

# PANEL: IMPORTANCE OF RISK COMMUNICATION IN FLOODPLAIN MANAGEMENT

**Floodplain Management Association Panel**

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Thursday, September 7, 2018



**HAZARD** AND **RISK:**  
THE DIFFERENCE AND WHY IT  
MATTERS

# Identifying the hazard

*Source*  
*(river, sea, rain, backup)*



Image adapted from Anna Serra Llobet and HR Wallingford



# Characterizing the hazard

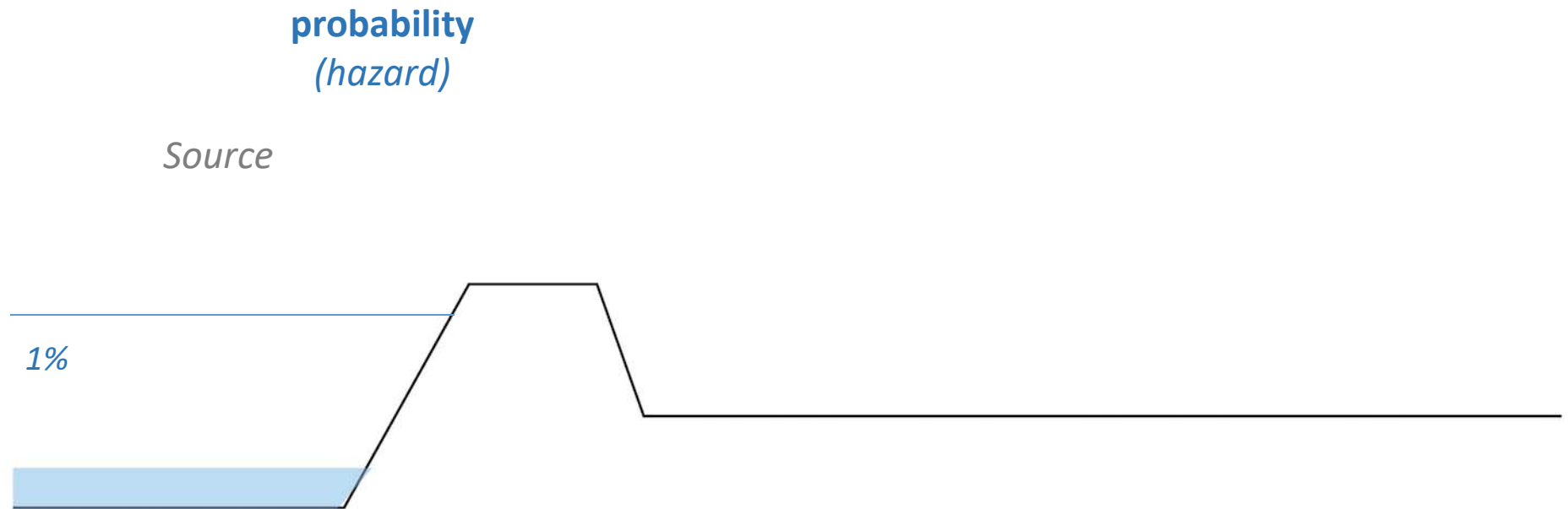
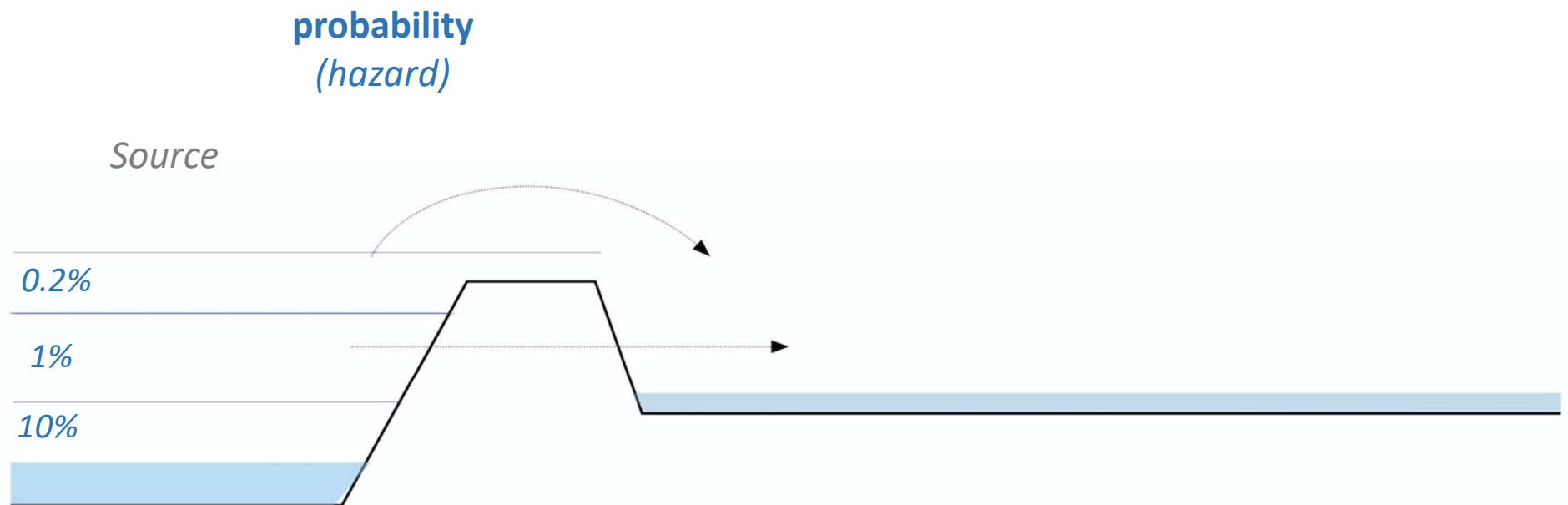


