



FEMA

Stakeholder Toolkit

2015 Flood Safety Awareness Week

Flood Safety Awareness Week: March 15-21, 2015

The Federal Emergency Management Agency ([FEMA](#)), the [Ready Campaign](#), and The National Oceanic and Atmospheric Administration ([NOAA](#)) are teaming up again to highlight the importance of Flood Safety this spring.

[Flood Safety Awareness Week](#) is March 15-21, 2015! According to the National Weather Service (NWS) in 2013, there were 82 flood fatalities in the United States and flooding caused \$2,152,417,080.00 US Dollars in damage. We ask that during this week you promote the importance of understanding your risk, taking action, and being an example where you live.

In addition to asking Americans to learn their risks and take action to prepare through its own outreach channels, [FEMA Region III](#) is encouraging everyone to get the word out and help the [Whole Community](#) prepare for flooding. This toolkit is designed to provide you and your organization with easy to use tools to promote this campaign and help your stakeholders be better prepared for disasters.

For your reference, below are points of contact for the various stakeholder groups. Should you have any questions on this document, please contact the creator, [Peter Herrick, Jr.](#)

FEMA REGION III POINTS OF CONTACT

Public Affairs	Peter Herrick, Jr.	215-931-5949
Congressional Affairs	Veronica Hinke	215-931-5715
Intergovernmental Affairs	Stephanie Pyle	215-931-5654
Private Sector	Stephanie Pyle	215-931-5654
Volunteer Agency Liaison	Michelle Breeland	215-931-5584
Community Preparedness	Steve Edwards	215-931-5716
Disability Integration	PJ Mattiacci	267-270-5804

Table of Contents

Talking Points	3
Press Release Template.....	7
America’s PrepareAthon! Flood Preparedness Resources	8
Prepare	8
Take Action.....	8
Promote Flood Preparedness.....	8
Other Languages	8
Online Resources	9
Logos, Banners, Badges, and Posters	9
FEMA App.....	11
Social Media	12
Twitter Messaging	12
Facebook Messaging.....	13
Flood Awareness Tools.....	15

Talking Points

Key Message

- [Flood Safety Awareness Week is March 15-21, 2015!](#) Flooding is a nationwide threat to the United States and its territories throughout the year. It's important for everyone to understand their risk, take action to prepare, and be an example.
- Join [America's PrepareAthon!](#) during Flood Safety Awareness Week and take action to protect against flooding in your community, school, workplace, or at home. Guides and playbooks are available to download to plan a day of action against flooding at [Ready.gov/prepare](#).
- In direct response to so many unnecessary vehicular-related flood deaths, the National Weather Service ([NWS](#)) developed a national campaign called "Turn around Don't Drown." The campaign aims to educate motorists of the dangers of driving across flooded roads. To learn more about the campaign and promotional tools visit [nws.noaa.gov/os/water/tadd/](#)

Know your Risk

- [Flood-hazard maps](#) have been created to show the flood risk for your community, which helps determine the type of [flood insurance coverage](#) you will need since standard homeowners insurance doesn't cover flooding.
- According to the National Weather Service (NWS) in 2013, there were 82 flood fatalities in the United States and flooding caused \$2,152,417,080 US Dollars in damage. It is important to know if you are at risk.
- According to the NWS the 30 year flood loss average is \$8.2 billion in damages per year with an average of 89 fatalities per year
- Floods are one of the most common hazards in the United States, however not all floods are alike. Some floods develop slowly, while others, such as flash floods, can develop in just a few minutes and without visible signs of rain.
- Flash floods can occur within a few minutes or hours of excessive rainfall, a dam or levee failure, or a sudden release of water held by an ice jam.
- Overland flooding, the most common type of flooding event, typically occurs when waterways such as rivers or streams overflow their banks as a result of rainwater or a possible levee breach and cause flooding in surrounding areas. It can also occur when rainfall or snowmelt exceeds the capacity of underground pipes, or streets and drains designed to carry flood water away from urban areas.
- Be aware of flood hazards no matter where you live or work, but especially if you are in low-lying areas, near water, behind a levee, or downstream from a dam. Even very small streams, gullies, creeks, culverts, dry streambeds or low-lying ground that appear harmless in dry weather can flood.
- For information on causes of flooding, visit [Ready.gov/floods](#)
- What you can do:

