

Training Webinar

DATE: Tuesday, July 9, 2019

TIME: 1 p.m. ET

APPROVED FOR 1
ASFPM CEC!

Participate via **WebEx** (COPY AND PASTE the link below to join the webinar):

<https://meetings.mbakercorp.com/orion/joinmeeting.do?MTID=4a75a0b6bc53fbce06265bc89ebf2afd>

Audio Connection: 571-209-6390; Access Code: 993 224 322#

Disaster Communication

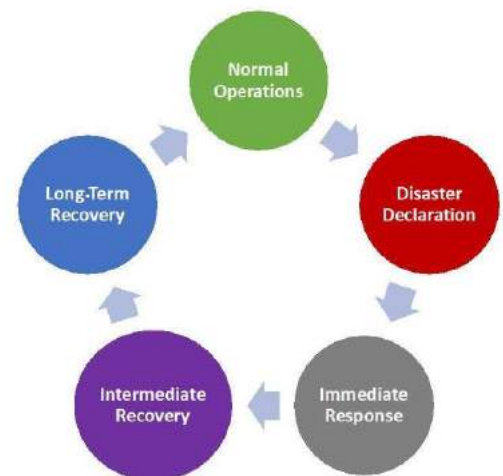
Viewing disaster communication as a continuous cycle is critical to building a culture of preparedness and readying the Nation for catastrophic disaster. While the importance of communication and outreach during and after disasters is well understood, efforts during “blue sky” periods—for example, building or strengthening community relationships and keeping a steady drumbeat of preparedness messages before audiences—are also critical. Everyone has a role to play in this dynamic process.

Join us for this live 1-hour CERC webinar for a closer look at the disaster communication lifecycle. Learn strategies and tips for using proactive communication and outreach at each phase that provide benefits like these:

- Strengthen community relationships
- Amplify preparedness messages
- Improve community preparedness and response efforts

We’ll also present disaster communication case studies, including a description of efforts by Region II during and following Hurricane Maria in 2017.

Disaster Communication Lifecycle



Presenters:



Seleana Wright of *Resilience Action Partners* serves as the National Outreach Director for FEMA’s Community Engagement and Risk Communication initiative. Following Hurricane Harvey, Seleana, an award-winning communicator, managed messaging and communication efforts and developed practical guidelines for effectively communicating through all phases of disasters.



J. Andrew Martin, CFM, is the FEMA Region II Risk Analysis Branch Chief. He has extensive experience in all aspects of flood hazard mapping, hazard mitigation planning, floodplain management, flood insurance, and hazard mitigation grants. Following Hurricane Maria, Andrew spent 6 months in Puerto Rico as the Mitigation Advisor, supporting the recovery.