



Partners in Prevention

Volume 19, Issue 6, June 2017

Leadership Roundtable on Resilience Marks the Beginning of Building Safety Month

FLASH, the International Code Council, and FEMA hosted invited guests at a *Leadership Roundtable on Resilience* on May 2 at ICC headquarters in Washington, DC. The roundtable was organized to address one central question, "How can we make resilience more transparent to consumers?" Longtime FLASH Partner Peter Mitchell, Chairman and Chief Creative Officer of [Salter Mitchell PR](#) led the dialogue and helped participants to explore a better connection with the public to drive home the value of resiliency in the built environment. The discussion, a facilitated private design sprint for new and established partners, came out of Google Ventures, a rapid prototyping process that typically requires five days to bring a product from concept to fruition.

The day opened with participants drawing pictures that included the target audience of families, communities, and business leaders including, appraisers, banks, elected officials, mortgage companies, policymakers, realtors, small businesses, and others in the private sector.

Questions explored included: How to develop a positive image for codes--something leaders will support? How do we help realtors, home inspectors, and lenders sell resiliency? How do we make key players more accountable? How do we make risk more transparent? How do we create fiscal rewards for transparency? How do we make resiliency simple? How do we make resiliency important to businesses?

Mitchell challenged the group to "Do small things, make progress, and learn, remembering that full transformation doesn't happen immediately," stated Mitchell. The design sprint concluded with participants building out ideas to educate the public.

[Building Safety Month](#) is a public awareness campaign to help individuals, families, and businesses understand what it takes to create safe and sustainable structures. The 37-year-old campaign reinforces the adoption of up-to-date model building codes, the use of a strong and efficient system of code enforcement, and the importance of a well-trained, professional workforce to maintain the system.