



# FEMA FLOOD RISK COMMUNICATION TOOLKIT FOR COMMUNITY OFFICIALS

APPENDIX



FEMA





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# FLOOD RISK COMMUNICATION TOOLKIT



To see the full Flood Risk Communication Toolkit for Community Officials, visit:

[FEMA.gov](https://www.fema.gov)

As a community official, your role includes communicating with a variety of audiences about their natural hazard risk and steps that can be taken to minimize these risks or their impact. This Appendix is one component of the Flood Risk Communication Toolkit for community officials and includes examples of methods and products to help jump-start your community engagement. Examples are provided to inspire communication and outreach efforts throughout your community's flood mapping process and should be adjusted to suit your constituents' needs.

The Federal Emergency Management Agency's (FEMA) Risk Mapping, Assessment, and Planning (Risk MAP) program provides flood maps and informational tools for communities to better assess their flood risks. This Toolkit can help community officials talk about flood risk with the public during the flood mapping process and beyond to raise and sustain awareness of flood risk and other natural hazards outside of a map update.

## Social Media:

Sample accounts and copy that demonstrate effective use of social media platforms for communicating proactively to reduce disaster risks.

### SOCIAL MEDIA PAGES

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Boston, MA – Twitter Handles - @cityofboston, @BOSTON_WATER, @BostonFire	The City of Boston	Community Members of Boston, MA	Twitter account for the City of Boston. For non-emergency city services, dial 311 or visit <a href="http://boston.gov/311">http://boston.gov/311</a> .	Risk Communication	<a href="https://twitter.com/CityOfBoston">https://twitter.com/ CityOfBoston</a>
MDMEMA, @MDMEMA	Maryland Emergency Management Agency (MDMEMA)	Community Members of Maryland	Their mission is to proactively reduce disaster risks and reliably manage consequences through collaborative work with Maryland's communities and partners.	Risk Communication	<a href="https://twitter.com/mdmema">https://twitter.com/ mdmema</a>
FEMA, @FEMA	FEMA	Risk Communicators, General Public, etc.	Our story of supporting citizens and first responders before, during, and after emergencies.	Risk Communication	<a href="https://twitter.com/fema">https://twitter.com/ fema</a>
ReadyGov, @ReadyGov	FEMA/ReadyGov	Risk Communicators, General Public, etc.	FEMA's public service campaign encouraging Americans to plan ahead for disasters. Disasters don't plan ahead, but you can.	Risk Communication	<a href="https://twitter.com/Readygov">https://twitter.com/ Readygov</a>

*Note: Reference the Flood Risk Communication Toolkit's Social Media Guide on FEMA.gov*



## PRE-WRITTEN SOCIAL MEDIA CONTENT

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Collection: Flood Safety Graphics	FEMA/ReadyGov	Risk Communicators	This collection includes graphics with a focus on flood safety and one-line statements that can be used as social media content.	Risk Communication	<a href="https://www.fema.gov/media-library/multimedia/collections/488">https://www.fema.gov/media-library/multimedia/collections/488</a>
Flooding After Fires: Copy	FEMA	Risk Communicators	Pre-written Facebook and Twitter copy for flooding after fires.	Risk Communication	<a href="https://www.fema.gov/media-library-data/1519152976366-3a33ac86077529f806553a0a6a16651d/Flood%20After%20Fire%20Social%20Media-508_2a.pdf">https://www.fema.gov/media-library-data/1519152976366-3a33ac86077529f806553a0a6a16651d/Flood After Fire Social Media-508_2a.pdf</a>





