

news FLASH

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FLASH MEMBERS

Allstate Floridian Insurance Company*
 Bankers Insurance Group
 Fannie Mae
 First Floridian
 Florida Farm Bureau
 Florida Insurance Council*
 Institute for Business & Home Safety*
 Nationwide*
 State Farm Insurance Companies*
 USAA*

*Founding Members

FLASH PARTNERS

City of Deerfield Beach
 FEMA
 Federation of Manufactured
 Homeowners of Florida
 Florida Chapter of the
 American Red Cross
 Florida Department of
 Community Affairs**
 Florida Department of Insurance
 Florida Division of Forestry
 National Oceanic &
 Atmospheric Administration
 National Weather Service
 **Founding Partner

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**Dedicated toll free home
 safety hotline, 1-877-221-SAFE**

FLASH POINT OF VIEW

FLASH: A Lifesaving Partnership



Natural disasters have taken a terrible toll on Florida homeowners, families and communities over

the past decade. With increasingly severe storms on the horizon, we MUST act now. We can't divert or prevent nature's wrath, but there is much we can do in advance to reduce the human and economic toll. We know how to better shield homes and families. We know how to protect businesses to preserve jobs and maintain community viability. And we know that one of the best ways to fight mounting losses is through collective efforts.

FLASH embodies this principle, bringing together for the first time industry, government and not-for-profit organizations to coordinate efforts and carry the disaster protection message directly to homeowners. Through FLASH, we can pool our resources and reach far more people than we could alone. The primary FLASH message is that disaster preparedness can be simple and often inexpensive — just using good old-fashioned common sense.

The response to this approach has been overwhelmingly positive, but the real payoff will come after the next disaster strikes.

A community that has taken these measures and implemented them will

significantly reduce losses and bounce back more quickly from a natural disaster. And when people don't have to deal with damaged homes, they lose less time from work.

The Federal Emergency Management Agency (FEMA) estimates that for every dollar spent in prevention, two dollars are saved in repairs. And if just one life is saved by FLASH's safety message, all of our partnership efforts will have been worth it.

Harvey Ryland is the President and CEO of the Institute for Business & Home Safety. IBHS is a founding partner of FLASH.

FLASH LINKS

- Bookmark Our New Site
www.flash.org
- Tour State Farm's Interactive Safety House
www3.statefarm.com/consumer/vhouse/library.htm
- Find the Natural Disaster Index for your home
www.esri.com/hazards/makemap.html
- Print State Farm's Coloring Book for Kids
www3.statefarm.com/kidstuf/colornbk/title.htm
- Prepare your Pet for a Natural Disaster
www.allstate.com/catastrophe/pets.html

FLASH Launches Statewide

The partners in FLASH — insurance companies, government agencies and non-profit organizations — know how to reduce the injuries, deaths, property damage, economic loss and human suffering caused by hurricanes and other natural disasters. They know that many of life- and property-saving measures are affordable to home and business owners.

The challenge is getting that message out to Florida's population — 80 percent of whom live in hurricane-vulnerable coastal counties.

FLASH is off to a fast start with the launch of a comprehensive statewide multi-media campaign whose components range from printed "how-to" materials to television public service announcements.

"It's critical that we break this cycle of personal and economic destruction by letting Floridians know about basic, affordable steps they can take right now to protect their families and homes from disaster," said FLASH Executive Director Leslie Chapman-Henderson.

Elements of the FLASH multi-media campaign include:



Public Service Announcements

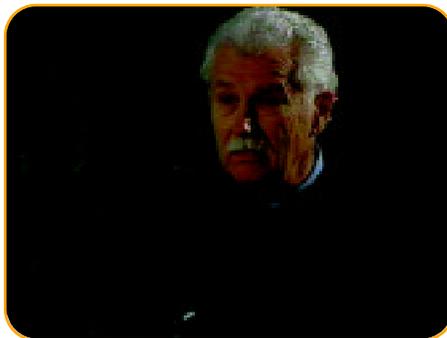
A series of 30-second television home-safety PSAs are being broadcast statewide. The ads deliver a serious message using humor and an array of interesting characters and scenarios. FLASH has partnered with the Florida Cable Television Association to bring you the following spots:



"The Wedding" In this spot, wedding guests don't forever hold their peace. Instead, they tell the bride, groom and anyone else within listening distance just what can be done to protect their home before a disaster strikes.



