

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

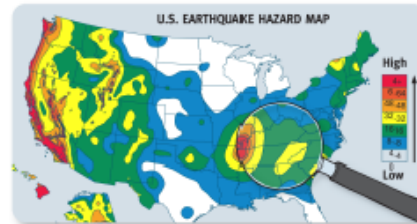
QUAKE SMART
Mitigation Works For Business

Lessening the impact of business interruption following earthquake

Protect yourself and your property – reduce earthquake risk.

BE **QUAKE**SMART

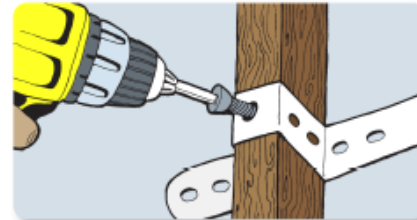
1 Identify Your Risk



2 Make a Plan



3 Take Action



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

Creating a Culture of Prevention...

■ 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.

Creating a Culture of Prevention...

- 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.

Creating a Culture of Prevention...

- FLASH Cards
 - Prepare Your Family
 - Protect Your Home
 - Protect Your Contents



Creating a Culture of Prevention...

- Nonstructural Earthquake Animation
 - Look Up
 - Look Around
 - Look Down



Creating a Culture of Prevention...

- QuakeSmart Resource Landing Page

CONTACT US / EN ESPAÑOL | GO SUBSCRIBE

About Us Blog News Partnership Peril Map Resources Videos

FLASH
FEDERAL ALLIANCE FOR SAFE HOMES

**Builder?
Contractor?**
Learn about Disaster safe construction
BLUEPRINTFORSAFETY.ORG

**Pick-A-Peril
& Learn How to Be Prepared**
Select

**Watch & Learn
How-To Videos**
[SEE VIDEO ON DISASTERS](#)

QUAKE SMART
Mitigation Works For Business

QuakeSmart Toolkit
Download this easy to use toolkit to help educate small business owners about earthquake mitigation options.
[Download in English](#) [Download en Español](#)

Earthquake FLASH Cards
These printable cards can be cobranded with your logo and used for public outreach.
[Download in English](#) [Download en Español](#)

Earthquake How-To Animation
Learn how to prevent injury from falling items by securing your home's contents from earthquake damage. This 8 minute video walks you through a three step process to identify risks and perform nonstructural mitigation.
[View in English](#) [View en Español](#)
[Download in English](#) [Download en Español](#)

Creating a Culture of Prevention...

QuakeSmart Mitigation Inspection Program

