



Planning Associates Program 2008

PA Team: The Blue Eagles Team

PA Team Members: T. Friona, M. Gilmer, R. Pinzon, G. Williams

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Critical Think Piece (CTP) Title: A Partnership for Flood Risk Communication

"Many Partners – One Voice – Communicating Risk"

CTP Abstract:

Purpose: To create a partnership designed to more effectively educate and communicate flood risk to the public so that they can make more informed decisions about where they chose to live and work.

Hurricanes Katrina and Rita and their aftermath highlighted a need to improve communication both within the Corps and in partnership with other agencies and the public. Hindering that communication are three unmet elements: 1) Collaboratively developed graspable messages - messages that will be heard because they speak to issues that are important to the listener; 2) A more coordinated use of media in all its forms designed to bring greater efficacy to the distribution of those messages; 3) A collaborative partnership that speaks with one voice to educate the public and improve our nation's understanding of flood risk at both the individual and national levels.

There is a need to launch a national partnership, created to complement the great work that has already been accomplished, that is specifically focused on the challenges of flood risk communication.