Image adapted from Anna Serra Llobet and HR Wallingford



# Characterizing the hazard



# More elements of risk

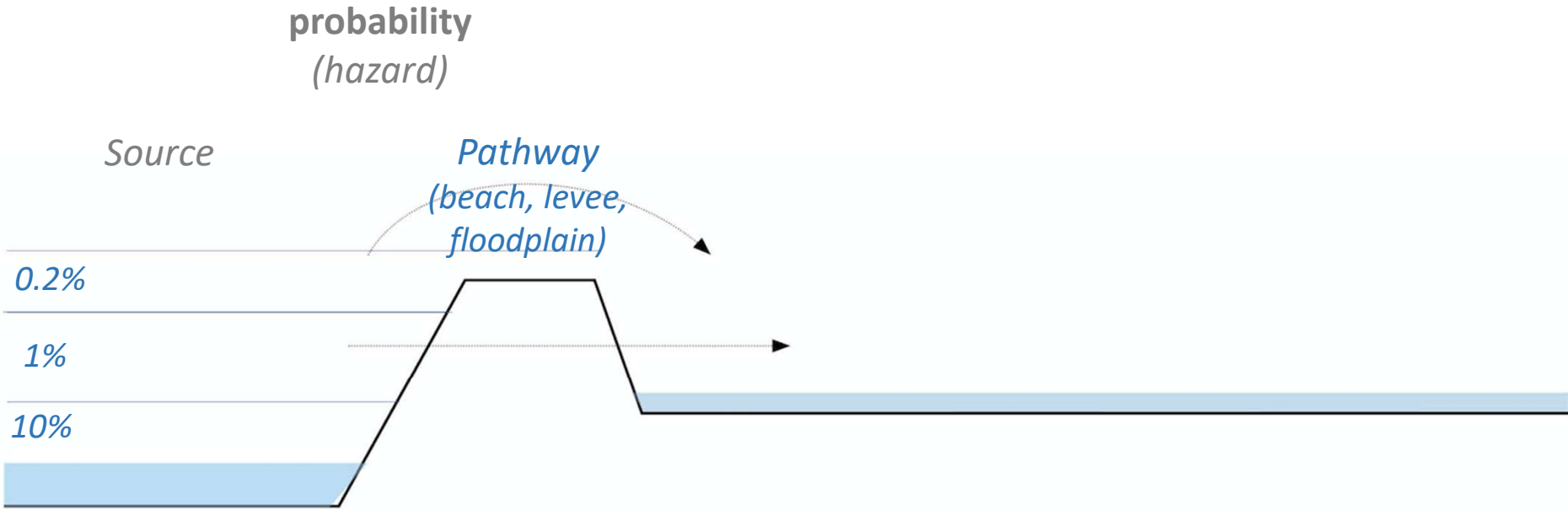


Image adapted from Anna Serra Llobet and HR Wallingford



# More elements of risk

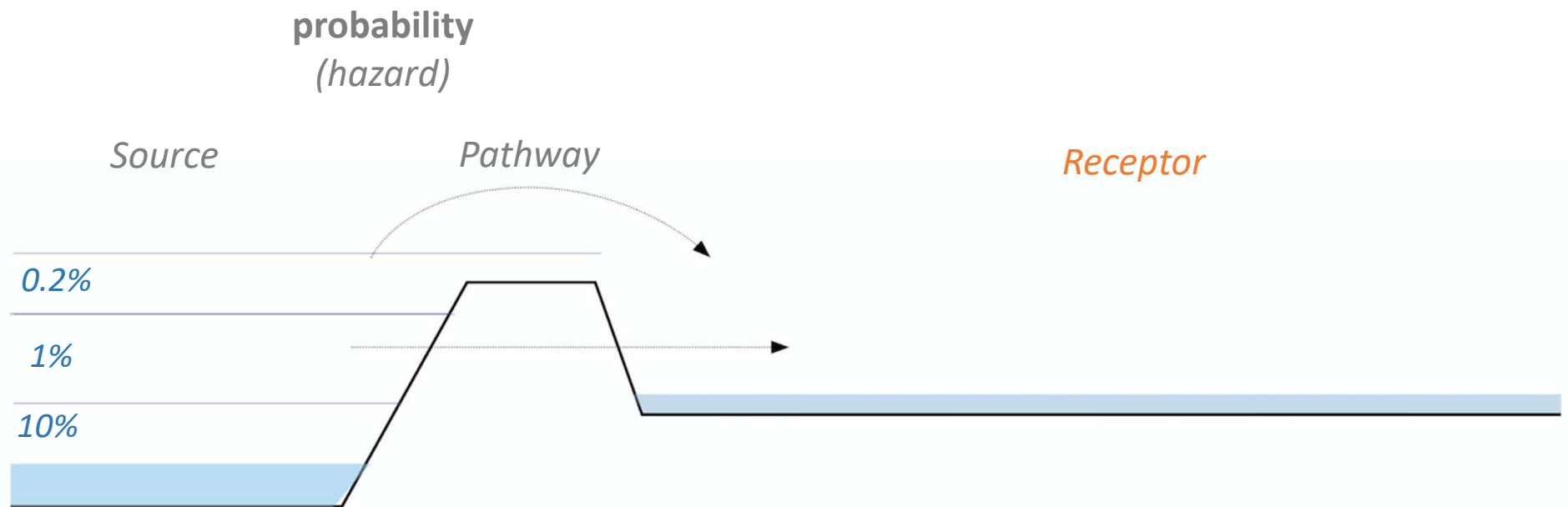


