



Stakeholder Toolkit

2018 Flood Safety Awareness and American Red Cross Month

Flood Safety Awareness

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 late winter and spring.

According to the National Weather Service ([NWS](#)) in 2016, there were 126 flood fatalities in the United States and flooding caused approximately \$10,906,740,000.00 in damages. We ask that this late winter and early spring 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.

March is also American Red Cross Month. The American Red Cross is not only a strategic partner with FEMA but a partner to all of us in our communities. We'll be using this month's toolkit to explain a bit about the history of the American Red Cross and ways that you can get involved in working with this very important organization.

For your reference, below are points of contact for the various stakeholder groups.

FEMA REGION III POINTS OF CONTACT

Public Affairs	William Powell	215-931-5684
Congressional Affairs	Corey Rigby	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	Amanda Hancher	215-931-5716
Disability Integration	PJ Mattiacci	267-270-5804

Talking Points

Key Messages

Flood Awareness

- 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.
- In direct response to so many unnecessary vehicle-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, please visit <http://www.nws.noaa.gov/os/water/tadd/>.

American Red Cross Month

- Each year, the President of the United States proclaims March as "Red Cross Month." We use this time to honor and celebrate the everyday heroes who help us fulfill our mission.
- This March, we encourage you to uncover your inner hero.
- Every eight minutes, the American Red Cross brings help and hope to people in need. Whether you donate funds, donate blood or volunteer, the American Red Cross depends on volunteer support to make a difference in communities across the country.

Know your Risk

Flood Awareness

- [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 2016, there were 126 flood fatalities in the United States and flooding caused approximately \$10,906,740,000.00 in damages.
- According to the NWS the 30-year flood loss average (1985-2015) is \$7.96 billion in damages per year with an average of 84 fatalities per year (1986-2016).
- Floods are one of the most common hazards in the United States but 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](https://www.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/FEMA) and [Twitter](https://twitter.com/FEMA).
 - Follow the National Weather Service on [Facebook](https://www.facebook.com/NWS) and [Twitter](https://twitter.com/NWS).

Take Action

Flood Awareness

- 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. Make sure that all locations are in higher elevation and offer protection from the elements.
 - 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).

American Red Cross Month

Donate Blood

- You don't need a special reason to give blood. Whatever your reason, the need is constant and your contribution is important for a healthy and reliable blood supply. And you'll feel good knowing you've helped change a life.
- There are health benefits to donating blood. You will receive a mini physical to check your:
 - Pulse
 - Blood pressure
 - Body temperature
 - Hemoglobin
- Come prepared to give blood.
 - Have a light meal and plenty to drink.
 - Bring your donor card, driver's license or two other forms of identification.
 - Bring the names of medications you are taking.
- Learn all about giving blood at the American Red Cross [blood donation website](#).

Take a Class

- At the American Red Cross, training people how to respond to and prepare for emergencies is the core mission. The American Red Cross offers a range of health and safety classes that can teach you new skills, keeping you knowledgeable, confident and ready to respond in almost any emergency situation.
- Classes cover the following topics:
 - First Aid
 - CPR
 - BLS (basic life support)
 - AED (automated external defibrillator)
 - Babysitting & child care
 - Water safety and swimming
 - Lifeguarding
 - EMT
 - Certified nurse assistant training
 - Train-the-trainer courses
- Check out the [American Red Cross website](#) to find training being held in your area.

Be an Example

Flood Awareness

- 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 #FloodSafety**
- 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.

American Red Cross Month

Donate

- If you don't have the time to volunteer for the American Red Cross, you can also [make a monetary donation to the organization](#).
- Donations can be monthly or one-time and can be dedicated to a friend or loved one.
- All donations are tax deductible and can be made for:
 - Disaster relief – Help people affected by disaster big and small
 - Where it is needed most – Support all urgent humanitarian needs of the Red Cross
 - Your local Red Cross – support your local American Red Cross chapter

Volunteer

- Volunteers carry out 90% of the humanitarian work of the Red Cross. Whether helping one displaced family or thousands, providing care and comfort to an ill or injured service member or veteran, or teaching others how to respond in emergencies, it's through the efforts of ordinary people that the Red Cross can do extraordinary things.
- To find volunteer opportunities in your area visit the American Red Cross volunteer page.

Press Release Template

<ORGANIZATION> Supports Flood Preparedness

<CITY, St.> – <INSERT ORGANIZATION> will be supporting [Flood Safety Awareness](#) 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.

QUOTE FROM LEADERSHIP TO SUPPORT THE FLOOD PREPAREDNESS 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](#).

