



FEMA

# Advanced Topics in Risk Communication: Skills and Techniques for Flood Risk Managers

## KY Risk Communication Toolbox

2012 USACE Flood Risk Management and Silver Jackets Workshop

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**RiskMAP**  
Increasing Resilience Together



# Why is a Risk Communication Toolbox Needed?

- Risk communication is one of major tenets of FEMA's Risk MAP program
- KY Division of Water (KDOW) has established partnership with FEMA since 1999 through the Cooperating Technical Partners (CTP) program
- KDOW held focus group meetings with stakeholders from federal, state, and local governments and the private sector
- Outcome: Tools are needed for training, resource availability, and programmatic developments
  - Outreach (communication) needs, assessment of current outreach efforts, messaging, and potential opportunities were discussed by stakeholder group



# Outreach/Risk Communication Needs

- How to access available funding for outreach and mitigation activities
- Better translate the science of risk into common terms
- Translate components of State Hazard Mitigation Plan into key messaging; increase Plan's visibility
- Improve accessibility to FEMA and OFA websites
- Provide tools to help property owners visualize information on flood maps
- Educate youth about flood risk & hazard mitigation
- Understanding of available resources
- More timely sharing of outreach materials from FEMA, State, USACE, and other agencies to communities
- Access to lists of properties with claims filed (privacy issues considered)
- Develop multi-faceted KY hazard mitigation outreach strategy and approach



# Assessment of Current Outreach Efforts

- Revolve around regulatory requirements for mapping projects
- Most action is the result of disasters
- Notifications occur mostly through newspapers and local TV coverage (old media)
- Most multi-hazard outreach is run through the same or similar channels
- Frequent miscommunication from FEMA Region into the state/local response process
- Handbooks
- FEMA website
- Mailings to properties in the SFHA, lenders (via CRS)

# Messaging

- **Probability of event: flood vs. winning lottery**
- **Benefits of well-informed & enforced planning & zoning**
- **Federal government is not a white knight; the majority of flood losses are not part of federally-declared disaster areas**
- **Floods will happen. Not “if” but “when”.**
- **Need “Positive” examples of mitigation; success stories**
- **Move away from use of “100-year” term**
  - More understandable vernacular
- **Appeal to personal economics**

# Opportunities to Utilize New Communication Channels

- Schools/PTAs
- University of Kentucky radio/PSAs
- Web: state and local Facebook and Twitter sites; website for laypersons
- UK sports radio
- State Dept. of Education
- 4H, Scouts/merit badge
- National Weather Service/local news outlets
- Community organizations
- Citizen Corps
- Community access TV
- Literacy groups
- Materials on web
- Rotary, Lions, other civic organizations
- State/county fairs
- KAMM, ASFPM conferences
- Schools (similar to TADD)
- County, city board/council meetings, annual meetings
- Kentucky county meetings
- Libraries
- Theater ads
- Driver's education videos (TADD)

# Major Components of RC Toolbox

- **Dynamic web-based information portal**
- **Multimedia training modules**
- **Resources Library**
- **Web-based information**
- **Educational campaign**
- **“Traditional” Outreach**
  - Factsheets
  - Presentations
  - Classroom-style training
- **Social Media**
  
- **Identify audience and utilize pertinent modules**



# Toolbox Framework





# Potential Outcomes

- **Strengthen the State to Local Officials link**
- **Develop seminars, presentations for city & county officials**
  - “Train the trainer” setting
- **Educate youth about flood risk and hazard mitigation**
  - Formalize messaging in school curriculum with KY Dept. of Education
  - Build on TADD success in schools
- **Improve platform and methods to better serve risk and mitigation information to officials and property owners**
- **Develop training program for community officials, insurance agents, associations**
  - Disaster response
  - Flood management training
  - Mentoring program
- **Feedback required for future needs and enhancements**



# Bringing it Together

- **Many agencies (FEMA, USACE, USGS, NWS, DOW, etc.) have some semblance of outreach activities**
  - Sometimes those efforts align well and are easily communicated
  - Many times, agencies perform similar functions
- **For the most part, the general public doesn't understand all the intricacies of dealing with flood risk**
- **A toolbox is needed in KY to help communicate available programs, funding opportunities, and messages**
  - Expertise from a wide array of activities should be made easily available
  - Toolbox should be KY specific, but general enough to carry over to other states, CTPs
  - KY process is still under development
- **Toolbox will encompass training modules, web-based resources, traditional efforts, and additional strategies for future implementation**



# Questions?