

HAZARD MITIGATION

COMMUNICATIONS TOOLKIT

brla.gov/reduceyourrisks

RED ST/CK
READY
REDUCE
YOUR RISKS

TABLE OF CONTENTS

- CAMPAIGN OVERVIEW1
- HOW TO USE THIS TOOLKIT2
- KEY MESSAGES3
- DID YOU KNOW?4
- SOCIAL MEDIA.....5
- SAMPLE EMAIL.....8
- PRINTED MATERIALS9

CAMPAIGN OVERVIEW

Red Stick Ready: Reduce Your Risks works to educate the public on the importance of hazard mitigation and empower them with the strategies needed to reduce hazards in the community.

The Mayor's Office of Homeland Security and Emergency Preparedness (MOHSEP) launched this educational campaign, focused on community outreach and engagement, to promote proactive mitigation strategies that help improve safety, minimize damage, and reduce future risks to build a more resilient Baton Rouge.

This toolkit is designed to help you educate our community on the importance of hazard mitigation. For further information, contact MOHSEP at mohsephm@brla.gov.

GOALS

Educate East Baton Rouge Parish residents on hazard mitigation strategies to lower the risk of loss of life and property

Share hazard mitigation information in an accessible, user-friendly manner to make it relatable and easy to understand

Amplify the efforts of risk mitigation partners in East Baton Rouge Parish

Utilize community outreach to improve East Baton Rouge Parish's Community Rating System (CRS) score in an effort to strengthen the city's resilience against potential hazards

HOW TO USE THIS TOOLKIT

This toolkit serves as a comprehensive guide for raising awareness about hazard mitigation. It includes readily available resources tailored for integration with the communication strategies of organizations and stakeholders in East Baton Rouge Parish. Community partners are encouraged to share this guide's social media templates and graphics, use the email and newsletter templates to engage constituents, and access downloadable materials, including flyers, one-pagers, bookmarks, and a poster.

Please tag the **Red Stick Ready** accounts and use the designated hashtags on Facebook, X, and Instagram. Let's join together to reduce risks and build a safer future for East Baton Rouge Parish.

WHAT IS INCLUDED IN THIS TOOLKIT

- Campaign overview and key messages
- Informational marketing materials
- Social media graphics and captions
- Sample emails
- QR code and links to campaign information and resources



KEY MESSAGES

WHAT IS HAZARD MITIGATION?

Hazard mitigation involves strategies and actions taken to minimize the impact of disasters on people, property, and the environment. Implementing mitigation strategies and techniques helps residents, businesses, and organizations reduce recovery costs, save lives, and build stronger, safer, and smarter communities for the future.

Because East Baton Rouge Parish is at risk for a wide range of potential hazards, it is important for our community to mitigate such potential risks, including:

- Cyber Incidents
- Droughts
- Extreme Heat
- Flooding
- Hazardous Material Incidents
- Hurricanes
- Severe Weather
- Tornadoes
- Wildfires
- Winter Storms

WHAT ARE EXAMPLES OF HAZARD MITIGATION?

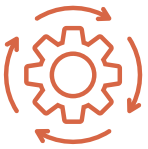
- Enforcement of building codes, floodplain management codes, and environmental regulations
- Structure acquisition or relocation, such as purchasing buildings located in a floodplain
- Acquisition of undeveloped hazard-prone lands to ensure no future construction occurs
- Retrofitting of structures and design of new construction, such as elevating a home or building
- Strengthening critical facilities and infrastructure from future hazard events
- Planning for potential hazard mitigation, emergency operations, disaster recovery, and continuity of operations

DID YOU KNOW?



MITIGATION CREATES SAFER COMMUNITIES

- Homes meeting National Flood Insurance Program (NFIP) standards experience 80% less flood damage.
- Constructing homes to higher standards protects property and increases personal safety during disasters.



MITIGATION SPEEDS RECOVERY

- When employed, mitigation plans and building standards help communities and individuals minimize disruptions caused by disasters.
- Utilizing proven mitigation strategies enables quicker rebuilding and recovery post-disaster.
- Long-term mitigation planning breaks the cycle of repeated damage, reconstruction, and ongoing losses, enabling communities to recover more efficiently.