Image based on HR Wallingford



# More elements of risk

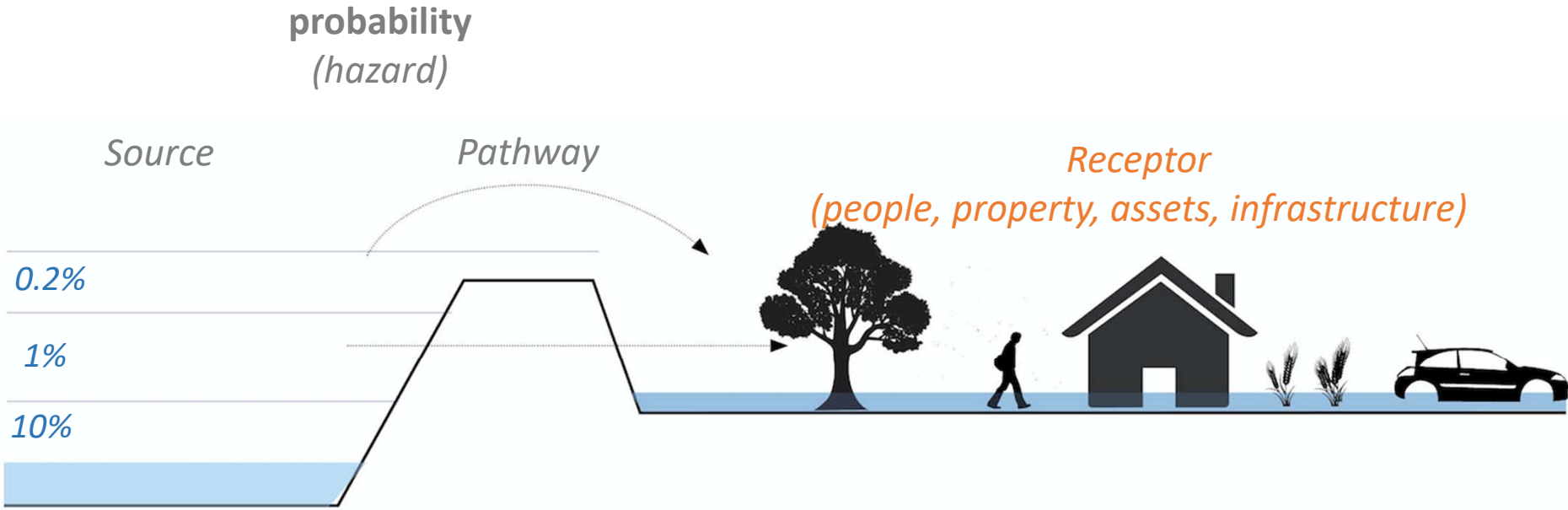


Image adapted from Anna Serra Llobet and HR Wallingford





# More elements of risk

probability

consequences

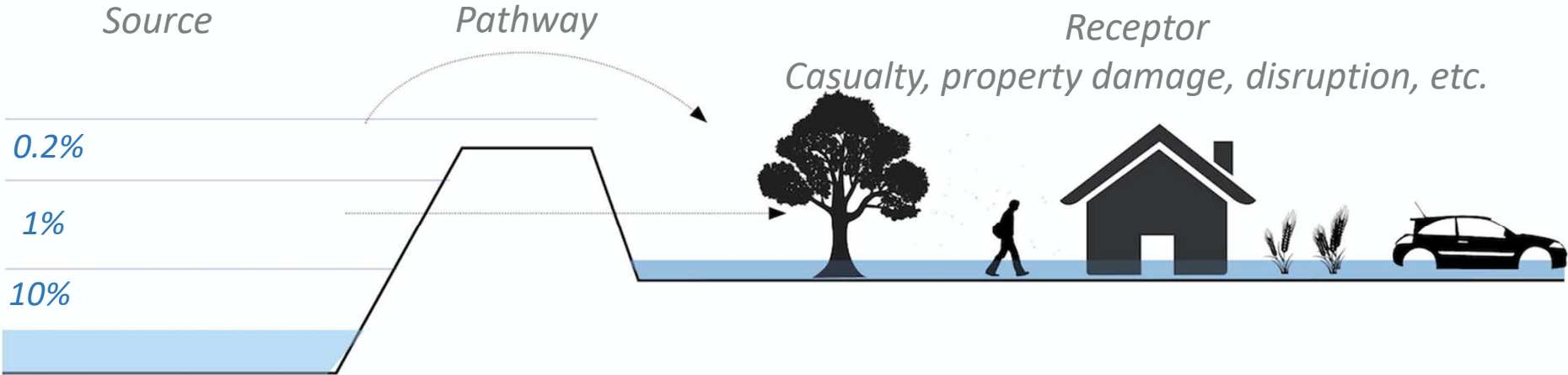