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.

Logos, Banners, Badges, and Posters

Find a collection of great Flood Safety graphics from [FEMA](#)

NOAA's National Weather Service (NWS) National Seasonal Safety Campaign Badge for [Spring Weather Safety](#).



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



FEMA Region III's [Protect Against a Flood" Infographic](#)

Protect Against a Flood

If you live in a flood prone area, taking proactive measures are a must in order to protect your house and your valuables.

Take pictures of your valuables for insurance inventory.

Store your important documents in a waterproof container.

Create digital versions and save them on a secure thumb drive.

Keep your valuables out of the basement so they're not in danger of flood water.

Get flood insurance so you're protected against the damages of a flood.

Sign up for local weather alerts.

Learn about your flood risk and the floodplain in your area at FloodSmart.gov.

Raise your utilities (electrical panels, water heater, furnace, etc.) above the base flood elevation.

Keep your sump pump in working order with a battery back-up.

Utilities are the #1 reason that people file claims and most typically have to pay out of pocket because the claim is less than or equal to their deductible.

Keep a supply of sandbags, plywood, plastic sheeting, or lumber to protect homes and valuables from flooding.

Consider installing "check valves" in your home and sealing the walls in your basement.

What homeowners should know before a flood occurs

Remodeled basements. Discuss with your insurance agent to be sure your improvements are covered.

Family photos and keepsakes. Move them upstairs, since insurance can't replace memories.

Raised water heater. Elevate important home systems (electric panels too) so water won't reach them.

FEMA

This information is only a portion of what you need to be prepared; for more information and resources, visit Ready.gov and FEMA.gov.

This is how you say it's going to be okay.

Every 8 minutes the American Red Cross responds to a disaster and makes this promise. You can help us keep it.

Donate today at redcross.org

American Red Cross

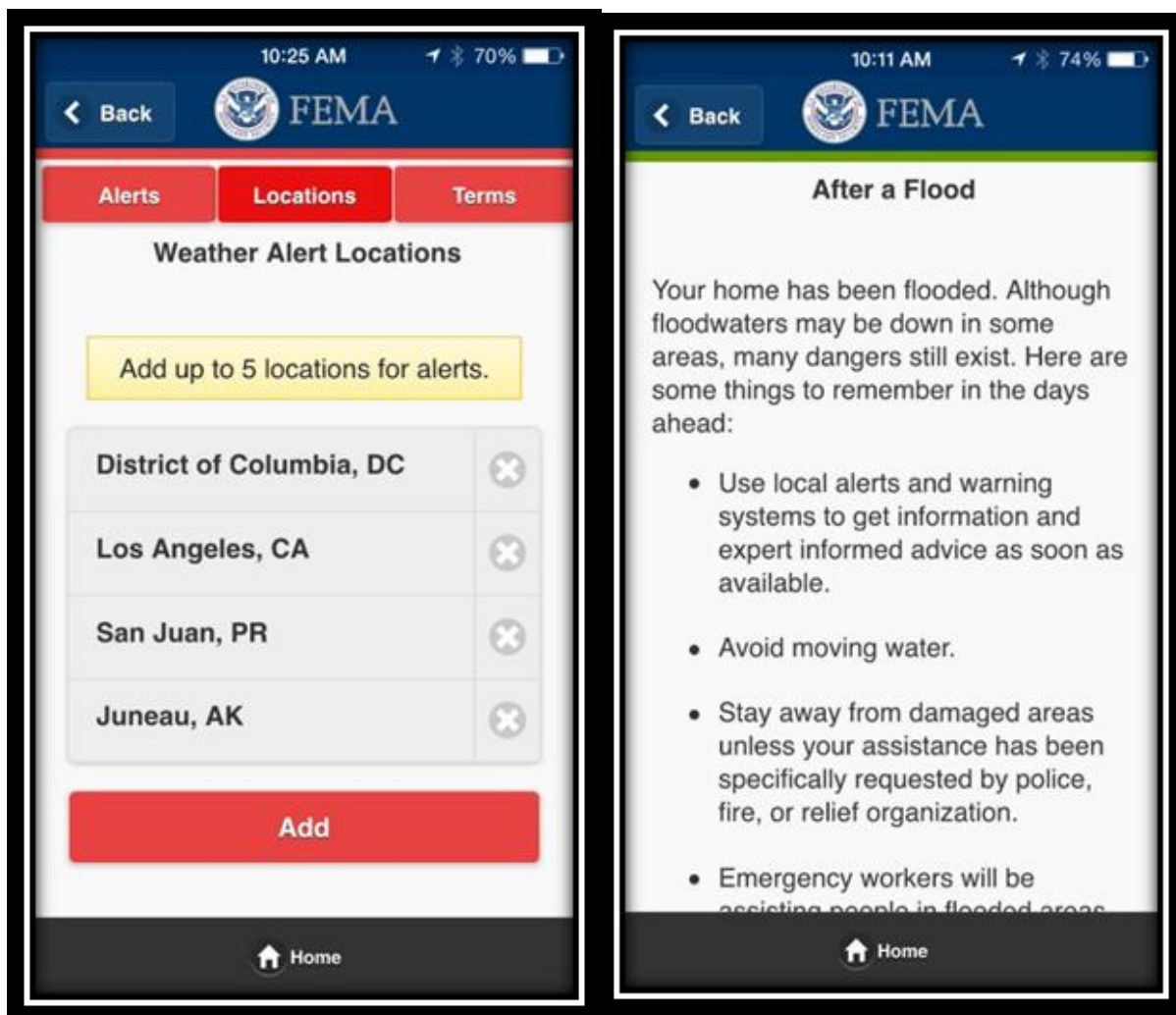
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FEMA App (*smartphone app for mobile devices*)

