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MEDIA ADVISORY

Streckenbach Urges Preparedness for Winter Storms

(Brown County, Wis.) – It's Winter Weather Awareness Week and annually Brown County residents can quickly be forced to deal with heavy snowfall, windy conditions, and bitter cold temperatures. County Executive Troy Streckenbach is asking everyone to get ready before these extreme storms arrive.

"Wisconsin winters can be brutal, but preparing yourself and your loved ones doesn't have to be complicated" says Streckenbach. "Take just a little bit of time and plan ahead so that we all can have a safe and healthy holiday season."

The message of preparedness is a simple one. Have a plan, make a kit, and stay informed. Doing these three things can create resilience in a community that extends beyond each individual household. "During larger events, public safety resources get stretched thin and the more prepared the public is to handle the challenges that come from these events, we make the whole community safer and place less burden on responders" says Daniel Kane, Director of Brown County Emergency Management.

The Wisconsin Department of Transportation and Wisconsin State Patrol encourage travelers to "know before you go" and check winter road conditions with 511 Wisconsin via 511wi.gov or the 511 Wisconsin app. Prepare ahead of time for winter travel by stocking your emergency kit and checking the tires and overall condition of your vehicle.

According to Wisconsin Emergency Management, here are some items you should include in your emergency supplies kit for your home and vehicle:

Home:

- Water (1 gallon per person per day for 3 days)
- Food (at least a 3-day supply) that does not need electricity for storage or preparation
- Flashlight and extra batteries
- First aid kit
- Wrench or pliers to turn off utilities
- Sleeping bag or warm blanket for each person

- Prescription medications and eye wear
- Cell phone with chargers, inverter, or solar charger
- Complete change of clothing including a long-sleeved shirt, pants, socks and sturdy shoes

Vehicle:

- Cell phone car charger
- Drinking water
- First aid kit with pocketknife
- Shovel & Windshield Scraper
- Blankets, extra hats, socks, and mittens
- Booster cables & tow chain or rope
- Sand or Cat Litter
- Emergency flares
- Fluorescent distress flag

Winter weather hazards are statistically one of the top hazards faced in Brown County with an average of 3 events per year including ice storms, blizzard, extreme cold, and severe winter storms with Brown County in 2026 experiencing its second largest snowstorm on record.

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