



# Public-Private Partnerships

## Can Help Reduce Disaster Losses and

## Create Sustainable, Disaster-Resilient Communities.



Rising losses from tornadoes, floods, earthquakes, and other disasters demand that governments, private businesses, and nonprofit agencies work together to create safer communities. Now public and private partners are banding together to find innovative ways to fight disasters. This fact sheet highlights some grassroots partners who are working together to curb disaster losses. They are creating towns and neighborhoods that are safe, sustainable, and livable places to work, play, and rear families.



**McReady** Every April is *McReady* month throughout Oklahoma. While thousands of customers pick up their McDonald's hamburgers, they also get free storm safety tips on tray liners, carry-out bags, and lively displays in hundreds of McDonald's stores throughout the state. This high-impact, low-cost project is possible every year through a partnership that includes Oklahoma Emergency Management, emergency managers, National Weather Service, and private businesses including McDonald's owners. For more information, see [www.McReady.org](http://www.McReady.org).

### SafeRooms

When tornadoes ripped through the nation's heartland this spring, volunteers drew together partnerships to educate consumers about SafeRooms and how to rebuild in storm-savvy ways. SafeRooms are specially anchored and armored rooms that can provide shelter during even the most severe killer tornadoes. One such partnership includes the Natural Hazard Mitigation Association, FLASH, and the National Storm Shelter Association. [NHMA.info](http://NHMA.info), [FLASH.org](http://FLASH.org), and [NSSA.org](http://NSSA.org).



**Charleston Project Impact** Volunteers are installing fencing to create sand dunes at Folly Beach, SC, as part of numerous disaster-resilience projects by the Charleston (SC) Project Impact program. Charleston works through public-private partnerships to strengthen defenses against hurricanes and other hazards. [charlestoncounty.org/departments](http://charlestoncounty.org/departments)

**Seattle earthquake retrofits** Since 1998, volunteers have been teaching homeowners how to retrofit their homes to withstand earthquakes. Thousands have taken free classes in home retrofits held in libraries throughout the region. The value of the retrofits was shown in the 2001 Nisqually earthquake that shook the area. Not only was damage prevented, but lives were saved as a direct result of the work, volunteers say. The Seattle home retrofit program started in the FEMA-sponsored Project Impact initiative and has been continued by volunteers. [seattle.gov/emergency/prepare/personal/home.htm](http://seattle.gov/emergency/prepare/personal/home.htm)

