

# 2011 USACE Flood Risk Management and Silver Jackets Workshop

August 15-19, 2011

## Influencing Cultural Change

A Story of Two Floods



# Influencing Cultural Change

**What cultural change do we want to see?**



A culture of effective flood risk management behaviors



# Influencing Cultural Change

## **Flood Risk Management Behaviors that make a difference:**

- Identifying, analyzing and communicating risk
- Developing effective risk mitigation strategies
- Identifying resources & partnerships that support strategies
- Social and political will to take action



# Influencing Cultural Change

Flood Story Number One – Dakota Dunes & Riverland Estates, South Dakota



1952



2011

# Influencing Cultural Change

Flood Story Number Two – Grand Forks, North Dakota



1997



2011



# Influencing Cultural Change

## How do we influence cultural change?

- Leadership
- Partnership
- Education and Training
- Incentivizing change



# Thank you