- Visit [Ready.gov/floods](https://www.ready.gov/floods) to learn more about flooding.
- Visit [FloodSmart.gov](https://www.floodsmart.gov) to learn about the National Flood Insurance Program
- Follow [@FEMAreion3](https://twitter.com/FEMAreion3) on Twitter.
- Follow FEMA on [Facebook](https://www.facebook.com/FEMAR3) and [Twitter](https://twitter.com/FEMAR3).
- Follow the National Weather Service on [Facebook](https://www.facebook.com/NWS) and [Twitter](https://twitter.com/NWS).
- Read the America's PrepareAthon! [How to Prepare for Flood Guide](#)

Take Action

- Join [America's PrepareAthon!](#) and take action against [Floods](#) by holding a drill, exercise, or preparedness discussion with the playbooks available for the Whole Community. Register your actions to officially join America's PrepareAthon!
- To prepare for, and protect against, a flood, you should:
 - Build an emergency kit.
 - Make a family communications plan.
 - Avoid building in a floodplain unless you elevate and reinforce your home.
 - Elevate the furnace, water heater and electric panel in your home if you live in an area that has a high flood risk.
 - Consider installing "check valves" to prevent flood water from backing up into the drains of your home.
 - If feasible, construct barriers to stop floodwater from entering the building and seal walls in basements with waterproofing compounds.
- Know the terms to help understand flood hazard:
 - Flood Watch - Flooding is possible; tune in to NOAA Weather Radio, commercial radio or television for information.
 - Flash Flood Watch - Flash flooding is possible. Be prepared to move to higher ground; listen to NOAA Weather Radio, commercial radio or television for information.
 - Flood Warning - Flooding is occurring or will occur soon; if advised to evacuate, do so immediately.
 - Flash Flood Warning - A flash flood is occurring; seek higher ground on foot immediately.
- Know how to act during flood:
 - Listen to the radio, television, or your Weather Radio for information.
 - Be aware that flash flooding can occur. If there is any possibility of a flash flood, move immediately to higher ground. Do not wait for instructions to move.

- Be aware of stream, drainage channels, canyons and other areas known to flood suddenly. Flash floods can occur in these areas with or without typical warnings such as rain clouds or heavy rain.
- If you must prepare to evacuate, you should do the following:
 - Secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.
 - Turn off utilities at the main switches or valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.
- If you have to leave your home, remember these evacuation tips:
 - Do not walk through moving water. Six inches of moving water can make you fall. If you have to walk in water, walk where the water is not moving. Use a stick to check the firmness of the ground in front of you.
 - Do not drive into flooded areas. If floodwaters rise around your car, abandon the car and move to higher ground, when water is not moving or not more than a few inches deep. You and the vehicle can be swept away quickly. If your vehicle is trapped in rapidly moving water, stay in the vehicle. If the water is rising inside the vehicle, seek refuge on the roof.
 - Do not camp or park your vehicle along streams, rivers or creeks, particularly during threatening conditions.
- If you're driving;
 - Six inches of water will reach the bottom of most passenger cars causing loss of control and possible stalling.
 - A foot of water will float many vehicles.
 - Two feet of rushing water can carry away most vehicles including sport utility vehicles (SUV's) and pick-ups.
 - Do not attempt to drive through a flooded road. The depth of water is not always obvious. The road bed may be washed out under the water, and you could be stranded or trapped.
 - Do not drive around a barricade. Barricades are there for your protection. Turn around and go another way.
 - Do not try to take short cuts. They may be blocked. Stick to designated evacuation routes.
 - Be especially cautious driving at night when it is harder to recognize flood dangers.
- Make an Emergency Plan
 - Identify three places to meet family and friends in the event of an emergency. One in your neighborhood, one in your town, and one out of town.

- Learn how you will get to your out of town location; determine your evacuation routes.
- Write down information on important locations like workplaces, schools, daycares, houses of worship, etc.
- Make sure you take into account everyone's needs, such as any medical concerns, communications, etc.
- Know how you will learn important information after a disaster (radio, warning sirens, reverse 911, etc.).
- Share contact information with everyone (friends, family, and out of town contacts).

