

### Media and Community Education Ideas

- Have your community join the National Flood Insurance Program (NFIP). Any community may join the NFIP. Check with your local emergency management office for more information.
- Ask your local newspaper or radio or television station to:
  - Do a series on the dangers of floods and flash floods.
  - Do a story featuring interviews with local officials about land use management and building codes in floodplains.
  - Highlight the importance of staying informed about local weather conditions.
  - Run public service ads about how to protect lives and property in a flood.

Help the reporters to localize the information by providing them with the local emergency telephone number for the fire, police, and emergency medical services departments (usually 9-1-1) and emergency numbers for the local utilities and hospitals. Also provide the business telephone numbers for the local emergency management office and local American Red Cross chapter.

- Work with officials of the local fire, police, and emergency medical services departments; utilities; hospitals; emergency management office; and American Red Cross chapter to prepare and disseminate guidelines for people with mobility impairments about what to do if they have to evacuate.
- Periodically inform your community of local public warning systems. Explain the difference between flood watches and warnings.
- Help hospitals and other operations that are critically affected by power failures to obtain auxiliary power supplies.
- Contact your local National Weather Service (NWS) office or emergency management agency for information on local flood warning systems. Advanced warning provided by early detection is critical to saving lives. Automatic flood detection systems are available commercially for flood-prone communities.
- Publish emergency evacuation routes for areas prone to flooding.

### Facts and Fiction

**Fiction:** A 100-year flood occurs only once every 100 years.

**Facts:** The 100-year flood is a climatic average; the same area could experience, for example, two 100-year floods in the same year. There is a 1% chance that a 100-year flood will occur in any given year.

**Fiction:** Flash floods occur mainly in the eastern United States.

**Facts:** Flash floods occur in all 50 states, including Alaska and Hawaii.

**Fiction:** Flash floods occur only along flowing streams.

**Facts:** Flash floods can occur in dry arroyos and in urban areas where no streams are present.

**Fiction:** Flash floods occur mainly in the late afternoon and evening.

**Facts:** Flash floods occur at any time.

**Fiction:** Homeowners' insurance policies cover flooding.