

CRITICAL THINK PIECE
TEAM TOPICS

Blue Eagles
A Partnership for Flood
Risk Communication

Red Rovers
Actions for Improving
Collaborative Planning

Great White Sharks
Interagency Watershed
Tiger Team

WELL BEING
CREATIVITY
INTEGRITY

B-1

Planning Associates Program
Critical Think Piece

**A Partnership for
Flood Risk Communication**

Blue Eagles Team

**Tony Friona
Miriam Gilmer
Ronald Pinzon
Gregg Williams**

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Actions for Change

Communication

Effectively Communicate Risk

**Establish Public Involvement Risk
Reduction Strategies**

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CRITICAL THINK PIECE

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US Army Corps of Engineers

Purpose

To educate the public about flood risk so they can make informed decisions about living and working in and near floodplains.

Goals

- Increase flood risk awareness of individuals and communities.
- Promote shared responsibility – All levels (federal, State, Local, NGO's, Private Sector, and Individuals)
- Create platform for informed decisions in floodplain management.
- Act as a catalyst for policy changes concerning land use.

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US Army Corps of Engineers

Objective

Launch the Development of a Partnership for Flood Risk Communication NOW!



Interagency Flood Risk Management Committee – 8 July 2008

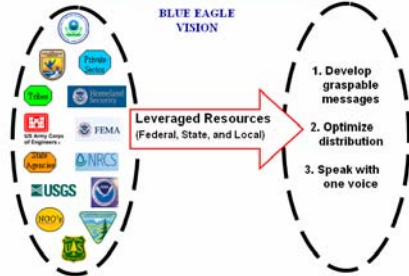
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US Army Corps of Engineers

A Partnership for Flood Risk Communication

BLUE EAGLE VISION



Leveraged Resources (Federal, State, and Local)

1. Develop graspable messages
2. Optimize distribution
3. Speak with one voice

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US Army Corps of Engineers

Develop Graspable Messages

1970
Start of "Crying Indian" PSA campaign, iconic symbol of environmental responsibility and one of the most successful PSA campaigns in history.

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1971 - 1980



The right message can change the way people look at their risk!

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US Army Corps of Engineers

Optimize Distribution

1. TV commercials – real life stories
2. Newspaper articles – consistent messages
3. Magazine adds – educate community risks
4. Public meetings – strategic approach / high risk areas first
5. Corps/FEMA employee training – speak with one voice
6. Word of mouth – simple, repeatable messages.

All above methods should direct audiences to visit web-site.

7. Web-Site
 - Leverage resources – partnerships/links
 - Google and Yahoo – highlight web-site

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US Army Corps of Engineers

Optimize Distribution

National Flood Risk Management Program


USDA / NRCS EPA FEMA



Who do I contact?

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Speak with one voice
 to reflect a clear message.

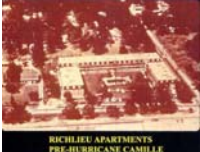


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Richlieu Apartments Location




RICHLIEU APARTMENTS
 PRE-HURRICANE CAMILLE




RICHLIEU APARTMENTS
 POST-HURRICANE CAMILLE

Hurricane Camille 1969




Same location - 2004



Hurricane Katrina 2005

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 CRITICAL THINK PIECE

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Summary

- Develop Graspable Messages
- Optimize Distribution
- Speak with One Voice

Many Partners – One Voice – Communicating Risk

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Questions?

Planning Associates Program
Class of 2008
Blue Eagles



Wapello, Iowa Levee (2008)

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