Be an Example

- Be a positive influence on your community by sharing your preparedness story.
- Building a nation of preparedness requires the action of all of us. Each and every person across the country has the potential to be an example and be ready.
- Studies show that individuals need to receive messages a number of ways before taking appropriate action.
- Most people are more likely to act when the messages they receive are from a trusted source like family, friends, or a community leader.
- Share the actions you've taken to be prepared with your family and friends by posting your story on your social media site.
- Tweet that you're prepared with the hashtag **#ImAForce**
- Have an emergency plan, and know what to do before a disaster strikes. Post your plan in your home or business where individuals can see it.
- Find out from local emergency management how you can be notified for each kind of disaster and sign up for additional alerts through social media and local news.
- Using the America's PrepareAthon! materials, you can lead a preparedness discussion, drill, or exercise in your home or workplace. Help others get informed and take action with you.

Press Release Template

<ORGANIZATION> Supports Flood Preparedness

<CITY, St.> – <INSERT ORGANIZATION> will be supporting [Flood Safety Awareness Week](#) March 15-21, 2015 and encouraging all to know your risk, take action, and be an example where you live. <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to supporting flood preparedness in the community>.

Flooding is a nationwide threat to the United States and its territories throughout the year. However not all floods are alike. Some floods develop slowly, while others, such as flash floods, can develop in just a few minutes and without visible signs of rain. Additionally, floods can be local, impacting a neighborhood or community, or very large, affecting entire river basins and multiple states.

Everyone should be aware of flood hazards no matter where you live or work, but especially if you are in low-lying areas, near water, behind a levee or downstream from a dam. Even very small streams, gullies, creeks, culverts, dry streambeds or low-lying ground that appear harmless in dry weather can flood.

<ORGANIZATION>, alongside Federal Emergency Management Agency ([FEMA](#)) and the [Ready Campaign](#) will be encouraging <EMPLOYEES OR RESIDENTS> to take action against flooding by:

- Determining your risk to flooding by reviewing [flood-hazard maps](#).
- Building an emergency kit and making a family communications plan.
- Elevating the furnace, water heater and electric panel in your home if you live in an area that has a high flood risk.
- Holding a discussion, drill, or exercise with [America's PrepareAthon! Flood Playbook](#).

<QUOTE FROM LEADERSHIP TO SUPPORT CAMPAIGN>

More information can be found at <INSERT ORGANIZATION WEBSITE or [Ready.gov](#)>. Information on the different types of hazards is available at [Ready.gov](#) or the Spanish-language web site [Listo.gov](#).

America's PrepareAthon! Flood Preparedness Resources

Prepare

The first step in being prepared is to know about the hazards that can affect you where you live and work.

[How to Prepare for a Flood](#): This guide provides basic information about floods, explains how to protect yourself and your property, and details the steps to take now so that you can act quickly when you, your home, or your business is in danger.

Take Action

Practice taking action against a flood at work, school, home, or with a community organization.

[Prepare Your Organization for a Flood Playbook](#): This guide provides suggestions on conducting a day of action by holding a preparedness discussion and simple drill. This guide also presents step-by-step instructions on conducting a tabletop exercise designed to help organizations test their plans, policies, and procedures for a disaster. You can download the slide show to support the tabletop exercise: [America's PrepareAthon! Organizational Tabletop Exercise PowerPoint](#)

[Be Smart-Know Your Alerts and Warnings](#): The factsheet provides a brief summary of the various alerts and warnings available from federal, state, local governments as well as the private sector that you can sign up for to stay informed and be ready to take action to be safe.

[Be Smart-Protect Critical Documents and Valuables](#): The checklist helps you to take an inventory of your household documents (e.g., financial and medical records), contacts, and valuables.

Promote Flood Preparedness

When people talk about preparedness, they are more likely to take action, so start the conversation!

Use the customizable logos, web badges, web banners, and customizable digital invitations ([download here](#)) to promote your actions and invite others to participate alongside you.

Other Languages

How to Prepare guides, playbooks, and promotional materials are available [in Spanish and Chinese](#).

National posters and promotional material are available in [Arabic](#), [French](#), [Japanese](#), and [Tagalog](#).

