeping
  - ♦ Disorientation, confusion, loss of appetite
  - ♦ Feelings of hopelessness or depression

### ▪ **Social Media Sample Text Option 2**

- If you're struggling after Helene, the SAMHSA Disaster Distress Helpline provides support 24/7. Trained crisis counselors are ready to help in English, Spanish, or American Sign Language (videophone available).
  -  1-800-985-5990
  -  [disasterdistress.samhsa.gov](https://disasterdistress.samhsa.gov)

### ▪ **Sample Text**

- To access emotional support for this traumatic event, you can call or text the free, confidential Substance Abuse and Mental Health Services Administration Disaster Distress Helpline and connect with trained crisis counselors 24/7 at 1-800-985-5990.
- If you are deaf or hard of hearing and use American Sign Language (ASL), use your mobile device to call 1-800-985-5990 or click on “ASL Now” at [disasterdistress.samhsa.gov](https://disasterdistress.samhsa.gov) to contact an ASL fluent crisis worker.
- View this copy in: [Spanish](#) | [French](#) | [Haitian Creole](#) | [Vietnamese](#) | [Simplified Chinese](#) | [Korean](#)