

Ready in 60''



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PAPE short-video contest
instructions & key messages

What are PAPE messages?

PAPE messages are trusted, verified safety tips for natural hazards developed by experts. These messages are used by media stations, alerting agencies, and national organizations to communicate safety information to their communities. We have provided the PAPE messages that will be used for this contest here.

Purpose:

The goal of this contest is to create short videos (60 seconds or less) that share these PAPE messages in a simple way so viewers can understand how to safely prepare for and respond to natural hazards.

Every community is different. This is an opportunity to show how to put these safety messages into action within your community.

Contest instructions

- I. **Pick a natural hazard: Choose one of the natural hazards from the options provided.**
 - Floods - Tropical Storms - Extreme Heat - Wildfires
- II. **Choose a message: Select one PAPE message related to your chosen hazard.**
 - Each natural hazard will have multiple PAPE messages that you can choose from.
- III. **Create a video: Make a short video (60 seconds or less) that explains and demonstrates the PAPE message in a way that your community will understand and find helpful. Be creative and adapt the message to fit your community's needs.**
 - We have added **questions in red** beneath a few of the PAPE messages to help you think through how you could creatively communicate in your video.

Flood Example:

- I. **Stay informed and be ready to act**
 - Monitor the weather and listen, read, or watch your local media.
 - **What do people listen to, read, or watch for information and guidance?**
 - Follow instructions from authorities and be prepared to evacuate.

Flood category: Stay informed and be ready to act.

Video idea: Explain and show how people in your community can access information for weather updates

▶ Download [PAPE Video Explainer](#) and ▶ [Example PAPE short video on Instagram](#)

Judging criteria and qualifications

- **Basic Requirements**
 - Does the video share accurate safety information (PAPE message)?
 - Is the video 60 seconds or less?
 - Does the video follow ethical guidelines?
- **Creativity and Presentation**
 - Is the video unique and attention-grabbing?
 - Is the video clear (good lighting, sound, and setting)?
 - Does the video encourage viewers to take action?
- **Community Relevance**
 - Is the PAPE message adapted to your local community?
 - Is the video in one of your country's main languages?
- **Additional Tips**
 - Make sure your video is relevant to your community.
 - You can submit more than one video if you want.
 - Have fun making your video!

Flood Safety Messages

Selected from PAPE

I. Stay informed and be ready to act

1. Monitor the weather and listen, read, or watch your local media.
 - a. What do people listen to, read, or watch for information and guidance?
2. Follow instructions from authorities and be prepared to evacuate.

II. Develop an evacuation plan

1. Identify your evacuation routes and forms of transportation. Have a secondary evacuation route in case your primary evacuation route is blocked.
 - a. What are common modes of transportation?
 - b. What could be a common evacuation route in your communities?
2. Make sure all household members know the evacuation plan and destination.
 - a. **Prepare an evacuation bag** with equipment such as water and food, flashlights, important medicine and emergency personal documents in water-proof bags.
 - b. What are the necessary items and personal documents from the list in the link that you need to pack?

III. Know how to stay safe from floodwaters

1. Disconnect electrical appliances if you have time.
 - a. What electrical appliances in your homes would you need to disconnect?
2. Do not walk, swim, or or drive through floodwaters.
3. If you have not been able to evacuate out of the area, move to higher ground or the uppermost floors of buildings.

Heatwave Safety Messages

Selected from GHHIN and PAPE

I. Know how to stay safe

- Stay informed of early warnings of extreme heat in your area.
- Be prepared to adapt and avoid high-energy activities during peak heat hours.
 - What are high-energy activities that may be common in your communities that should be avoided during peak heat hours?
- Extreme heat can be deadly. Know your nearest points of medical support to seek medical attention if you or others feel faint, dizzy, or nauseous.

II. Know how to keep yourself cool

- When below 40 C/104 F, fans cool the body. Do not use fans above 40 C/104 F as the fans will heat the body.

- If you are using an air conditioner, set the thermostat to 27 C/81 F and add a room fan. This will make the room feel 4 C/40 F cooler.
- Wet your skin using a damp cloth, spray, or wet clothing. Avoid dark colored clothing.
 - What light clothing items would you wear?
- Always carry a bottle of water to stay hydrated.
- Know where there is shade in your area where you can go to cool off.
 - Where can people go to find shade in your community?

III. Help protect people and animals at risk around you

- Check on elderly above 65 years old, neighbors, family, and friends. Especially check on those with heart, lung, or kidney conditions, a disability, or living alone.
 - Remember: Be careful in who you choose to feature and respect their individual rights to privacy. Do not feature someone in your video without their signed consent.
- Check on your animals frequently to ensure they are not suffering from the heat.
 - Do you have pets and/or livestock to help protect?

Tropical Storm/Hurricane/Cyclone Safety Messages

Selected from PAPE

I. Stay informed and be ready to act

- Monitor the weather and listen, read, or watch your local media.
 - What media do you listen to, read, or watch?
- Follow instructions from authorities and be prepared to evacuate.

II. Develop an evacuation plan

- Identify your evacuation routes and forms of transportation. Have a secondary evacuation route in case your primary evacuation route is blocked.
 - What are common modes of transportation?
 - What could be a common evacuation route in your communities?
- Make sure all household members know the evacuation plan and destination.
- **Prepare an evacuation bag** with equipment such as water and food, flashlight, important medicine and emergency personal documents in water-proof bags.
 - What are the necessary items and personal documents from the list in the link that you need to pack?

III. Protect your home if you have time

- Secure any loose outdoor items or bring them indoors.
 - What are common items outside in your land that could be a flying risk in high winds and would need to be secured?

- Securely close permanent storm shutters or fix wood or other protective materials outside to protect windows from the wind.
 - Do your community households typically use storm shutters or wood to protect windows?

IV. Know how to shelter-in-place during the tropical storm if you are advised

- Secure and brace all exterior doors and close all interior doors.
- Keep curtains and blinds closed.
- Stay indoors, away from windows, skylights, and doors.

Wildfire Safety Messages

Selected from PAPE

I. Stay informed and be ready to act

- Monitor the weather and listen, read, or watch your local media.
 - What media do you listen to, read, or watch?
- Follow instructions from authorities and be prepared to evacuate.

II. Develop an evacuation plan

- Identify your evacuation routes and forms of transportation. Have a secondary evacuation route in case your primary evacuation route is blocked.
 - What are common modes of transportation?
 - What could be a common evacuation route in your communities?
 - Make sure all household members know the evacuation plan and destination.
- **Prepare an evacuation bag** with equipment such as water and food, flashlight, important medicine and emergency personal documents.
 - What are the necessary items and personal documents from the list in the link that you need to pack?

III. Protect your home if you have time

- Close windows, vents, doors and blinds.
- Remove lightweight or combustible window coverings.
- Shut off gas at the meter and close valves on propane tanks.

IV. Wear protective clothing

- Wear sturdy shoes, long cotton or woolen pants, long-sleeved shirts, and gloves.
- Carry a damp handkerchief to protect your face.
- Carry wet towels to cover your head and bare skin.

Back to the Competition