



Partners in Prevention

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FLASH Partners Head to New Orleans for 2017 National Hurricane Conference

FLASH partners turned out in force to participate in the 2017 National Hurricane Conference (NHC) in New Orleans with exposition booths, general session panels, media rap sessions, and workshops.

Back by popular demand, the media rap session focused on *Connecting the Communicators—A Dialogue with Messengers from Academia, Emergency Management, Meteorology, News Media, and More.*

The well-attended session brought together news media, emergency managers, information officers, and national meteorology leaders to examine the latest trends and challenges in hurricane messaging before, during, and after a storm. Speakers discussed hurricane amnesia versus hysteria and explored the challenges of evacuation and flood insurance in advance of catastrophic events.

National Hurricane Center Director Dr. Knabb, University of Florida Chief Meteorologist Jeff Huffman, New York Office of Emergency Management Deputy Press Secretary Omar Bourne, *The Weather Channel's* Senior Hurricane Specialist Bryan Norcross, WVUE-TV New Orleans Meteorologist Nicundra Norwood, and Leslie Chapman-Henderson all served on the panel.

Another full house turned out for the *"#HurricaneStrong: The New National Hurricane Resilience Initiative"* workshop that explored the award-winning campaign and included a group brainstorming session. Each speaker discussed opportunities within the five key messages of the campaign: Personal Safety, Family Preparedness, Financial Security, Damage Prevention, and Community Service.

Leslie Chapman-Henderson moderated the panel of speakers that included Director Dr. Rick Knabb, BASF Corporation Program Manager Joel May, and Deputy Assistant Administrator of FEMA's National Preparedness Directorate John Rabin.

FLASH VP of Communications Zoë LaPointe and colleague Carol Richardson stayed busy in the exhibit hall meeting attendees and showcasing the latest FLASH programs as part of *"#HurricaneStrong Row"* where partners from BASF Corporation, FEMA Building Science Branch, and FloodSmart came together to join the lineup.

Finally, Chapman-Henderson played two roles in the general session. She served as a panelist on "Effectively Communicating Hurricane Threats and Potential Impacts: A Panel Discussion," moderated by Dennis Feltgen, NHC Public Affairs Officer. She also updated conference attendees on *#HurricaneStrong* 2016 campaign outcomes and [2017 opportunities.](#)