Online Resources

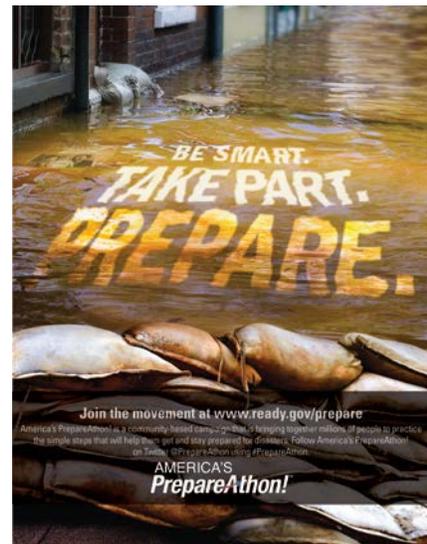
FEMA, Ready, and NOAA recommend using social media tools as a way to promote [Flood Safety Awareness](#)! You can promote the campaign and general preparedness through your own channels, or by promoting messages posted by the FEMA, Ready and NOAA accounts.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers as part of the Flood Safety Awareness Week. More information and ideas on how to take action and be an example can be found on FEMA’s official [Facebook](#), [Twitter](#) or [Instagram](#) accounts, Ready’s official [Facebook](#) or [Twitter](#) accounts, America’s PrepareAthon!’s [Twitter](#) account, NOAA’s official [Facebook](#) or [Twitter](#), National Weather Service’s official [Facebook](#) and [Twitter](#) account or FEMA Region III’s [Twitter](#) account.

Logos, Banners, Badges, and Posters

America’s PrepareAthon Promotional Materials:

<http://www.community.fema.gov/connect.ti/AmericasPrepareathon/view?objectId=3221360>



NOAA's National Weather Service (NWS) National Seasonal Safety Campaign Badge for [Spring Weather Safety](#). *The spring campaign will be launched on March 1.*

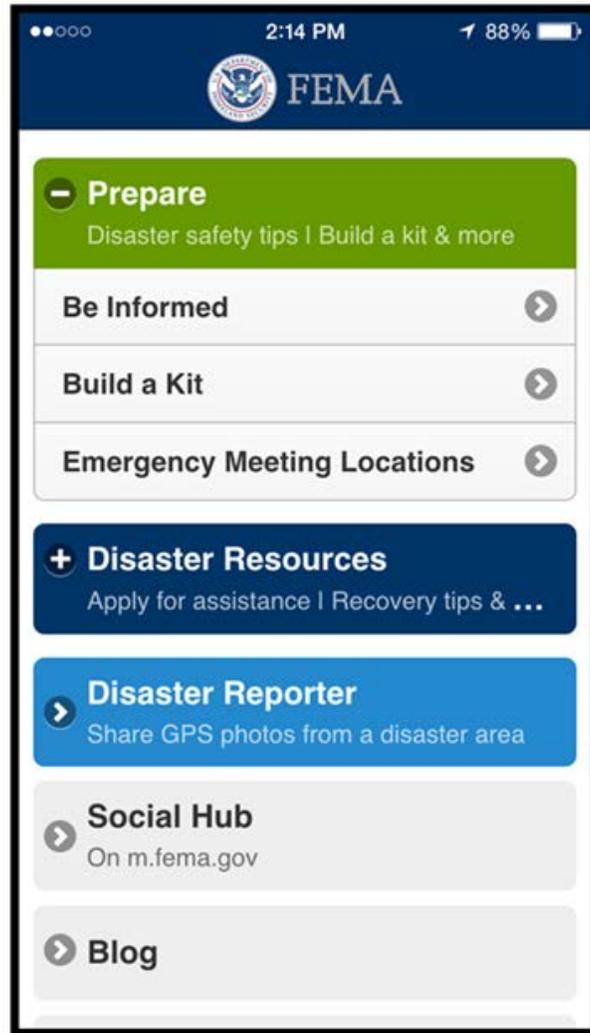


NOAA's "Turn Around Don't Drown" Banner:



FEMA App (*smartphone app for mobile devices*)

The FEMA App contains disaster safety tips, interactive lists for storing your emergency kit, emergency meeting location information, and other disaster-specific information. The app is free to download through your smart phone provider's app store on [Android](#), [Apple](#), and [Blackberry](#) devices.



Social Media

FEMA, Ready, NOAA, and FEMA Region III will have messages on their Facebook and Twitter accounts throughout the week.

You may follow and echo the messaging from these accounts.

- FEMA Region III
 - [Twitter](#)
- FEMA HQ
 - [Facebook](#)
 - [Twitter](#)
- Ready
 - [Facebook](#)
 - [Twitter](#)
- America's PrepareAthon!
 - [Twitter](#)
- NOAA
 - [Facebook](#)
 - [Twitter](#)
- NWS
 - [Facebook](#)
 - [Twitter](#)

Twitter Messaging

These messages are designed to be posted at any point during the week to promote flood preparedness. Feel free to adapt the messages to suit your needs.