Image adapted from Anna Serra Llobet and HR Wallingford



# Quantification of risk

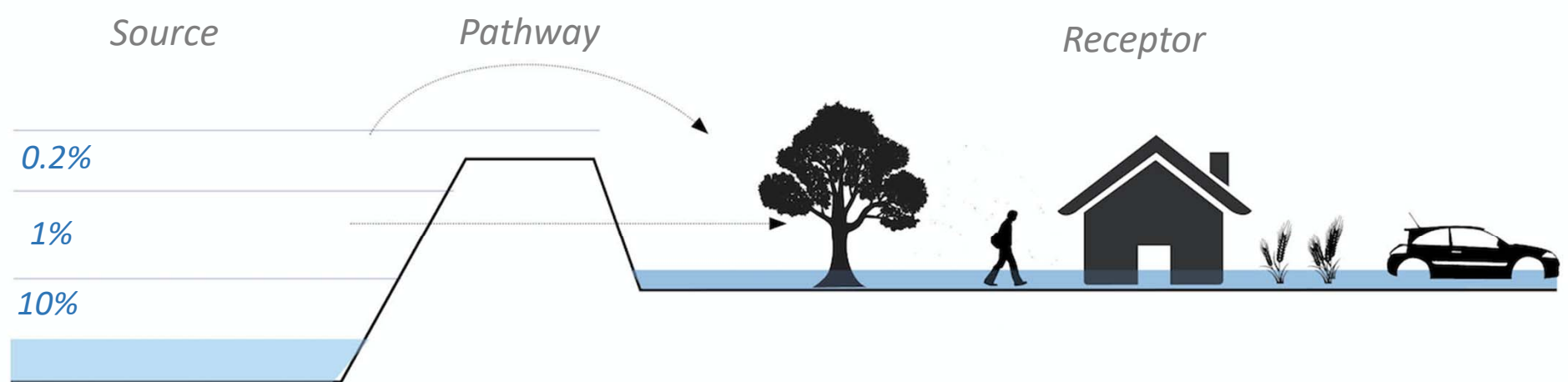


Image adapted from Anna Serra Llobet and HR Wallingford



# This is the hazard

*Source*



Image adapted from Anna Serra Llobet and HR Wallingford



