



FEMA

W-12008

February 16, 2012

MEMORANDUM FOR: Write Your Own (WYO) Company Principal Coordinators and the National Flood Insurance Program (NFIP) Servicing Agent

Harriette Kinberg

FROM: Harriette Kinberg
Chief, Industry and Public Relations Branch

SUBJECT: Flood Safety Awareness Week and Spring Flood Outreach

Through the FEMA National Flood Safety Awareness Campaign, FloodSmart plans to conduct numerous outreach activities in advance of, and during, Flood Safety Awareness Week (March 12–16).

Flood Safety Awareness Week allows us to draw significant national attention to flood safety and preparedness issues while providing an ideal platform to distribute targeted messaging about flood risks and the need for flood insurance protection in areas where spring flooding poses special risks. As in years past, FloodSmart will also coordinate communications and activities closely with the FEMA Regions and other FEMA risk and preparedness initiatives to highlight the many ways floods can occur, the associated hazards, and what individuals can do to save lives and protect property. The major differences this year are the increased drought and fire conditions along with severe weather that can create conditions for flash flooding. Specific outreach activities may include:

- Disseminating spring flood-focused tips through FEMA's social media channels (Twitter and Facebook posts) and providing this same social media content to FloodSmart industry partners and stakeholders for their use in spreading key messages.
- Region-specific spring flooding fact sheets will be made available to all stakeholders at www.ready.gov/floods.
- Developing and sharing a spring flooding/Flood Safety Awareness Week agent and stakeholder newsletter with the national FloodSmart registered agent database and Midwest industry, stakeholder, and partner contacts. We will share this newsletter content with you via another bulletin, once it is finalized and distributed.

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- Conducting outreach to insurance industry and stakeholder trade media in select markets with spring flood risk and flood insurance messaging.

Please contact Harriette.Kinberg@fema.dhs.gov with any questions or concerns. Thank you for your continued support of the NFIP.

Suggested Routing: All Departments