

# LOUISIANA FLOOD AWARENESS WEEK

AUGUST 21 - 25, 2023

## TOPIC: General Awareness

### OUTREACH ACTIVITIES

#### EXAMPLE 1

Ask your elected officials to sign a proclamation for Flood Awareness Week.

*LFMA will provide a template as part of the Flood Awareness Week toolkit.*



#### EXAMPLE 2

Share Flood Awareness Week graphics on your community website or social media throughout the week. Print a sign for your office or local business to hand out during the week that says it's Flood Awareness Week.

*LFMA will provide some graphics as part of our toolkit for Flood Awareness Week.*



#### EXAMPLE 3

Create an exhibit at a local library or museum that showcases historic flood information for your community.



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## TOPIC: Flood Risk

### OUTREACH ACTIVITIES

#### EXAMPLE 1

Share social media posts for the public to learn where they can find flood hazard information, such as the LSU's Flood Mapping Portal or your local mapping platform.



#### EXAMPLE 2

Do you have areas in your community with known flood issues (flash flooding, high tide or a major storm)? Put up temporary or permanent signs to educate residents of this risk.

*Messaging Ideas:*

**PARK AREA IS ALSO A  
FLOOD CONTROL AREA**

**NO  
PARKING  
FLOOD  
AREA**

**ROAD  
MAY  
FLOOD**



#### EXAMPLE 3

Host an open house for the public to learn about flood risk, flood maps and whether their property is in a flood zone. Share information about flood insurance and your local floodplain management program.

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## TOPIC: Flood Insurance

### OUTREACH ACTIVITIES

#### EXAMPLE 1

Work with local insurance agents, realtors and lenders to distribute brochures about flood insurance in their offices.

*FEMA has **multiple brochures** that can be ordered for free. These take about four to six weeks to arrive, so make sure you place your order early.*

#### EXAMPLE 2

Share information with local insurance agents about agent-specific resources related to flood insurance.

Let them know about FEMA's agent-specific resources at **[agents.floodsmart.gov](https://agents.floodsmart.gov)**.

#### EXAMPLE 3

Educate residents that anywhere it can rain, it can flood, and flood insurance is financial protection. Anyone in a National Flood Insurance Program (NFIP) participating community can purchase NFIP flood insurance. This includes homeowners, renters and businesses.



Share information about flood insurance through social media and your website, host an open house, put brochures out in community buildings, etc. FEMA has information and resources available at **[www.floodsmart.gov](https://www.floodsmart.gov)**.



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# TOPIC: Safety and Preparedness

## OUTREACH ACTIVITIES

### EXAMPLE 1

Facilitate a workshop in your community about how to prepare for flooding. Work with your emergency manager to share information about preparing for floods, creating go-bags, evacuation plans, etc.



Check **Ready.gov/floods** for more ideas.

### EXAMPLE 2

Use the **Turn Around, Don't Drown®** phrase to educate your community of the dangers of driving through flooded roads.

This might be accomplished by sharing through social media or your community website, or hosting a workshop. Consider hosting a training for your coworkers or through a driver's education program.

It only takes 12 inches of water to float away most cars.

View National Weather Service's **policy** for using the phrase, as well as videos and print materials.

WHEN  
FLOODED  
TURN AROUND  
DON'T  
DROWN

### EXAMPLE 3

FLOOD ADVISORY

FLOOD WARNING

FLOOD WATCH

FLASH FLOOD  
WARNING

#### What's the difference?

It can be confusing to keep up with all the different weather alerts. Make sure your community knows what each means and what actions to take.

The National Weather Service provides **language** you can use.

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## TOPIC: Mitigation

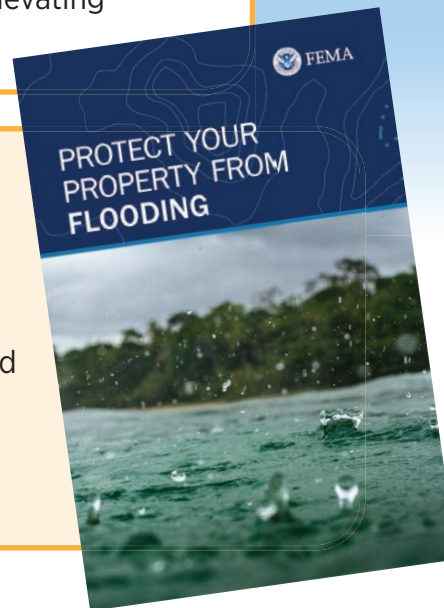
### OUTREACH ACTIVITIES

#### EXAMPLE 1

Partner with local businesses, such as a hardware store and local builders, to teach residents about flood resistant materials, flood vents, elevating utilities and more.

#### EXAMPLE 2

Hold a community event for residents to learn about ways they can mitigate against flooding. There are many low-cost options that may reduce their flood damages and insurance premiums.



#### EXAMPLE 3

*Does your community have homes that could be mitigated through a Hazard Mitigation Assistance grant program?*

Have a workshop or share information with residents about their options for elevation, relocation or acquisition.

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