



Partners in Prevention

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FLASH Partnership Asks, Are You Code Confident?

During, the general session of the 2019 National Hurricane Conference in New Orleans, the FLASH Partnership unveiled the new *No Code. No Confidence.* building code awareness campaign. FLASH and *Legacy Partners* BASF Corporation, FEMA, ICC, and ISO/Verisk representatives presented the effort in the NHC media rap session and engineering workshop as well.

The consumer research-derived project is designed to increase community safety and resilience by raising awareness of residential building code adoption through consumer outreach, public service announcements, and social media promotion. The project tackles the persistent challenge that many communities still lack the building codes necessary to confront severe weather events like hurricanes. Leading organizations, including FEMA and *The Weather Channel*, are supporting the effort.

"Seeing firsthand, the devastation and suffering that disasters cause across the country, one thing that stands out is that building codes work and allow families, businesses, and communities to recover faster," said David Maurstad, Deputy Associate Administrator for Insurance and Mitigation, FEMA Federal Insurance and Mitigation Administration. "At FEMA, disaster resilience starts with building codes which is why we are supporting the *No Code. No Confidence.* - Inspect To Protect initiative."

A new www.InspectToProtect.org website supports the effort by offering data on code adoption statuses across the U.S. and allows consumers to identify the building codes used in their community by inputting their address to see a map with a color-coded analysis of red, yellow, green, or black. The colors indicate residential code versions based on the best available, verified national data and reflect the status of the International Residential Code (IRC) model adoption.

"We are supporting *No Code. No Confidence.* through participation in the Public Service Announcements as part of our commitment to protecting lives and property from severe weather," said *The Weather Channel* President Tom O'Brien. "Getting this message out is essential, and we are proud to join these recognized disaster safety organizations to raise awareness and help drive preparedness."

The *No Code. No Confidence.* initiative and InspectToProtect.org website is an unprecedented effort to simplify building codes and empower consumers with the knowledge necessary to

prepare for severe weather events and natural disasters. The project is a multi-year effort and new elements and data will be continuously incorporated.