- Prepare before a [#flood](#) by installing a water alarm in your basement. More tips: <http://1.usa.gov/1poPE5S> #PrepareAthon #floodsafety
- 30: The number of days it takes for flood insurance to begin. Don't wait until it's too late! <http://1.usa.gov/15vEcTH> #floodsafety #PrepareAthon
- Spread [#flood](#) awareness in your community with these creative promotional tools! <http://1.usa.gov/1tylAZ2> #PrepareAthon #floodsafety
- Get your organization prepared for a [#flood](#) with the [@PrepareAthon](#) flood playbook: <http://1.usa.gov/1tylCzY> #PrepareAthon #floodsafety
- Flooding is an increased risk if you live close to sea level! Know your risk and prepare! <http://1.usa.gov/1nGpc9d> #PrepareAthon #floodsafety
- #TriviaTuesday: Anywhere it rains, it can flood. To be prepared for a flood, it's important to be ready to evacuate quickly. #floodsafety
- Lack of flood preparedness got you down in the dumps? Never fear! #PrepareAthon has what you're looking for! <http://1.usa.gov/1nGpc9d>

- Are you looking for a better way to get prepared? Look to #PrepareAthon for #flood-prep help! Learn more at <http://1.usa.gov/1nGpc9d>
- How experienced are you in a flood situation? #CERT performs drills to ready the community! Read more at 1.usa.gov/1cowrMd #PrepareAthon
- Do you have a flood toolkit? Don't get washed away! Get prepared! Find your #flood resources at <http://1.usa.gov/1nGpc9d> #PrepareAthon
- When people talk about preparedness, they are more likely to take action, so start the conversation! #floodsafety
- Take action, get a kit. Make sure you have enough food, water and other supplies to last for at least 3 days. <http://www.ready.gov/>
- #Flood losses are not typically covered under renter and homeowner's insurance policies. Consider flood insurance. <http://floodsmart.gov>
- Find out if your home or business is at risk for #flood and educate yourself on the impact it could have. <http://floodsmart.gov>
- There is a 30-day waiting period before #flood insurance goes into effect, so consider purchasing it now. <http://floodsmart.gov>
- Reduce the impact of #flooding; elevate the furnace, water heater and electric panel in your home. <http://Ready.gov/floods>
- Consider installing "check valves" to prevent flood water from backing up into the drains of your home. <http://Ready.gov/floods>
- # Flood fact: 2 feet of rushing water can carry away most vehicles including SUV's and pick-ups. <http://Ready.gov/floods>
- # Flood fact: 6 inches of water will reach the bottom of most cars causing loss of control & possible stalling. <http://Ready.gov/floods>
- # Flood fact: Be aware of areas where floodwaters have receded. Roads may have weakened and could collapse under the weight of a car.
- Learning flood hazard terms will help you recognize and prepare for a flood. <http://Ready.gov/floods>
- Remember, "Turn Around, Don't Drown" when the road is blocked by flood water. Visit <http://goo.gl/sfifGX> to learn more!

Facebook Messaging

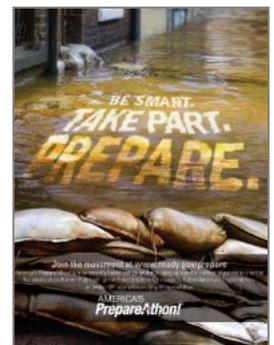
These messages are designed to be posted at any point during the week to promote flood preparedness. Feel free to adapt the messages to suit your needs.

- Flooding is a nationwide threat to the United States and its territories throughout the year. It is important to for everyone to understand this risk and take action to prepare. #flood

- Join [America's PrepareAthon!](#) this spring and take action against flooding in your community, school, workplace, or at home. Guides and playbooks are available to download to plan a day of action against flooding at [Ready.gov/prepare](#).
- According to the National Weather Service (NWS) in 2013, there were 82 #flood fatalities in the United States and flooding caused \$2,152,417,080 US Dollars in damage. It is important to know if you are at risk.
- According to the NWS 30 Year #flood loss averages is \$8.2 billion in damages per year and an average of 89 fatalities per year.
- #Flood Fact: Six inches of water will reach the bottom of most passenger cars causing loss of control and possible stalling. #floodsafety
- #Flood Fact: A foot of water will float many vehicles. #floodsafety
- #Flood Fact: Two feet of rushing water can carry away most vehicles including sport utility vehicles (SUV's) and pick-ups. #floodsafety
- #Flood Fact: Do not attempt to drive through a flooded road. The depth of water is not always obvious. The road bed may be washed out under the water, and you could be stranded or trapped. #floodsafety
- #Flood Fact: Do not drive around a barricade. Barricades are there for your protection. Turn around and go another way. #floodsafety
- #Flood Fact: Do not try to take short cuts. They may be blocked. Stick to designated evacuation routes. #floodsafety
- #Flood Fact: Be especially cautious driving at night when it is harder to recognize flood dangers. #floodsafety