# This is the risk

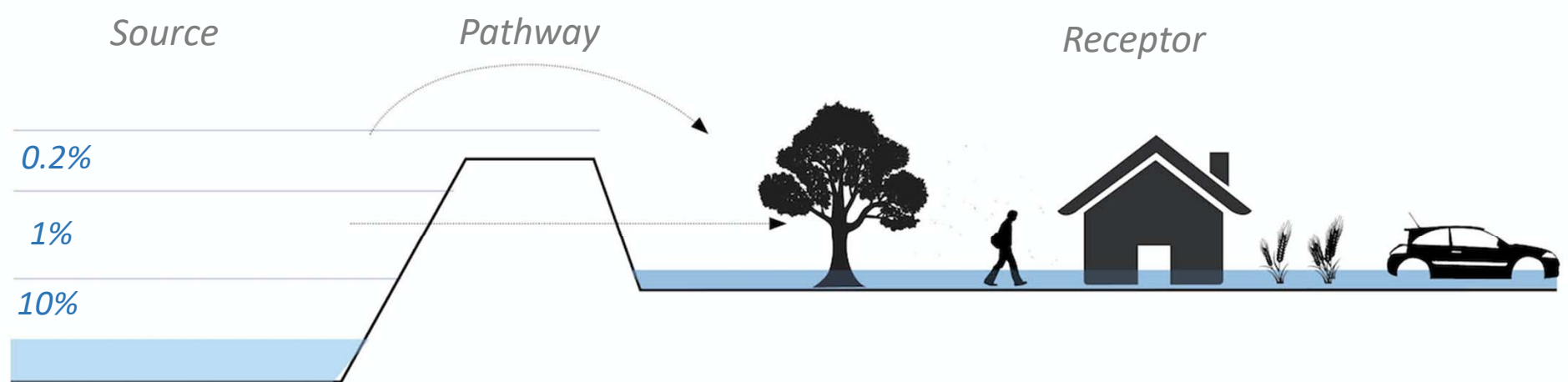


Image adapted from Anna Serra Llobet and HR Wallingford



# What do FIRMs show?

**probability**  
*(hazard)*

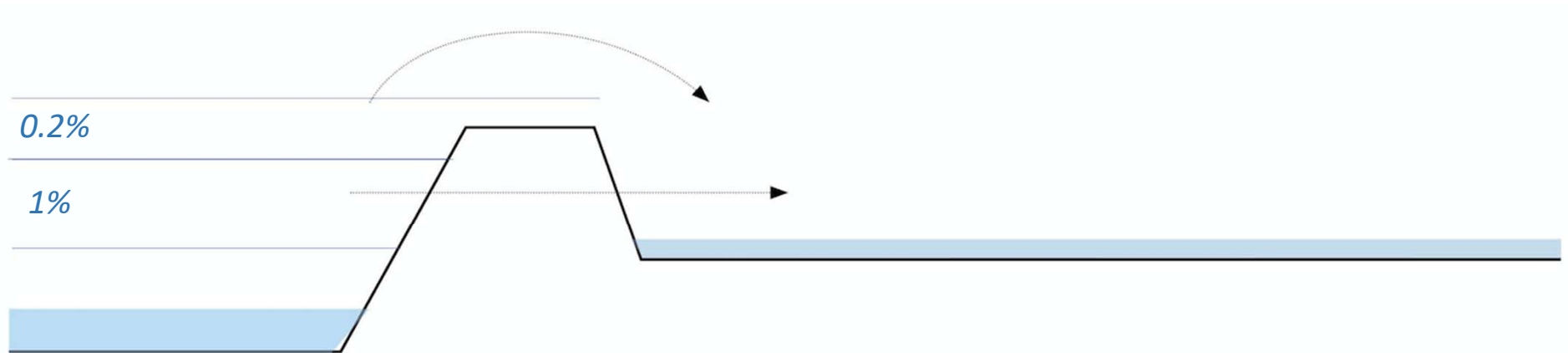