MITIGATION SAVES MONEY

- Although an initial investment may be required, mitigation measures significantly reduce long-term costs by preventing extensive damage and costly repairs. Mitigation safeguards property and ensures long-term financial stability by avoiding unexpected expenses caused by damages.
- By mitigating risks, communities lower the community rating system (CRS), ensuring stability and economic growth.

CAMPAIGN TAGLINES:

- **Reducing your risks starts with you**
- **Don't wait, mitigate**
- **Be proactive, be protected**
- **Stay ahead of the risks**

DID YOU KNOW?

Studies show that for every \$1 invested in hazard mitigation, you can save up to \$6 in disaster recovery costs.

SOCIAL MEDIA

Help Red Stick Ready: Reduce Your Risks reach more stakeholders by sharing the social media content with your audience! Please tag **@RedStickReady** with social media posts:

- **Facebook:** @RedStickReady
- **X:** @RedStickReady
- **Instagram:** @RedStickReady

Use the hashtags **#RedStickReady** and **#ReduceYourRisks** in all posts, along with any other relevant hashtags that may apply to your networks.



SAMPLE POST #1:

Mitigation means planning for & minimizing the impacts you may face from a disaster.

Flood insurance adds another layer of protection & helps mitigate financial risks when it comes to the devastating impacts heavy rains can have.

#RedStickReady #ReduceYourRisks



SAMPLE POST #2

Break the cycle of response to recovery by mitigating hazards now and reducing the risks of future disasters on people and property.

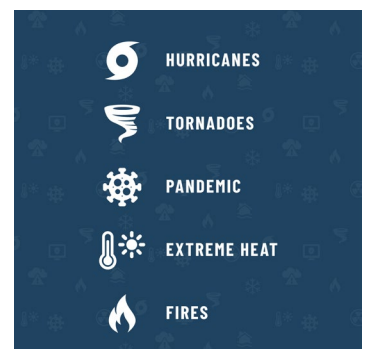
#RedStickReady #ReduceYourRisks



SAMPLE POST #3

Learn how to prevent and prepare for all hazards from hurricanes to cyberthreats by viewing our resources at brla.gov/red-stick-ready.

#ReduceYourRisks #DontWaitMitigate



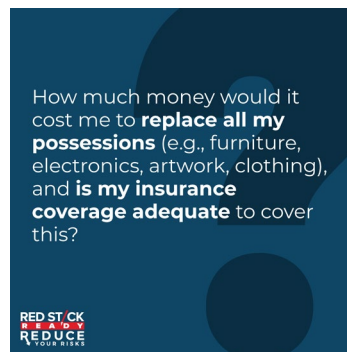
SAMPLE POST #4

Did you know 90% of U.S. natural disasters involve flooding, but only 4% of homeowners maintain a flood insurance policy? Most standard homeowner policies don't cover flood damages.

It's important to be Red Stick Ready for natural disasters. Here's what you should consider:

- Talk to your insurance agent for NFIP comprehensive flood coverage.
- Assess the cost of rebuilding your home and replacing possessions. Ensure you're able to recover faster and more fully.
- Review your vehicle's insurance coverage for flood damages.

#RedStickReady #ReduceYourRisks



SAMPLE POST #5

Are you looking to prevent heat loss this winter? Consider weatherizing your home!

Weatherization involves a series of strategic home improvements, including insulation installation, air and duct sealing, weather-stripping, and more to enhance energy performance and reduce reliance on heating and cooling systems.