## News Releases:

Examples of official statements to members of the media for the purpose of providing risk-related information or announcements.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Allegan County Emergency Management – Flood Tips	Allegan County, MI	Community Members/ Homeowners	A list of flood tips from the Allegan County Emergency Management Agency to advance the safety of your family and minimize property loss ahead of a flood event.	Risk Communication	<a href="http://cms.allegancounty.org/sites/Office/Health/PHEP/Lists/Announcements/Attachments/10/Informational%20Press%20Release%20-%20Flooding%20tips.pdf">http://cms.allegancounty.org/sites/Office/Health/PHEP/Lists/Announcements/Attachments/10/Informational%20Press%20Release%20-%20Flooding%20tips.pdf</a>
City, Sewerage and Water Board Provide Statement on Observed Flooding	City of New Orleans, LA	Community Members	The City of New Orleans and the Sewerage and Water Board of New Orleans released a statement on observed flooding following recent storms.	Risk Communication	<a href="https://www.nola.gov/mayor/news/may-2019/city-sewerage-and-water-board-provide-statement-on-observed-flooding/">https://www.nola.gov/mayor/news/may-2019/city-sewerage-and-water-board-provide-statement-on-observed-flooding/</a>
Flooding After Fires: News Release Template	FEMA	Community Officials	A news release template for flooding after fires.	Risk Communication	<a href="https://www.fema.gov/media-library-data/1519152976346-3a33ac86077529f806553a0a6a16651d/Flood_After_Fire_Press_Release_Template-508_5.pdf">https://www.fema.gov/media-library-data/1519152976346-3a33ac86077529f806553a0a6a16651d/Flood_After_Fire_Press_Release_Template-508_5.pdf</a>
Flooding is Always a Potential Threat	FEMA	Homeowners	A news release on how to protect your home from flooding.	Risk Communication	<a href="https://www.fema.gov/news-release/2019/03/19/flooding-always-potential-threat">https://www.fema.gov/news-release/2019/03/19/flooding-always-potential-threat</a>



## PSAs:

Sample messages of public interest with the objective of raising awareness before, during, and after flood-related community issues.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Preparedness Tip: Floods	U.S. Department of Health and Human Services	Drivers in Flooded Areas – TV	Turn Around, Don't Drown	Risk Communication	<a href="https://www.cdc.gov/disasters/psa/preparedness-tip-floods.html">https://www.cdc.gov/disasters/psa/preparedness-tip-floods.html</a>
Preparedness Tip: Flood Water	U.S. Department of Health and Human Services	General Public – TV	Wash your hands after coming in contact with flood water.	Risk Communication	<a href="https://www.cdc.gov/disasters/psa/preparedness-tip-flood-water.html">https://www.cdc.gov/disasters/psa/preparedness-tip-flood-water.html</a>
Keeping Children Safe From Drowning in Flooded Areas	U.S. Department of Health and Human Services	General Public – TV and Radio	Post-flooding tips to keep children safe as the cleanup process begins after a natural disaster.	Risk Communication	<a href="https://www.cdc.gov/disasters/psa/drowning.html">https://www.cdc.gov/disasters/psa/drowning.html</a>
Preparedness Tip: Pet Kit	U.S. Department of Health and Human Services	Pet Owners – TV	Make an emergency kit for your pets.	Risk Communication	<a href="https://www.cdc.gov/disasters/psa/preparedness-tip-pet-kit-1.html">https://www.cdc.gov/disasters/psa/preparedness-tip-pet-kit-1.html</a>
Preparedness Tip: Supply Recheck	U.S. Department of Health and Human Services	General Public – TV	Check your emergency supplies a few times a year.	Risk Communication	<a href="https://www.cdc.gov/disasters/psa/preparedness-tip-supply-recheck.html">https://www.cdc.gov/disasters/psa/preparedness-tip-supply-recheck.html</a>
Public Service Announcements About Emergencies and Disasters	U.S. Environmental Protection Agency	General Public, Parents and Caregivers, etc.	A variety of flood-related public service announcements.	Risk Communication	<a href="https://www.epa.gov/natural-disasters/public-service-announcements-about-emergencies-and-disasters#flood">https://www.epa.gov/natural-disasters/public-service-announcements-about-emergencies-and-disasters#flood</a>