Image adapted from Anna Serra Llobet and HR Wallingford



# What are FIRMs insuring?

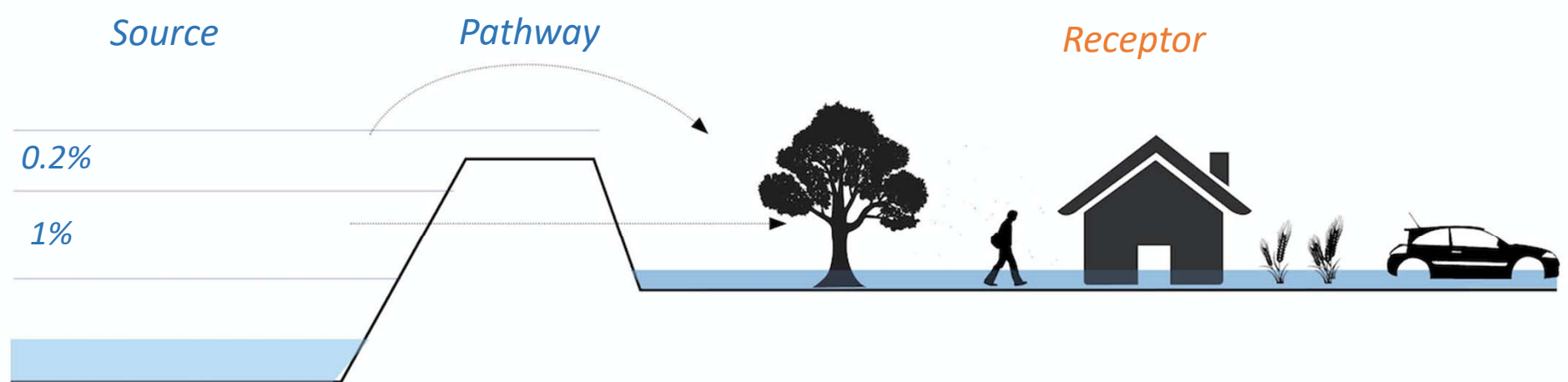


Image adapted from Anna Serra Llobet and HR Wallingford



# What do communities, electeds, and developers emphasize?

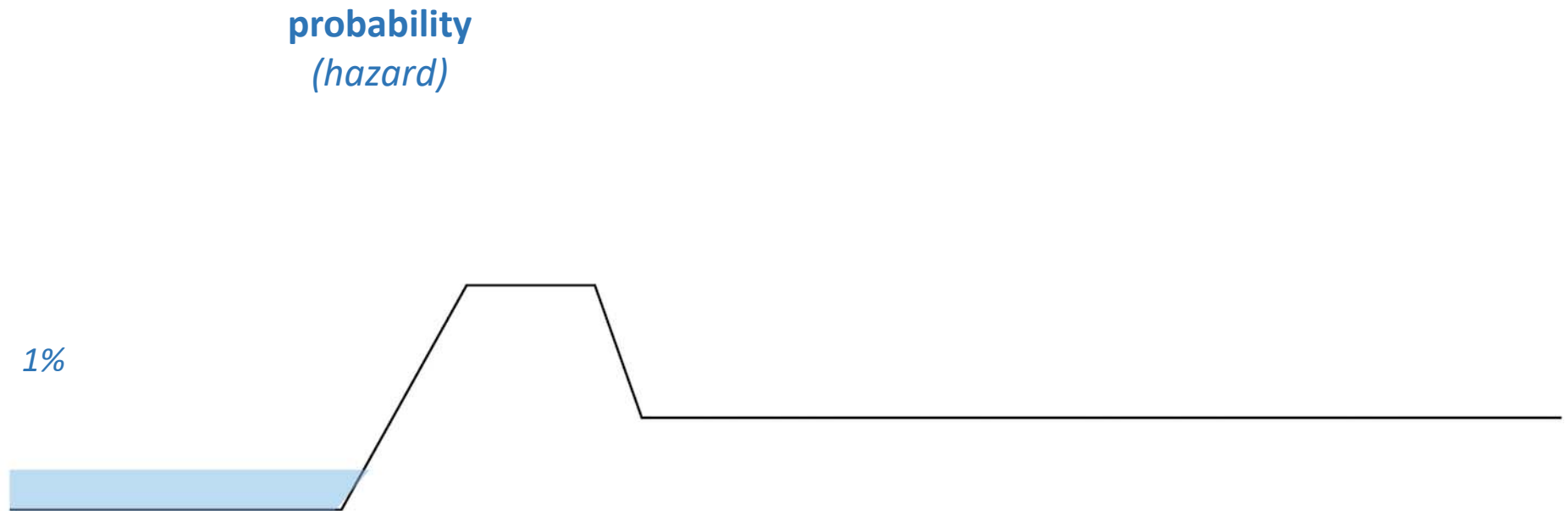


