



FEMA

Stakeholder Toolkit

2015 Flood Safety Awareness Campaign

Flood Safety Awareness: February 2015

The Federal Emergency Management Agency ([FEMA](#)) and the [Ready Campaign](#) will be highlighting flood safety throughout the month of February.

Flooding is a coast to coast threat to the United States and its territories in all months of 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.

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

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Table of Contents

Talking Points	3
Quick Tips to Prepare	4
Make a Plan.....	5
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.....	14

Talking Points

Key Message

- Flooding is a coast to coast threat to the United States and its territories in all months of the year. It is important to for everyone to understand this risk and take action to prepare.
- 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](#).
- In direct response to so many unnecessary vehicular-related flood deaths, the National Weather Service ([NWS](#)) developed a national campaign call "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 <http://www.nws.noaa.gov/os/water/tadd/>

Flooding Occurrence:

- According to the National Weather Service (NWS) in 2013, there were 82 Floods Fatalities in the United States and flooding caused \$2,152,417,080.00 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 the capacity of 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](#)

How to Prepare:

- [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. The lower the degree of risk, the lower the flood insurance premium.

- To prepare for a flood, you should:
 - Build an emergency kit and 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.
- Driving in flood conditions can be dangerous, below are important points to remember if you're on the road.
 - 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.

Quick Tips to Prepare

- Pick up some canned goods when your store has a sale; they'll last a long time and ensure you'll have something to eat.
- Clean empty two-liter soda bottles and fill them with water.
- If it's been 6 months since you got fresh water for your kit, rotate new water in.
- Write the date you bought items for your kit on them, it'll help keep everything fresh.
- Around the dinner table, talk to your family about where you would meet in the event of an emergency.
- Identify some pet-friendly hotels in case you have to evacuate with your pet.
- Program "In Case of Emergency" contacts into your phone.
- Teach friends and family members to text on their cell-phones. Text messages can often get through when phone calls can't.
- Make copies of important documents for your emergency kit. (*medications, medical info, proof of address, passports, birth certificates, insurance policies, etc.*). Consider putting them on a flash drive as well.
- Get an extra set of house and car keys made for your emergency kit.
- Download the FEMA smartphone app.
- Teach everyone how to turn off the utilities in your house (electricity, gas, water, etc.) so they can do it in case of an evacuation.
- Make a checklist of everything that needs to be done in a disaster, and divide it up among your family. That way everyone has a responsibility and nothing gets missed.
- Learn how to forward your home phone so others can still contact you if you evacuate.
- Sign up to receive text messages from FEMA and your local response officials.

Make a Plan

- Background
 - It is important to plan in advance: how you will get to a safe place; how you will contact family and friends; how you will get back together; and what you will do in different situations.
 - Winging it is not an emergency plan; sit down with your family and talk through what to do in a disaster.
 - Discuss important factors like Who to call, Where to meet, and What to pack.
- 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, like age, 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).

Press Release Template

<ORGANIZATION> Supports Flood Preparedness

<CITY, St.> – <INSERT ORGANIZATION> will be supporting flood preparedness efforts this February and encouraging all to get involved and take action. <INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to supporting flood preparedness in the community>.

Flooding is a coast to coast threat to the United States and its territories in all months of 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;

- Building an emergency kit and making a family communications plan.
- Determining your risk to flooding by reviewing [Flood-hazard maps](#).
- Elevating 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.

<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 present a 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 PowerPoint 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 Flood Customizable Logos, Flood Web Badges, Flood Web Banners, and Flood 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 and Ready will be promoting flood safety through February on social media. You can promote the campaign and general preparedness through your own channels, or by promoting messages posted by the FEMA and Ready accounts.

We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers as in flood safety actions. More information and ideas on how to take action and be an example can be found on FEMA’s official [Facebook](#), [Twitter](#), and [Instagram](#) accounts, Ready’s official [Facebook](#) or



BE SMART.
TAKE PART.
PREPARE.





Know the Facts about Flooding

Six inches of water will reach the bottom of most passenger cars causing loss of control and possible stalling.

One 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 the other 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.

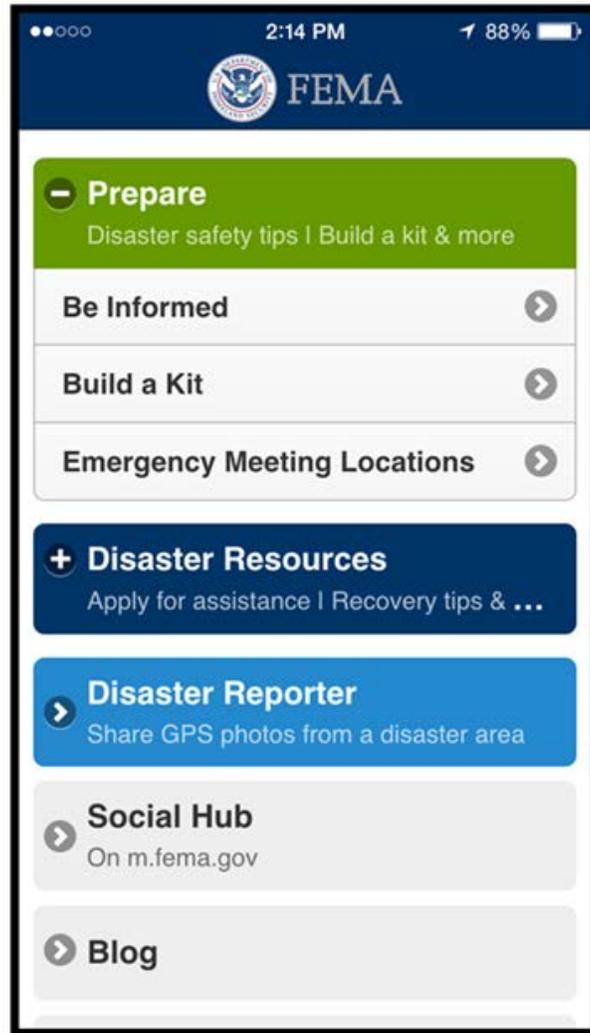
For more information go to www.ready.gov/floods



FEMA

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

You may follow and echo the messaging from these accounts.

- FEMA Region III
 - [Twitter](#)
- FEMA HQ
 - [Facebook](#)
 - [Twitter](#)
- Ready
 - [Facebook](#)
 - [Twitter](#)

Twitter Messaging

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

- When people talk about preparedness, they are more likely to take action, so start the conversation! #flood
- 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.
- In addition to having #flood insurance, 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 to promote flood Preparedness. Feel free to adapt the messages to suit your needs.

- Flooding is a coast to coast threat to the United States and its territories in all months of 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 Unities States and flooding caused \$2,152,417,080.00 US Dollar in damage. It is import to know if you are at risk.
- According to the NSW 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.
- FLOOD FACT:A foot of water will float many vehicles
- FLOOD FACT: Two feet of rushing water can carry away most vehicles including sport utility vehicles (SUV’s) and pick-ups.
- 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.
- FLOOD FACT: Do not drive around a barricade. Barricades are there for your protection. Turn around and go another way.
- FLOOD FACT: Do not try to take short cuts. They may be blocked. Stick to designated evacuation routes.
- FLOOD FACT: Be especially cautious driving at night when it is harder to recognize flood dangers.

Flood Awareness Tools

FEMA Resources:

- Flood Outreach Toolkit: <http://www.floodsmart.gov/toolkits/flood/index.htm>
- 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:

- 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](#)
- [www.FloodSmart.gov](#)