## Blog Posts:

Share links to blogs in your newsletters, on websites, and in social media posts.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Wai Halana	State of Hawaii	Community Officials, General Public	A blog “all about floodplain management and flood insurance”	Risk Communication, Floodplain Management, and Flood Insurance	<a href="https://waihalana.hawaii.gov/">https://waihalana.hawaii.gov/</a>
8 Ways to Protect Your Home from Flooding	Alarm New England: Home Security	Homeowners	8 steps to protect your home from flooding.	Risk Communication	<a href="https://www.alarmnewengland.com/blog/home-flood-protection">https://www.alarmnewengland.com/blog/home-flood-protection</a>
Blog Page on Floods	Flood Risk America	General Public	A blog dedicated to educating the public about flood risk.	Risk Communication	<a href="http://www.floodriskamerica.com/flood-blog">http://www.floodriskamerica.com/flood-blog</a>
What to do Before, During, and After a Flood	Emergency Essentials	General Public	A guide on what to do before, during, and after a flood.	Risk Communication	<a href="https://www.beprepared.com/blog/7038/floods/">https://www.beprepared.com/blog/7038/floods/</a>
Flood Preparation and Safety Tips	The Wise Company	General Public	Step-by-step guide on how to prepare for flooding.	Risk Communication	<a href="https://www.wisefoodstorage.com/blog/flood-preparation-and-safety-tips/">https://www.wisefoodstorage.com/blog/flood-preparation-and-safety-tips/</a>
7 Must-Do Steps for Flood Disaster Preparation	Efficient Gov	General Public	Step-by-step guide on how to prepare for flooding.	Risk Communication	<a href="https://efficientgov.com/blog/2017/08/23/7-steps-flood-disaster-preparation/">https://efficientgov.com/blog/2017/08/23/7-steps-flood-disaster-preparation/</a>
The FEMA Blog	FEMA	General Public	FEMA’s blog discussing preparedness and recovery topics.	Risk Communication	<a href="https://www.fema.gov/blog">https://www.fema.gov/blog</a>

*Note: Blog posts, a piece of writing, or other content posted on a website can be used to communicate with your constituents online.*



# Utility Bill Inserts:

Community examples of information provided directly to the public with their utility bill.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Resilient Boulder	City of Boulder, CO	Homeowners	Upcoming community meetings and information on how to be resilient.	Risk Communication	<a href="https://www-static.bouldercolorado.gov/docs/0915_1-1-201608081241.pdf?ga=2.240508166.423475625.1564975748-797777981.1564975748">https://www-static.bouldercolorado.gov/docs/0915_1-1-201608081241.pdf?ga=2.240508166.423475625.1564975748-797777981.1564975748</a>
Flood Hazard Awareness – Protect What Matters	City of Orlando, FL	Homeowners	Understanding flood hazards and how to protect your property.	Risk Communication	<a href="https://www.ouc.com/docs/bill-inserts/ins_flood_awareness_0619.pdf?sfvrsn=73e8a85c_2">https://www.ouc.com/docs/bill-inserts/ins_flood_awareness_0619.pdf?sfvrsn=73e8a85c_2</a>
Rebates to Slow the Flow	Palo Alto, CA	Homeowners	An insert detailing mitigation actions that qualify for a rebate.	Risk Communication	<a href="https://www.cityofpaloalto.org/civicax/filebank/documents/70961">https://www.cityofpaloalto.org/civicax/filebank/documents/70961</a>



