FloodSmart

FLASH Annual Meeting
October 27, 2011
Awareness to Action

- Starting a Conversation
- When & how to reach out
- Messages
- Tools and Resources
Keeping the conversation going

- Identify relevant touch points
  - Weather events/anniversaries
  - Safety-related events
  - Emergency Management events
  - Map change events
Outreach Activities

Always looking for the best way to tell the story

- Editorials/Interviews
- Testimonials
- Social media
- Testimonials
- Fact sheets, flyers, FAQs, brochures

- Active website
- Articles for enewsletters
- Public meetings
- Presentations to local groups/HOAs
FloodSmart Resources

- Sharable Tools
  - Flood Risk Scenarios
  - Cost of Flooding Tool
  - Levee Simulator
FloodSmart Resources

• Testimonials
  – Levee
  – Commercial
  – Residential
  • With flood insurance
  • Without flood insurance
FloodSmart Resources

• More Sharable Tools

www.fema.gov/help/widgets
FloodSmart Resources

• Toolkits
Contact

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