



Partners in Prevention

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FLASH and Partners Spring into Action as Record-Setting Season Unfolds

As the 2017 hurricane season intensified, news organizations turned to FLASH and its partners for expertise on public safety, property protection, and resiliency. National, state, and local news outlets focused on Texas, Florida, and Puerto Rico with hurricane coverage before, during, and after Hurricanes Irma, Harvey, and Maria.

More than 500 news outlets featured interviews with FLASH President and CEO Leslie Chapman-Henderson, including national stories distributed by the *Associated Press* (AP), the *Los Angeles Times*, *USA Today*, and the *Wall Street Journal*. (Click [here](#) to view the full coverage summary.)

Newspapers as well as radio and TV stations across the nation picked up the AP article that quoted Chapman-Henderson: "It was the conclusion by engineers and economists [after Hurricane Andrew] that the building code was the core reason that Miami suffered the costly damage that it did."

She explained that in Andrew's wake, Florida mandated the most stringent building codes in the U.S. She suggested that Irma might test Florida's building codes. This article by AP helped establish building codes as a central focus for the media as the hurricane disasters unfolded.

In other stories, FLASH provided survival tips, reminded the public to develop or refresh hurricane plans, explained the effective use of sandbags, highlighted facts versus myths about hurricane preparations, and advocated the importance of strong building codes.