



## Division of Emergency Management/Homeland Security

2478 Fairview Drive  
Carson City, Nevada 89701  
<http://dem.state.nv.us/>

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Gail Powell  
Public Information Officer  
Nevada Department of Public Safety  
Emergency Management/Homeland Security  
775-687-0325  
[gpowell@dps.state.nv.us](mailto:gpowell@dps.state.nv.us)

### **Media Advisory**

#### **FEMA and NOAA Promote National Flood Safety Awareness Week 2012**

WASHINGTON, D.C. -- The Federal Emergency Management Agency (FEMA) and the National Oceanic and Atmospheric Administration (NOAA) are once again partnering for National Flood Safety Awareness Week, March 12-16. This is a time for individuals, families, businesses and communities to understand their risk for flooding and take precautions to protect their families and homes in the event of flooding.

"Floods can happen at any time, anywhere across the United States, which means we all need to be prepared now," said FEMA Administrator Craig Fugate. "There are simple steps everyone can take to prepare for flooding, such as developing a family emergency plan, having an emergency supply kit and protecting your home or business from flooding by obtaining a flood insurance policy."

Floods are one of the most common hazards in the United States, however not all floods are alike. Floods typically occur when too much rain falls or snow melts too quickly. While some floods develop slowly, flash floods develop suddenly. Hurricanes can bring flooding to areas far inland from where they first hit the coast, as we witnessed last year from the devastating impacts of Hurricane Irene and Tropical Storm Lee. And chunks of ice from a thawing river can block its normal flow and force water out of its banks.

Yet there are simple steps citizens can take today to reduce their risk to all types of floods. Flood Safety Awareness Week is an excellent time for individuals and communities to understand their flood risk and implement precautions to mitigate the threat to life and property.

"Flooding is the leading cause of severe weather-related deaths in the U.S., and this is especially tragic since many are preventable. Of the nearly 100 flood-related fatalities each year, most occur as people attempt to drive on flooded roads. In many cases, the water is either too deep or moving too fast for drivers to maintain control of their vehicle, and in extreme cases the roadway may be washed away entirely," said Jack Hayes, director, NOAA's National Weather Service, which produces an array of flood outlooks and forecasts, including watches and life-saving warnings. "Remember, if confronted with a water-covered road follow National Weather Service advice: *Turn Around, Don't Drown.*"

NOAA will issue the 2012 U.S. Spring Outlook and flood assessment on March 15.

FEMA and NOAA will provide the public with key information related to flood hazards, and ways to protect yourself and your property each day of National Flood Safety Awareness week. Read [www.fema.gov/blog](http://www.fema.gov/blog) throughout the week to stay informed and to get involved. Additional resources can be accessed online at the [Flood Safety Awareness Week landing page](#).

For more information on flood safety tips and information, visit [www.ready.gov](http://www.ready.gov). For information on how to obtain a flood insurance policy, visit [www.floodsmart.gov](http://www.floodsmart.gov).

FEMA's mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.

NOAA's mission is to understand and predict changes in the Earth's environment, from the depths of the ocean to the surface of the sun, and to conserve and manage our coastal and marine resources. Join us on Facebook, [Twitter](#) and our other [social media channels](#).

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