The FEMA App contains disaster safety tips, interactive lists for storing your emergency kit, emergency meeting location information, and other disaster-specific information. The FEMA App also contains a new feature to its free app that will enable users to receive weather alerts from the National Weather Service for up to five locations across the U.S.

This new feature is valuable because it allows users to receive alerts on severe weather happening anywhere in the nation, even if the phone is not located in the area, making it easy for family and friends to help each other stay safe from across the nation. Weather alerts in the FEMA app also encourage users to take protective action by providing details on what to do to stay safe during severe weather.

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 spring.

You may follow and echo the messaging from these accounts.

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

Twitter Messaging

These messages are designed to be posted at any point during the spring 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> #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
- Spread #flood awareness in your community with these creative promotional tools! <http://1.usa.gov/1tylAZ2> #floodsafety
- Get your organization prepared for a #flood with the flood playbook: <http://1.usa.gov/1tylCzY> #floodsafety
- Flooding is an increased risk if you live close to sea level! Know your risk and prepare! #floodsafety
- #TriviaTuesday: Anywhere it rains, it can flood. To be prepared for a flood, it's important to be ready to evacuate quickly. #floodsafety
- How experienced are you in a flood situation? #CERT performs drills to ready the community! Read more at 1.usa.gov/1cowrMd
- 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>
- Driving into floodwaters could be the last decision you ever make. <http://youtu.be/eI6mIIHKrVY> #FloodSafety
- 1 out of every 2 flood fatalities is vehicle-related. Turn Around Don't Drown. tadd.weather.gov/#FloodSafety
- It is impossible to know how deep the water is just by looking at it. <http://tadd.weather.gov/> #FloodSafety
- Learn the difference between a Flood Warning and Watch. http://www.floodsafety.noaa.gov/watch_warning.shtml #FloodSafety
- Go to <http://water.weather.gov/ahps/> to find out if rivers near you are flooding #FloodSafety
- Debris flows can bury homes under a pile of mud and debris. Learn more <http://www.floodsafety.noaa.gov/hazards.shtml>

Facebook Messaging

These messages are designed to be posted at any point during the spring 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

- According to the National Weather Service (NWS) in 2016, there were 126 #flood fatalities in the United States and flooding caused approximately \$10,906,740,000.00 US Dollars in damage. It is important to know if you are at risk.
- #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

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>
- https://www.youtube.com/playlist?list=PL720Kw_OoJlJMho0p2z43G0zYm2VCiBWU (playlist on Preparing for an Emergency)
- https://www.youtube.com/playlist?list=PL720Kw_OoJlLJPqgm3-7I9hIIaiDP-PGS (playlist on flooding PSAs)

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](#)
- 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/om/water/tadd/signs.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-909: Community Preparedness: Implementing Simple Ideas for Everyone](#)
- [IS-279.A: Introduction to Retrofitting Flood-Prone Residential Buildings](#)

Publications:

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

- [Spring Flooding: Risks and Protection: What You Should Know](#)
- [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.
- [Above 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:

- [NOAA NWS Flood Safety Homepage](#)
- [U.S. Environmental Protection Agency](#)

- [U.S. Department of Health and Human Services, Center for Disease Control](#)
- [FloodSmart.gov](#)