Learn more about weatherization by visiting brla.gov/reduceyourrisks

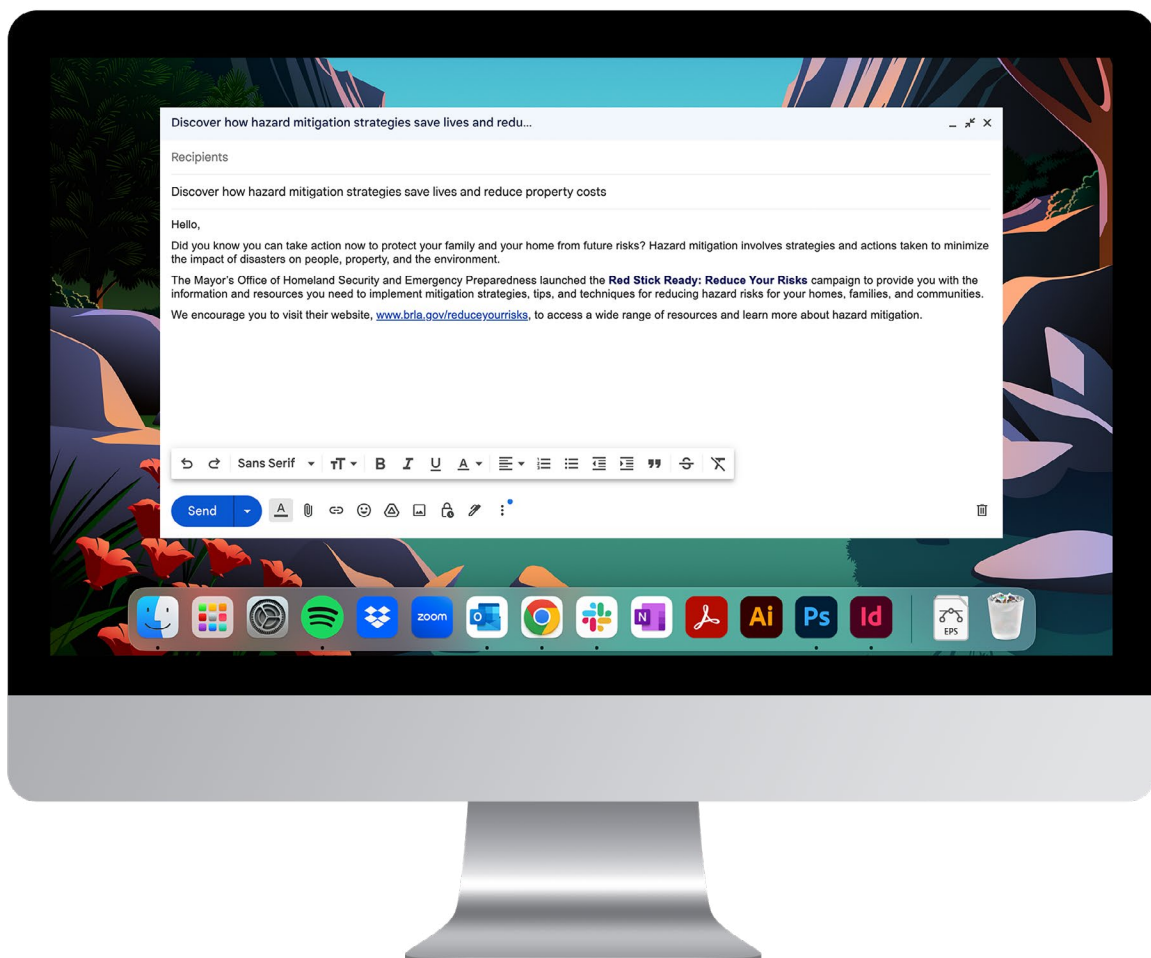


SAMPLE EMAIL

Did you know you can take action now to protect your family and your home from future risks? Hazard mitigation involves strategies and actions taken to minimize the impact of disasters on people, property, and the environment.

The Mayor's Office of Homeland Security and Emergency Preparedness launched the **Red Stick Ready: Reduce Your Risks** campaign to provide you with the information and resources you need to implement mitigation strategies, tips, and techniques for reducing hazard risks for your homes, families, and communities.

(We/I) encourage you to visit their website, www.brla.gov/reduceyourrisks, to access a wide range of resources and learn more about hazard mitigation.



