



## Partners in Prevention

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### Winter Weather Prep: A Little Effort Goes a Long Way

With winter weather on the way, FLASH is launching the 2016 [\*Great Winter Weather Prep\*](#) education campaign to empower families to prepare now before freezing temperatures arrive. The annual campaign offers simple tips to ensure safety and prevent costly losses by preparing homes and families to weather any storm this winter and beyond.

The message is simple: A little effort goes a long way.

“The [\*Great Winter Weather Prep\*](#) offers clear, reliable information to help families prepare before freeze watches and warnings are issued,” said FLASH President and CEO Leslie Chapman-Henderson. “Power outages, frozen pipes, and water damage create unsafe homes and expensive repair bills.”

The campaign provides [\*home safety tips\*](#) such as best practices for the use of fireplaces, furnaces and space heaters, instructions on insulating attics to prevent water damage from ice dams, and information on how to properly insulate pipes to prevent water damage or service interruptions.

*Great Winter Weather Prep* [\*tips for family safety\*](#) include a list of recommended supplies for extreme weather events, details on communication and emergency planning, power outage safety and prevention information, and travel safety tips for those stranded away from home.

The first news release, [\*Make Small Winter Weather Preparations Now to Save Big Dollars Later\*](#) generated 199 news stories that reached an audience of more than 12 million readers.

To download tips and checklists, and for all other information, visit [greatwinterweatherprep.org](http://greatwinterweatherprep.org).