



Partners in Prevention

Volume 21, Issue 5, May 2019

Collaboration and Innovative Ideas Converge at Hurricane Conference

FLASH Partners headed to New Orleans the week of April 22 for the [2019 National Hurricane Conference](#) where they presented general session addresses, media rap sessions, workshops, and exposition booths.

The annual media rap session on April 24 featured weather and communication experts discussing the record-breaking 2018 hurricane season. FLASH President and CEO Leslie Chapman-Henderson moderated the session where the participants included FLASH Leadership Partner Dr. Rick Knabb, Hurricane Expert – *The Weather Channel*; Jeff Lindner, Meteorologist – Harris County Flood Control District; Bryan Norcross, Hurricane Specialist – WPLG-TV; Nicondra Norwood, Meteorologist – FOX 8 WVUE; and Chris Smith, Chief Meteorologist – WJHG-TV.

Later, Leslie joined Dr. Knabb's general session panel, *Lessening the Human and Financial Costs of Water in Hurricanes*, a discussion of the challenges of communicating inland flooding impacts from hurricanes. Leslie opened her presentation by suggesting that the current hurricane symbol may need a redesign to help overcome perceptions that hurricanes are only about wind hazards. She later tweeted a photo of the FEMA Hurrevac logo that depicts wind as well as water. The media picked up the conversation and Kimberly Miller of the Palm Beach Post published the story, [Why some say the Saffir-Simpson hurricane scale is outdated and should be replaced](#). More than 100 news outlets carried the article.

She went on to discuss *Turn Around, Don't Drown*, a campaign created by FLASH and *Legacy Partner* National Weather Service that raises awareness about the dangers of driving through flooded roadways.

Later in the general session, Leslie announced the launch of *No Code. No Confidence.*, a new research-informed public outreach initiative on building codes. During her address, she explained how the research revealed a majority of consumers are unaware that they may live in a community without the beneficial protection of modern building codes and standards. She discussed the project's website, [InspectToProtect.org](https://inspecttoprotect.org), and shared new public service announcements that support the campaign.

"A new website launched by Federal Alliance for Safe Homes allows homeowners to see what building codes are used in their area," tweeted Steve Caparotta, Meteorologist – WAFB.

“A consumer looking to buy a newly-built or significantly-renovated home could find this useful,” said Aris Papadopoulos, Founder and Chair – Resilience Action Fund. “No (or outdated) code is bad. Code plus is best. The more transparency, the better.”

On Thursday morning, the building code discussion continued during an engineering workshop moderated by Mike Rimoldi. Experts and FLASH *Legacy Partners* participating in the workshop included John Ingargiola, Lead Physical Scientist – FEMA; Ryan Colker, Vice President of Innovation – International Code Council; Dale Thomure, Manager, Community Hazard Mitigation – ISO/Verisk; and Joel May, Resilient Construction, Disaster Durable Solutions – BASF Corporation. Leslie Chapman-Henderson also participated in the workshop sharing more about the new building code awareness project, *No Code. No Confidence.*

The final workshop the FLASH Partnership hosted was the *#HurricaneStrong* Community Designation, an initiative presented by FLASH, *The Weather Channel* and *Legacy Partners* FEMA and NOAA. The workshop was moderated by Mike Rimoldi and featured Mathieu Cavell, Community Relations and Resilience – Leon County; Charles Cyrille, Emergency Management – Miami-Dade County; and Dennis Jones, Emergency Management – Chatham County.

Throughout the week, FLASH team members Sarah Chason, Lindsey Haseley, and Zoe LaPointe kept busy at the exhibit booth on "Resilience Row" meeting attendees and showcasing the latest FLASH programs. Joel May, Resilient Construction, Disaster Durable Solutions - BASF Corporation and FEMA Building Science Branch joined the lineup as they occupied neighboring booths. The booths saw a steady flow of traffic as conference attendees were interested in learning about the many recent innovations in disaster-resilient construction.