## Fact Sheets:

Disseminate these pre-developed fact sheets through your social media channels and during community events.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
How to Build a Disaster Kit	DHS	Community Members/ Home Owners	A checklist for creating a disaster kit.	Risk Communication	<a href="https://www.ready.gov/build-a-kit">https://www.ready.gov/build-a-kit</a>
Map Change Lifecycle Materials for Community Officials – flood insurance in the context of the pending map changes	FEMA	Local Officials	Marketing resources – including a poster for community open houses, a lifecycle infographic, and a customizable brochure – to help community officials communicate to residents about flood risk and the importance of flood insurance in the context of a pending map change.	Risk Communication	<a href="https://www.fema.gov/media-library/resources-documents/collections/706">https://www.fema.gov/media-library/resources-documents/collections/706</a>
Be Aware of Potential Risk of Dam Failure in Your Community	FEMA	Communities with Dams	How to be prepared for the potential risks of and results from dam failure.	Risk Communication	<a href="https://www.fema.gov/media-library-data/1485871092404-7a14db27056f2f5bb7bb75cfcbe017d1/damsafety_factsheet_2016.pdf">https://www.fema.gov/media-library-data/1485871092404-7a14db27056f2f5bb7bb75cfcbe017d1/damsafety_factsheet_2016.pdf</a>
Mitigation's Value to Your Community	FEMA	Community Officials and Homeowners	A fact sheet describing the effects of mitigation.	Risk Communication	<a href="https://www.fema.gov/media-library-data/1536964581194-e856a694f9b6ab0e2185b9bc29cfe6df/Fact_Sheet_Mitigation_Value_to_Your_Community.pdf">https://www.fema.gov/media-library-data/1536964581194-e856a694f9b6ab0e2185b9bc29cfe6df/Fact_Sheet_Mitigation_Value_to_Your_Community.pdf</a>



## Story Maps:

Examples of story maps developed to combine the power of data and the strength of well-written narratives to relay compelling flood risk messages visually.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
A Journey to Resilience: How Granite Falls, MN Implemented Two Decades of Flood Mitigation	FEMA Region V	Non-technical Audiences, Community Members	Highlights Granite Falls, a small city in Minnesota, showing how the city was able to implement mitigation action over more than two decades using various types of funding streams and partners.	Floodplain Management	<a href="http://arcg.is/8HmG8">http://arcg.is/8HmG8</a>
Advancing Structure-Based Risk: How Kentucky's Division of Water is Advancing Flood Risk Assessments	FEMA Region IV	Technical Audiences and Mapping Partners	Demonstrates a new pilot program Kentucky Division of Water is developing to assess risk using first floor elevations.	Floodplain Management	<a href="http://arcg.is/Oui45C">http://arcg.is/Oui45C</a>
An Introduction to FEMA Coastal Floodplain Mapping	FEMA	Floodplain Managers and Non-technical Audiences	Interactive tutorial on how coastal risks are shown on Flood Insurance Rate Maps (FIRMs, or flood maps).	Risk Communication, Floodplain Management	<a href="https://arcg.is/1bD1m8">https://arcg.is/1bD1m8</a>
FEMA's Flood Risk Products: Driving Data Informed Decisions for Community Resilience	FEMA	Floodplain Managers and Non-technical Audiences	Increases awareness of FEMA's non-regulatory Flood Risk Products and encourages their use in making data-informed mitigation decisions to improve community resilience.	Risk Communication, Floodplain Management	<a href="https://arcg.is/fm005">https://arcg.is/fm005</a>

## Story Maps: Cont'd

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Georgia Department of Natural Resources: Comprehensive Flood Risk Communication	FEMA	Non-technical Audiences, Community Members, Floodplain Managers	Highlights the efforts of the Georgia Department of Natural Resources (DNR), a FEMA Cooperating Technical Partner (CTP). Georgia DNR developed a myriad of communication tools that help elected officials and their residents understand the steps of the Risk Mapping, Assessment, and Planning (Risk MAP) process.	Risk Communication	<a href="http://arcg.is/8uzTO">http://arcg.is/8uzTO</a>
Illinois State Water Survey: Coordinated Hazard Assessment & Mapping Program	FEMA	Non-technical Audiences, Community Members, Floodplain Managers	Highlights the efforts of FEMA CTP Illinois State Water Survey (ISWS), and their Coordinated Hazard Assessment and Mapping Program at the University of Illinois. ISWS staff assess local flood hazards, identify high-risk areas, and engage community partners to inform, educate, and empower others to take action in preventing losses from natural hazards.	Risk Communication, Floodplain Management	<a href="https://arcg.is/jKanr">https://arcg.is/jKanr</a>
Indiana Department of Natural Resources Embraces the Use of Technology to Communicate Flood Risk	FEMA	Non-technical Audiences, Community Members, Floodplain Managers	Highlights tools and resources developed by the Indiana DNR, a FEMA CTP, that help elected officials, floodplain administrators, and Indiana residents understand the flood-hazard mapping process and their potential flood risk.	Risk Communication, Floodplain Management	<a href="http://arcg.is/1mvWOTO">http://arcg.is/1mvWOTO</a>