"Have You Got Yours?" Golfing buddies ask each other this question as they finish up their weekly game. (Hint: Click on www.flash.org to learn more about weather radios.)



"Guilty As Charged" Not properly installing a manufactured home tie-down system is causing problems for the newlyweds. (Learn more about the newest tie-downs by calling FLASH's toll-free hotline: 1-877-221-SAFE.)

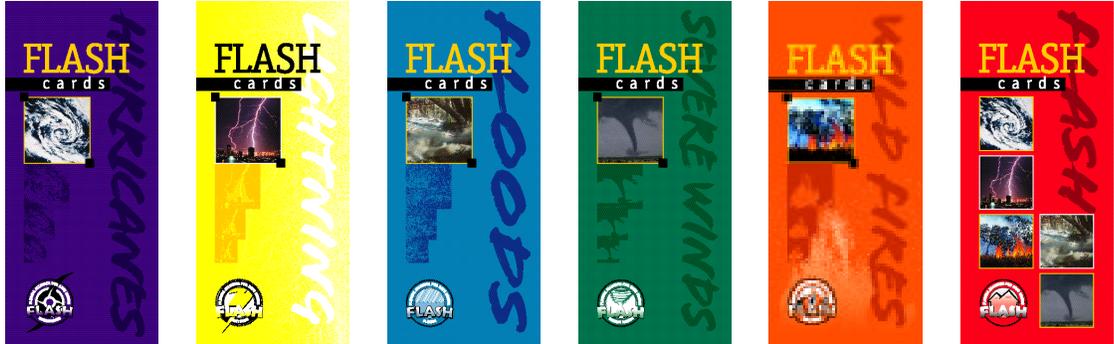


"Prepared Pets" No stupid pet tricks for this dog and cat, who have installed a whole-house lightning surge protection device on their home. Call FLASH for information about getting lightning protection today.

Public Education Campaign

FLASH Cards

We all used them to learn basic math and reading skills. These FLASH cards give Floridians tips on how to incorporate “fixes” to their homes that will help defend against natural disasters. There are FLASH Cards on hurricanes, floods, severe winds, lightning, wildfires and protecting mobile homes. Call FLASH at **1-877-221-SAFE** for information about receiving a free set of FLASH cards or ordering customized FLASH Cards for your organization.



Web Site

Bookmark this new interactive web site — www.flash.org — which will include:

- Simple and affordable home safety tips
- Links to the best home-safety sites on the web
- Who's Who of the home safety movement
- “How Safe is Your Home?” safety quiz
- Local home-safety events and calendar
- Downloadable safety checklists

Billboards

FLASH has partnered with the Florida Outdoor Advertising Association to produce a statewide billboard campaign. FLASH billboards will be seen this year in Orlando, Tampa, Jacksonville, Miami, Fort Myers, Deerfield Beach, Pensacola, and Tallahassee.

Clip and mail to FLASH
and receive freebies to
get you up and running
in the home safety
movement.

Mail to:
FLASH
1430 Piedmont Drive, E.
Tallahassee, FL 32312

FLASH and You

(You can check more than one box)

Homeowner

Fix your home with our one-page “FLASH Fix-Its”.

Manufactured Homeowners

Discover the latest tie down information to protect your home from high winds.

Parents

Receive a free CD-ROM to learn non-structural techniques for disaster-proofing child care centers.

Organizations

Request a FLASH speakers kit with information on simple and affordable home safety tips.

Neighborhood Associations

Transform your neighborhood into a “Disaster Resistant Neighborhood” with the innovative American Red Cross program.

Employers

Order customized FLASH cards and NewsFLASH editions for your Florida employees.



Florida Alliance for Safe Homes

1430 Piedmont Drive, East
Tallahassee, FL 32312
www.flash.org
Toll Free 1-877-221-SAFE

FLASH is a nonprofit, public-private coalition.