



FloodSmart Resources for Emergency Managers

Emergency managers like you are on the front lines of personal flood preparedness. You help residents and business owners understand their flood risk and how to take steps to reduce it. FloodSmart—the marketing campaign for the National Flood Insurance Program (NFIP)—provides an array of tools and resources to help you address the risks and consequences of flooding and explain how flood insurance is an integral part of financial recovery. These tools are available on the FloodSmart website, FloodSmart.gov/EMtools.

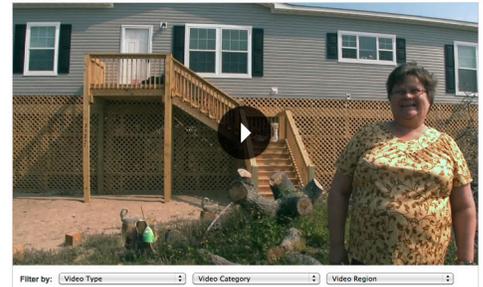


The Starting Point: FloodSmart.gov

FloodSmart.gov is the official website of the NFIP, where people can find out their property's flood risk, learn about flood insurance, and discover ways to reduce risk. The site also offers a wealth of downloadable materials and shareable tools. Click [Community Resources](#) on the FloodSmart.gov home page to find videos, fact sheets, Web banners, widgets and more. FloodSmart encourages emergency management agencies, state and local officials, and other stakeholders to offer links to FloodSmart.gov in their communications and to feature the resources, tools, and widgets on their own sites. Resources include:

Video Testimonials

These are compelling videos of home and business owners sharing first-hand accounts of their experiences with floods caused by coastal storms, levee breaches, seasonal rains, and hurricanes. Use them in presentations or link to them from your website. View or link to the testimonials at FloodSmart.gov/testimonials. Obtain copies by emailing info@femafloodsmart.com.



Interactive Tools You Can Use

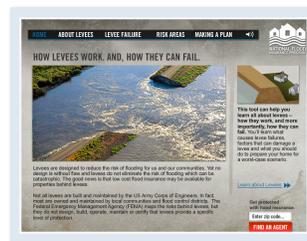
FloodSmart has built interactive tools that illustrate the causes of flooding, the costs of flooding, and how living behind a levee increases your risk of flooding. Coming soon: a coastal flood simulator! FloodSmart makes the embed code available so you can post the tools to your community's website.



Cost of Flooding: Users of this interactive tool choose how deep the flood waters could be in a home. The tool then itemizes what could be damaged and what the final cost might be to replace damaged items. It is an excellent way to illustrate the financial consequences of a flood.



Risk Scenarios: These simulations illustrate common factors that affect flood risk including snow melt, flash flooding, new development, dams, levees, and tropical storms. Users can click on the scenarios to see examples of how and why it can flood.



Levee Simulator: This tool helps explain how levees work and how they can fail. Users see simulations of what causes levee breaches, seepage, and overtopping as well as photos and videos of real-life examples.

Widgets

These short informational simulations don't take up much room on your website, but they capture attention and direct visitors to more detailed information. Each year, FloodSmart creates and updates widgets that can help educate people about the risk of flooding. For example, seasonal widgets are available for flood after fire and hurricane season. These widgets easily can be downloaded from the [Community Resources](#) page on [FloodSmart.gov](#).



Toolkits

FloodSmart's **Flood Outreach** toolkit includes fact sheets, messaging, outreach planning support, and other information that you can use to address flood risk and promote flood insurance. The **mapping** and **levee** toolkits help to communicate changes in flood hazard maps and teach communities about levee issues through outreach material and letter templates ready for you to customize.



The risk of flooding is real. The emergency management community plays a key role in helping residents and business owners better understand the risk of flooding and empowering them to take action to lessen the financial consequences. These tools and resources help bring the story home and make it more personal. Don't wait to use them. Visit [FloodSmart.gov](#) and start right away. For more information, contact FloodSmart at info@fema-floodsmart.com.