Image adapted from Anna Serra Llobet and HR Wallingford



# What do they care about?

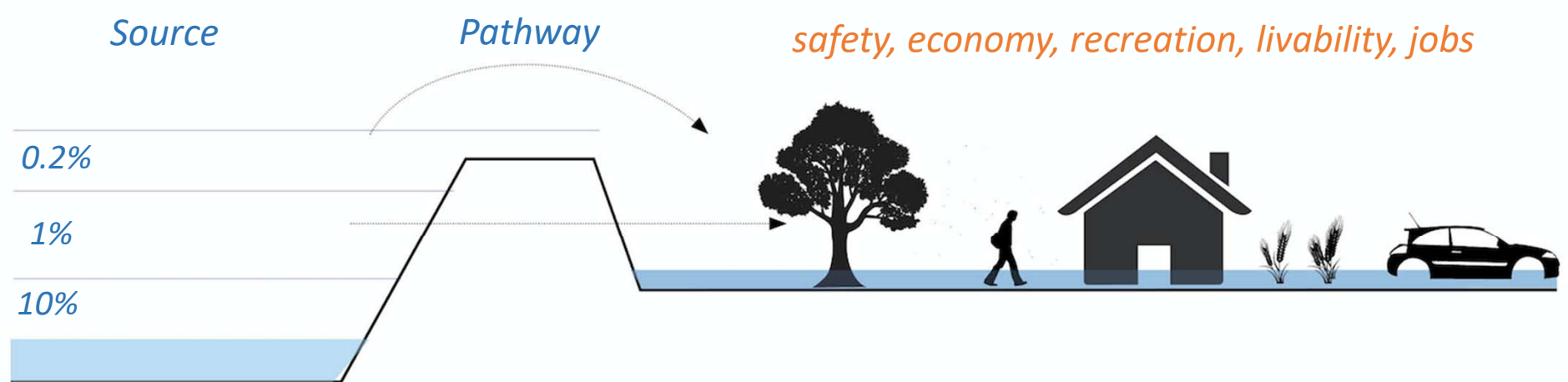


Image adapted from Anna Serra Llobet and HR Wallingford





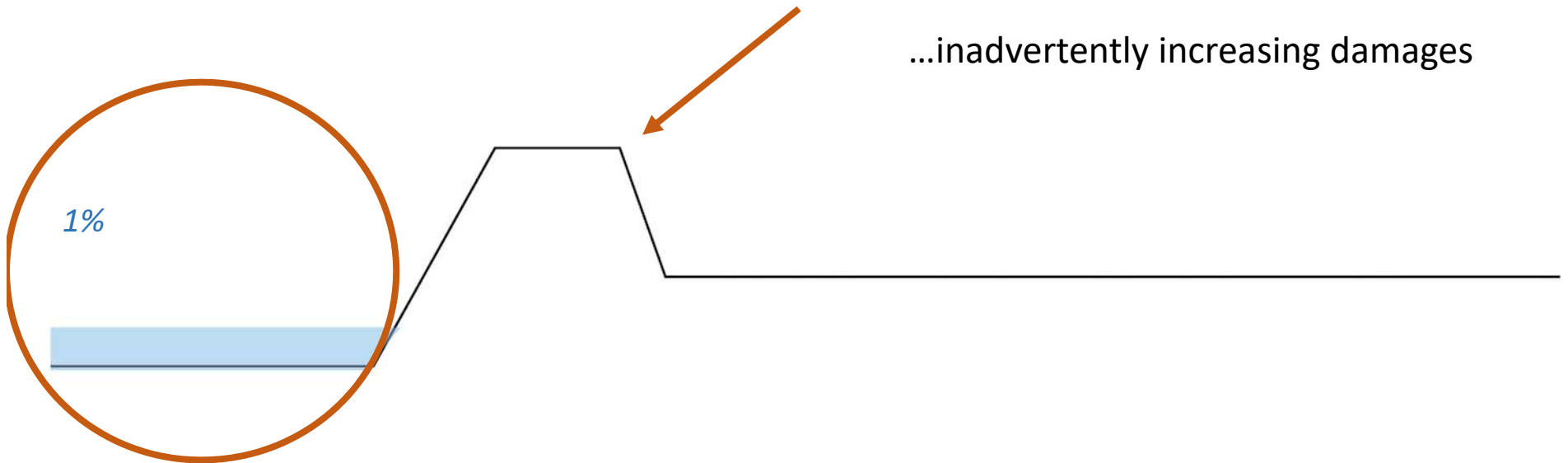
Why is the distinction so important?