Instagram

- Flooded with so much preparedness information you don't know what to do? Make it simple and register with America's #PrepareAthon! [1.usa.gov/1tyyBE8](#) #floodsafety
- Not sure what measures to take before a flood happens? Register with America's #PrepareAthon! to get in the know! [1.usa.gov/1tyyBE8](#) #floodsafety
- Swimming in a flood of regret can be avoided if you sign up for America's #PrepareAthon! We can give you proper flood preparation tips! [1.usa.gov/1tyyBE8](#) #floodsafety



Flood Awareness Tools

FEMA Resources:

- Flood Outreach Toolkit: <http://www.floodsmart.gov/toolkits/flood/index.htm>
- FloodSmart Tools and Resources: https://www.floodsmart.gov/floodsmart/pages/partner/tools_resources.jsp
- Mitigation Best Practices and Case Study Portfolio: <http://www.fema.gov/mitigation-best-practices-portfolio>
- Severe Weather Preparedness PSA: Native Oklahoman Rick Bayless speaks about severe weather preparedness. (audio only) <http://www.fema.gov/media-library/assets/audio/82895>

Ready.gov:

- For basic information about before, during, and after flooding go to: <http://www.ready.gov/floods>

Interactive Flood Risk Resources: For more information about floods, risk of financial loss due to flooding, and flood insurance check out

- [The Cost of Flooding Tool](#)
- [Your Flood Risk Scenarios](#)
- [Testimonials: Real Flood Stories](#)

NOAA's National Weather Service:

- [National Seasonal Safety Campaign](#) (Spring: *Will be launched on March 1*)
- For information on Flood Fatalities, Advanced Hydrologic Prediction Service, Flood Hazard Mitigation, and Flood Safety, check out; <http://www.floodsafety.noaa.gov/>

“Turn Around, Don’t Drown” Resources: <http://www.nws.noaa.gov/os/water/tadd/tadd-resources.shtml>

Training:

To promote Flood Safety Awareness, FEMA's Emergency Management Institute (EMI) has developed a series of training programs to encourage flood safety. This guide provides readers with an easy way to identify and access self-paced courses designed for people who have emergency management responsibilities and the general public.

- [IS 22: Are You Ready? An In-depth Guide to Citizen Preparedness](#)
- [IS 279: Engineering Principles and Practices for Retrofitting Flood-Prone Residential Structures](#)

Publications:

FEMA has developed these resources to educate and inform communities about the importance of flood safety awareness.

- [What You Should Know About Spring Flooding: Risks and Protection](#)
- [Flood After Fire Fact Sheet](#)
- [After a Flood: The First Steps](#). L-198. Information for homeowners on preparedness, safety and recovery from a flood.
- [Homeowner's Guide to Retrofitting: Six Ways to Protect Your House from Flooding](#). L-235. A brochure about obtaining information about how to protect your home from flooding.
- [Homeowner's Guide to Retrofitting: Six Ways to Protect Your House from Flooding](#). FEMA-312. A detailed manual on how to protect your home from flooding.
- [About the Flood: Elevating Your Floodprone House](#). FEMA-347. This publication is intended for builders, code officials and homeowners.
- [Protecting Building Utilities From Flood Damage](#). FEMA-348. This publication is intended for developers, architects, engineers, builders, code officials and homeowners.

Related Websites

Find additional information on how to plan and prepare for floods and learn about available resources by visiting the following websites:

- [Federal Emergency Management Agency](#)
- [NOAA Watch](#)
- [NOAA NWS Flood Safety Homepage](#)
- [American Red Cross](#)
- [U.S. Environmental Protection Agency](#)
- [U.S. Department of Health and Human Services, Center for Disease Control](#)
- [USA Freedom Corps Website](#)
- [FloodSmart.gov](#)