## Story Maps: Cont'd

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Iowa Department of Natural Resources: Draft Flood Hazard Outreach Program Increases Disaster Preparedness and Promotes Local Mitigation Investments	FEMA	Non-technical Audiences, Community Members, Floodplain Managers	Features the outreach approach taken by the Iowa DNR, a FEMA CTP, to create an open dialogue with stakeholders by sharing data with communities up front and providing additional flood data sets via a web viewer in partnership with the Iowa Flood Center, helping to increase preparedness and promote local mitigation.	Risk Communication, Floodplain Management	<a href="http://arcg.is/OT5nn9">http://arcg.is/OT5nn9</a>
Kentucky Division of Water: Enhanced Digital Communications	FEMA	Non-technical Audiences, Community Members, Floodplain Managers	Features tools, communications, and projects that showcase innovative ways to enhance delivery of flood risk-related information developed by the Kentucky Division of Water, a FEMA CTP, in their efforts to better identify, communicate, and mitigate flood-related risks to enhance community resilience.	Risk Communication	<a href="http://arcg.is/1X8aHS">http://arcg.is/1X8aHS</a>
Learning from Lycoming: Using FEMA's Flood Risk Products to Improve Community Resilience.	FEMA	Floodplain Managers and Technical Staff	This product details Lycoming County's successful use of three Flood Risk Products to increase flood resilience through a series of GIS-based tutorials.	Floodplain Management	<a href="http://arcg.is/OWv049">http://arcg.is/OWv049</a>

## Story Maps: Cont'd

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Many Voices, One Goal: Working Together to Build Flood Resilience in Hampton Roads, Virginia	FEMA Region III	Local Officials, Community Members	A central depot of information, resources, and peer-to-peer sharing between, and for the benefit of, Hampton Roads-area governments and community partners.	Risk Communication, Floodplain Management, Flood Insurance	<a href="http://arcg.is/11jfau">http://arcg.is/11jfau</a>
San Antonio River Authority Wins First Place in FEMA's CTP Recognition Program	FEMA	Non-technical Audiences, Community Members, Floodplain Managers	Highlights San Antonio River Authority, a FEMA CTP, and their implementation of a holistic watershed master planning initiative and other floodplain management best practices.	Floodplain Management	<a href="https://arcg.is/OvnOfW">https://arcg.is/OvnOfW</a>



## Seasonal Risks:

Plan ahead for different types of seasonal risks in your Communication Plan. Reference the *Flood Risk Communication Toolkit's Communication Plan Guide* on [FEMA.gov](https://www.fema.gov)

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Flood Risk Notification	California Department of Water Resources	Community Officials and the Public	Information about the Flood Risk Notification program from the California Department of Water Resources including flood risk information and action steps to help residents stay engaged and informed in fall and winter.	Risk Communication	<a href="https://water.ca.gov/Programs/Flood-Management/Community-Resources/Flood-Risk">https://water.ca.gov/Programs/Flood-Management/Community-Resources/Flood-Risk</a> <a href="https://water.ca.gov/LegacyFiles/floodsafe/docs/Flood-Risk-Notification-Program-Sep12.pdf">https://water.ca.gov/LegacyFiles/floodsafe/docs/Flood-Risk-Notification-Program-Sep12.pdf</a>
Winter is Coming... Are You Prepared?	Marin County Flood Control and Water Conservation District	General Public/Communities	A mailing from the Marin County Department of Public Works to educate the community on flood hazards.	Risk Communication	<a href="https://www.marincounty.org/-/media/files/departments/pw/land-use/fema/2016-winter-is-coming.pdf">https://www.marincounty.org/-/media/files/departments/pw/land-use/fema/2016-winter-is-coming.pdf</a>
Hurricane Seasonal Preparedness Digital Toolkit	FEMA	Risk Communicators/Local officials	This digital toolkit contains social media posts, links to graphics/videos for hurricane preparedness, and clear, actionable information for individual and community preparedness.	Hurricane Season	<a href="https://www.ready.gov/hurricane-toolkit">https://www.ready.gov/hurricane-toolkit</a>
Ready Business Hurricane Toolkit	FEMA	Design Professionals and School Officials	The Ready Business Program for Hurricane and the Preparedness and Mitigation Project Plan helps organizations understand the risks and potential impacts of tropical storms and hurricanes, and prepare accordingly.	Risk Communication	<a href="https://www.fema.gov/media-library/data/1510690297358-1e6c4874b251c3022ac4b57b0369e2da/Hurricane_Ready_Business_Toolkit_Interactive_Final_508.pdf">https://www.fema.gov/media-library-data/1510690297358-1e6c4874b251c3022ac4b57b0369e2da/Hurricane_Ready_Business_Toolkit_Interactive_Final_508.pdf</a>