# If this is what we think “risk” is

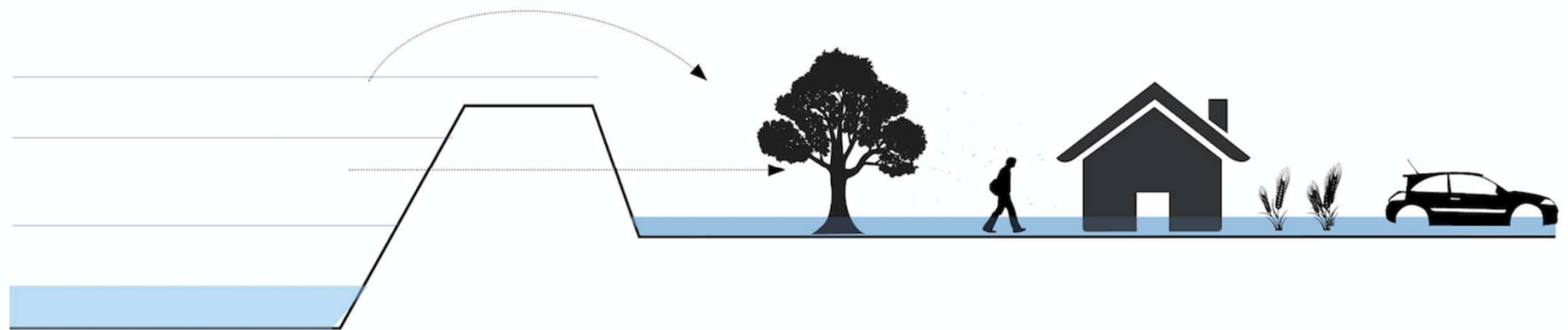
**Lost opportunity** to determine for ourselves what level of risk we are willing to **tolerate**.

...inadvertently increasing damages



# If we recognize that “risk” is

- We make informed decisions on land use and investment
- We are better prepared
- We have many tools in our tool box
- We become resilient



probability



consequences



# FLOOD RISK COMMUNICATION AND OUTREACH COMMITTEE

Association of State Floodplain Managers

RISK COMMUNICATION  
AND OUTREACH  
COMMITTEE

Mission

The Risk Communication and Outreach (RCO) Committee seeks to **advance best practices** in flood risk education, communication, and outreach in order to facilitate **informed decision making** and **effective stakeholder engagement** at all levels.

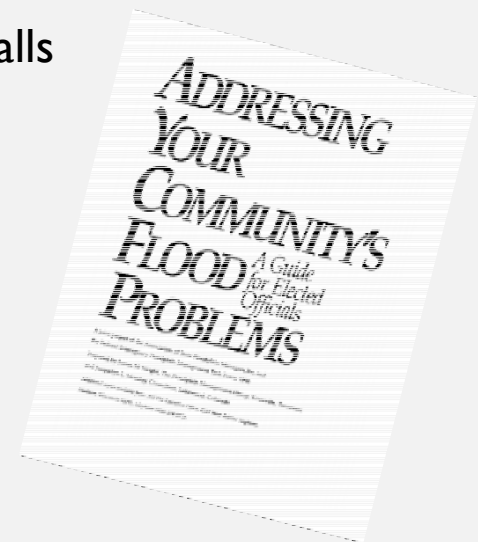
Support ASFPM Goals and Objectives.



## PRIMARY ACTIVITIES

More actions and ways to participate will be identified in Workplan

- Support initiatives of ASFPM & Foundation
  - Review and comment on relevant legislation or programs
  - Update the Guide for Elected Officials
- Webinars and trainings
- White papers and articles
- Committee calls



**INTERESTED?  
GET INVOLVED**

Contact the committee Co-chairs (and  
check out ASFPM's other policy committees)

[www.floods.org](http://www.floods.org)



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