

Risk Communication Best Practices



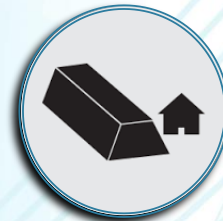
Lead with Flood Risk



Simplify; Streamline



Don't sidestep the elephant in the room



Acknowledge every community is different



What's in it for them?



Address multiple goals with a focus on resilience



FEMA