## Seasonal Risks: Cont'd

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Post-Wildfire Flooding	FEMA	Community Officials and General Public	An infographic sheet explaining that wildfires leave the ground unable to absorb water, creating conditions that create ash flooding and mud flow.	Risk Communication	<a href="https://www.fema.gov/media-library-data/1520477718170-b9c95e45ac69c3240a421e705d4cebc7/RX_PostWildFireFlooding_Final_2018_r1_508.pdf">https://www.fema.gov/media-library-data/1520477718170-b9c95e45ac69c3240a421e705d4cebc7/RX_PostWildFireFlooding_Final_2018_r1_508.pdf</a>
Spring Flooding: Risks and Protection	FEMA	Community Members in the Midwest	While spring brings the promise of warm weather and longer days, it also brings a variety of conditions, including heavy rains, severe weather, and rapid snowmelt, that can increase your flood risk.	Risk Communication	<a href="https://www.ready.gov/sites/default/files/Region_5_Spring_Flood_Fact_Sheet.pdf">https://www.ready.gov/sites/default/files/Region_5_Spring_Flood_Fact_Sheet.pdf</a>



## Podcasts:

Share episodes of podcasts via social media and on your website to break up how you communicate about flood risk.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Prep Talk	NYC Emergency Management	NYC Community Members/General Public	NYC Emergency Management’s podcast, “Prep Talk,” discusses emergency management.	Risk Communication	<a href="https://podcasts.apple.com/us/podcast/prep-talk/id1300716903">https://podcasts.apple.com/us/podcast/prep-talk/id1300716903</a>
Dukes of Hazards: The Emergency Management Podcast	Mitch Stripling & Andrew McMahan	General Public/Communities	An irreverent but useful podcast about disaster response, emergency management, mobilization culture, community resilience, and life in emergency operations.	Risk Communication	<a href="https://podcasts.apple.com/us/podcast/dukes-of-hazards-the-emergency-management-podcast/id810691908">https://podcasts.apple.com/us/podcast/dukes-of-hazards-the-emergency-management-podcast/id810691908</a>
‘Warming Signs’ & ‘The Weather Channel Podcast’	The Weather Channel	General Public/Communities	Explore a variety of weather-related topics that can be made relevant to communities before, during, or after a flood.	Risk Communication	<a href="https://podcast.weather.com/">https://podcast.weather.com/</a>
Emergency Management Podcast	Stuart Walker	General Public/Communities	The best in emergency management news, technologies, and practices for experts in the field.	Risk Communication	<a href="https://podcasts.apple.com/us/podcast/emergency-management-podcast/id1331153195">https://podcasts.apple.com/us/podcast/emergency-management-podcast/id1331153195</a>
FEMA Podcast	FEMA	General Public/Communities	The FEMA Podcast is an audio series available to anyone interested in learning more about the agency, hearing about innovation in the field of emergency management, and listening to stories about communities and individuals recovering after disasters.	Risk Communication	<a href="https://www.fema.gov/podcast">https://www.fema.gov/podcast</a>

