Creating a Culture of Prevention…

QuakeSmart Toolkit Outreach, Mitigation Outreach Academy, FLASH Card and Nonstructural Animation

Barbara Harrison, Federal Alliance for Safe Homes, FLASH
Business and Economic Impacts

- Northridge commercial and industrial losses were 7.5B.
- 80% of losses were from business interruption.
- 15-30% of businesses closed down permanently.
- Only 20% of businesses carried earthquake or business continuity insurance.
Community Impacts

- Loss of tax base
- Job loss
  - Highest losses were in retail and medical
- Discretionary income is effected
- Business closures
Lessening the impact of business interruption following earthquake

- QuakeSmart Business Toolkit Outreach to Professional and Trade Associations
Lessening the impact of business interruption following earthquake

BE QUAKESMART

1. Identify Your Risk
2. Make a Plan
3. Take Action

Protect yourself and your property – reduce earthquake risk.

Need help? Get your free QuakeSmart toolkit at www.fema.gov/hazard/earthquake

www.northridge20.org
Lessening the impact of business interruption following earthquake

Tactics:
• Promoted the toolkit through outreach to professional and trade associations.
• Scope of the outreach was not only California, we covered 18 states with seismic risk.

Results:
• 150 Associations reached
• 14,000 small businesses and professionals reached
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- Mitigation Outreach Academy
  - Goal is help build and nurture a cadre of state and local leaders to promote mitigation on an on-going basis in their local communities.
  - Two levels of activation – volunteer advocates and leadership advocates.
  - Will build upon award-winning FLASH consumer resources to encourage volunteer and leadership advocates to provide information and engage in home mitigation and community preparedness activities.
  - Combining proven news media, social media and grassroots tactics with highly motivated volunteers.
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- **Mitigation Outreach Academy**
  - Toolkits will be prepared to support applicants, including:
    - Messaging in Multiple Formats – talking points, news release templates, social media messages, PowerPoint slides, training videos, FLASH cards and resource lists. Earthquake, wildfire and high wind events will be the focus.
    - Volunteer Playbooks/Guidebooks – specific to a community’s needs post-disaster to help volunteers easily incorporate mitigation into repair and retrofitting of homes.
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- FLASH Cards
  - Prepare Your Family
  - Protect Your Home
  - Protect Your Contents
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- Nonstructural Earthquake Animation
  - Look Up
  - Look Around
  - Look Down
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- QuakeSmart Resource Landing Page
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QuakeSmart Mitigation Inspection Program