PRINTED MATERIALS

- Flyers
- Bookmarks
- Posters
- One-pagers
- Booklets

FLOOD MITIGATION ASSISTANCE PROTECT YOUR HOME. ELEVATE YOUR SAFETY.

Are you ready to elevate your home and reduce your risk of repetitive flood damage with the support of the Flood Mitigation Assistance (FMA) Grant program? This voluntary program offers 90 to 100% funding for properties in East Baton Rouge Parish prone to recurring flood damage.

DO I QUALIFY?

To qualify, your property must:

- be classified as a Severe Repetitive Loss (SRL) or Repetitive Loss (RL) in the National Flood Insurance Program
- maintain an active flood insurance policy throughout the application process to be considered for grant funding

DO I APPLY?

Use our QR code to access our eligibility form.

Complete the application and submit required documentation.

Your team will review your application to determine your eligibility.

If approved, we will help you begin the elevation process.



Eligible homeowners will receive a funding status notification following funding announcements from FEMA; the funding timeline is dependent on FEMA's application approval process, which may result in a significant waiting period before funds are made available. Homeowners are required to obtain bids from up to three contractors for elevation.

RED STICK READY
@redstickready

RED STICK READY
@redstickready

APPLICATION TIMELINE

October 16, 2023

FEMA to announce grant opportunity & deadline to submit paperwork to MOHSEP

January 9, 2023

MOHSEP to submit application to the State

February 29, 2024

State to submit application to FEMA

June 2024

FEMA to announce selection of applications to move toward approval

January 2025

FEMA to begin approving applications

June/July 2025

MOHSEP to receive FEMA approval

September 2025

to begin construction. No funding is considered until no guarantees

RED STICK READY REDUCE YOUR RISKS

HAZARD MITIGATION PAYS OFF

Did you know? For every \$1 invested in hazard mitigation, it can save up to \$6 in disaster recovery costs.

REDUCE YOUR RISKS IN EXTREME WEATHER

Extreme weather can bring both extreme heat and freezing temperatures. Take steps to weatherize your home and stay comfortable year-round while reducing your risk of all-hazards.

SAFETY REMINDER

Test smoke detectors monthly and change the batteries every six months. All smoke detectors and carbon monoxide alarms should be replaced every 10 years.

STAY UPDATED

SCAN the QR code below to receive information on reducing your risks in extreme weather conditions.



FOR EXTREME HEAT

- **Weather Stripping:** Seal doors and windows to keep cool air in and hot air out.
- **Attic Insulation:** Install insulation in the attic to block unwanted heat.
- **System Check:** Inspect and maintain air ducts, heating/cooling systems, and water heaters for efficiency.
- **Community Cool Spots:** All 14 East Baton Rouge Parish Library locations are open seven days a week with air conditioning, Wi-Fi, and cool water fountains.

FOR EXTREME COLD

- **Winterize Windows:** Install storm windows or use plastic film to keep the cold air out.
- **Insulate Pipes:** Prevent freezing by insulating pipes in unheated areas.
- **Maintenance:** Ensure your heating system is in top condition.
- **Seal Gaps and Cracks:** Inspect your home for any gaps or cracks in the walls, floors, or ceilings. Seal these openings with caulk or weatherstripping to prevent drafts and maintain a consistent indoor temperature.
- **Heat Properly:** Adhere to space heater manufacturer directions. Keep objects, people, and pets 3' away from heating sources.

GET EXPERT WEATHERIZATION ASSISTANCE

Visit hca.la.gov/weatherization to access the interactive map and find a resource provider located near you.

RED STICK READY
@redstickready

mit·i·ga·tion

/ˌmɪdʒəˈɡʌʃ(ə)n/
noun

the action of reducing severity, impact, or cost of any hazard.

RED STICK READY REDUCE YOUR RISKS

SCAN HERE



to learn more about hazard mitigation

RED STICK READY
@redstickready

RED ST/CK
R E A D Y
REDUCE
↓
YOUR RISKS

This communication toolkit was created by the Mayor's Office of Homeland Security and Emergency Preparedness (MOHSEP) and should not be altered in any way.

For Official Use Only