



Partners in Prevention

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National Hurricane Conference Recognizes FLASH Partnership for **#HurricaneStrong**

On April 19, the [National Hurricane Conference](#) presented the FLASH Partnership with an Outstanding Achievement in Public Awareness Award for the [#HurricaneStrong - National Hurricane Resilience Initiative](#). The award cited the collaborative approach to increase hurricane preparedness as well as unprecedented program success. FLASH, FEMA, NOAA, and *The Weather Channel* serve as Presenting Partners for the initiative.

"We are humbled by this recognition and honored to be a part of **#HurricaneStrong** alongside the most recognized public and private brands in the disaster safety and mitigation movement," said FLASH President and CEO Leslie Chapman-Henderson. "We are grateful for the support of our 'team of teams' that is growing daily, and we are looking forward to another successful effort for 2017."

During 2016, the initiative reached more than 27 million people through Twitter with information to increase public safety and reduce economic losses before storms strike.

The campaign blanketed the U.S. through a host of efforts, including:

- The White House observance of [National Hurricane Preparedness Week](#);
- The NOAA/National Hurricane Center Hurricane Awareness Tour (HAT);
- Features on [WX Geeks](#), the popular *Weather Channel* show hosted by Dr. Marshall Shepherd;
- [Public Service Announcements](#) featuring Dr. Rick Knabb on *The Weather Channel*;
- Outreach events in conjunction with FEMA's [National Preparedness Month](#);
- A National Hurricane Center and the University of Rhode Island webinar for 10,000 schoolchildren with "live tracking" of a [mock hurricane](#);
- Workshops in 695 Home Depot stores from Maine to Texas; and
- Outreach at the National Weather Association [WeatherReady Fest](#).

FLASH led the effort that created **#HurricaneStrong** and partners provided creative talents, resources, and enthusiasm to try something new, including a light-hearted social media campaign that features a **#HurricaneStrong** "Pose."

[Click here](#) view a brief video on the 2016 campaign outcomes and [here](#) for 2017 partnership opportunities.