*Note: A podcast is a digital audio file made available on the Internet for downloading to a computer or mobile device. It is typically available as a series, with subscribers receiving new installments automatically.*



## Additional Resources:

**COMMUNITY-DEVELOPED ITEMS:** These items, developed independently by communities, are used to share information.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
New Orleans Building Hardening Guide	City of New Orleans, LA	Homeowners	This guide will walk you through some ways to protect your business from high winds, flooding, fire, winter weather, and hail. These techniques range from very minor, inexpensive retrofits that you might do by yourself to far more complicated measures that require professional assistance.	Risk Communication	<a href="https://www.nola.gov/nola/media/One-Stop-Shop/CPC/NO-Hardening-Guide-FINAL.pdf">https://www.nola.gov/nola/media/One-Stop-Shop/CPC/NO-Hardening-Guide-FINAL.pdf</a>
FAQs for Residents Affected by Flooding	Illinois Emergency Management Agency	Community Members/ Homeowners	Flooding FAQs from community members.	Risk Communication	<a href="https://www2.illinois.gov/ready/Press/Documents/Flood_FAQs_Residents.pdf">https://www2.illinois.gov/ready/Press/Documents/Flood_FAQs_Residents.pdf</a>
Community Outreach Flood Information	Lewis County, WA	Community Members	The county worked on ways to improve and increase its circulation of and accessibility to floodplain-related information, to educate and assist its citizens on developing and living in the floodplain.	Risk Communication	<a href="https://lewiscountywa.gov/departments/community-development/community-outreach-flood-information/">https://lewiscountywa.gov/departments/community-development/community-outreach-flood-information/</a>
Hampton Roads Hazard Mitigation Plan	Hampton Roads, VA	Community Members	The Hampton Roads community is vulnerable to a wide range of hazards, and their 2017 Hazard Mitigation Plan update recommends specific actions designed to protect residents, business owners, and the built environment.	Risk Communication	<a href="https://www.norfolk.gov/DocumentCenter/View/46564">https://www.norfolk.gov/DocumentCenter/View/46564</a>
Water Always Wins (VR Flood)	Clark County, NV, Regional Flood Control District	Community Members/ Homeowners	See what happens when water takes the wheel in this virtual reality experience of a flash flood in Las Vegas from the driver's perspective. Optimized for Google Cardboard.	Risk Communication	<a href="https://floodvr.com/">https://floodvr.com/</a>

**COMMUNITY ENGAGEMENT BEST PRACTICES:** Use these best practices to enhance your community engagement abilities.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Best Practices for Meaningful Community Engagement	Groundwork USA	Community Members	Tips for engaging historically underrepresented populations in visioning and planning.	Risk Communication	<a href="https://groundworkusa.org/wp-content/uploads/2019/06/GWUSA_Hard_Reach_Tips_v3.pdf">https://groundworkusa.org/wp-content/uploads/2019/06/GWUSA_Hard_Reach_Tips_v3.pdf</a>
Real Estate Flood Disclosure Program	Pinellas County, FL	Real Estate Agents	Training program for real estate agents who are in an ideal position to inform buyers about a property's flood risk and if flood insurance is required.	Risk Communication	<a href="http://www.pinellascounty.org/flooding/real_estate_disclosure.htm">http://www.pinellascounty.org/flooding/real_estate_disclosure.htm</a>
Community Engagement Strategies – 4 Effective Ways To Keep Members Engaged and Inspired	CMNTY	Community Members	4 tips to improve your community engagement.	Risk Communication	<a href="https://www.cmnty.com/blog/community-engagement-strategies/">https://www.cmnty.com/blog/community-engagement-strategies/</a>
Risk Communication Guidebook for Local Officials	FEMA Region VI	Local Officials	FEMA Region VI developed the Risk Communication Guidebook for Local Officials to help build a support base for hazard mitigation, sustainability, and resiliency discussions within communities.	Risk Communication	<a href="https://www.fema.gov/media-library-data/1554382820673-75b9237ebee8ff83eac2698e82297263/Outreach_Planning_Guidebook_Oct2018_508.pdf">https://www.fema.gov/media-library-data/1554382820673-75b9237ebee8ff83eac2698e82297263/Outreach_Planning_Guidebook_Oct2018_508.pdf</a>

**PLANNING TOOLS – LOCAL OFFICIALS:** Use these tools to enhance risk communication skills.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
Risk Communication Strategy Template	NOAA – Office for Coastal Management Digital Coast	Risk Communicators	Use this worksheet to identify the audience you would like to engage and how you would like to engage them.	Risk Communication	<a href="https://coast.noaa.gov/digitalcoast/training/risk-communication-strategy.html">https://coast.noaa.gov/digitalcoast/training/risk-communication-strategy.html</a>
Building Risk Communication Skills	NOAA – Office for Coastal Management Digital Coast	Risk Communicators	This training provides insights into how and why people respond to risk, and helps participants develop new skills to better connect with a variety of audiences.	Risk Communication	<a href="https://coast.noaa.gov/digitalcoast/training/building-risk-communication-skills.html">https://coast.noaa.gov/digitalcoast/training/building-risk-communication-skills.html</a>
Planning, Mitigation, and Education & Outreach How To Guides	Association of State Floodplain Managers	Local Officials, Risk Communicators	ASFPM’s No Adverse Impact approach encourages communities to implement higher standards.	Floodplain Management	<a href="https://www.floods.org/index.asp?menuID=460&amp;firstlevelmenuID=187&amp;siteID=1">https://www.floods.org/index.asp?menuID=460&amp;firstlevelmenuID=187&amp;siteID=1</a>
A Practical Guide for Natural Hazard Risk Communication	NOAA – Office for Coastal Management Digital Coast	Risk Communicators	A proactive, step-by-step approach that staff across all of NOAA’s line offices can use to communicate risk and uncertainty, with a focus on how to convey risk information to stakeholders outside the agency.	Risk Communication	<a href="https://www.performance.noaa.gov/wp-content/uploads/practical-guide-07-24-19-fillable508.pdf">https://www.performance.noaa.gov/wp-content/uploads/practical-guide-07-24-19-fillable508.pdf</a>
A Homeowner’s Guide to Natural Disasters	Federal Alliance for Safe Homes (FLASH)	Local Officials, General Public	Programs that focus on building safety for multiple hazards, including flood.	Building Safety	<a href="http://www.flash.org/InspectToProtect.org">http://www.flash.org/InspectToProtect.org</a> <a href="http://www.flash.org/homeownersinsuranceguide/">http://www.flash.org/homeownersinsuranceguide/</a>



**PLANNING TOOLS – COMMUNITY PLANNERS** Use these tools to stay engaged with FEMA’s recent developments.

WHAT	AUTHOR	AUDIENCE	ABOUT	TOPIC	LINK
FEMA App	FEMA	General Public	Learn safety tips about what to do before, during, and after disasters. Receive notifications about severe weather for up to five locations nationwide.	Risk Communication	<a href="https://www.ready.gov/fema-app-toolkit">https://www.ready.gov/fema-app-toolkit</a>
PrepTalks	FEMA	General Public	PrepTalks are given by subject-matter experts and thought leaders to spread new ideas, spark conversation, and promote innovative leadership for the issues confronting emergency managers now and over the next 20 years.	Risk Communication	<a href="https://www.fema.gov/preptalks">https://www.fema.gov/preptalks</a>
Building Codes Toolkit	FEMA	Property Owners	This Building Codes Toolkit provides basic guidance and easy-to-use tools to help property owners understand building codes and the basic processes and standards associated with proper design, permitting, construction, and mitigation.	Building Codes	<a href="https://www.fema.gov/media-library/assets/documents/30423">https://www.fema.gov/media-library/assets/documents/30423</a>

*Note: Toolkits exist to detail topics that are common areas of interest pertaining to flood risk. Toolkits are available for subjects such as levees, flood risk data, and disaster preparedness.*