



FEMA

EXTERNAL AFFAIRS BULLETIN

Week of October 20, 2014

Important Dates and Deadlines:

[Effective Coordination of Recovery Resources](#)

(October 22, 2014)

[Proposed Public Assistance Policy on Insurance](#)

(December 8, 2014)

“Race the Wave” Tsunami Preparedness

As part of September’s National Preparedness Month, Cannon Beach, Oregon, hosted “Race the Wave.” This 5K/fun run was designed to help runners, visitors, and community members gain a greater appreciation for [tsunami evacuation routes](#) and safe locations by physically running the evacuation route rather than studying a map. According to research from the [Oregon Department of Geology and Mineral Industries](#), the Cannon Beach community is at risk to experience a large earthquake and tsunami due to the Cascadia Subduction Zone – a fault line 60 miles off of Oregon’s Pacific coast that produces a large earthquake and tsunami approximately every 500 years.

Local leaders in Cannon Beach have long emphasized their town’s tsunami risk, but posting signs along the evacuation route was just one part of getting the community prepared. They wanted residents and visitors to internalize the tsunami evacuation routes through the most effective way: muscle memory. People can become accustomed to evacuation; however, seeing evacuation signs and physically acting out their instructions use different parts of the brain.

On average, it took most participants about 15-20 minutes to jog or walk from the beach to a safe assembly area. In racing the wave, Cannon Beach residents and visitors were able to internalize and commit to muscle memory the tsunami evacuation route, enabling them to [be prepared](#) if a disaster were to occur.



Race the Wave 5K at Cannon Beach, Oregon.

FEMA’s Office of External Affairs provides this bulletin to highlight recent and upcoming program and policy activities and announcements.

Feedback is welcome at fema-external-affairs@fema.dhs.gov. Previous editions are available at the [FEMA library](#).

Open Joint Field Offices

CA, HI, MI, MN, NE, NM, NY, SD, TN, WA

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Building Resilience with Diverse Communities

[LLIS.gov](#) is continuing its “Webinar Wednesdays” series with a presentation on [“Building Resilience with Diverse Communities \(BRDC\)”](#) on **October 22 at 1 p.m. EDT.**

The Department of Homeland Security’s Center for Faith-based & Neighborhood Partnerships created its BRDC effort to examine the role of faith-based and community organizations in emergency preparedness and response. BRDC works to improve community resilience by engaging the whole community through a seven-stage process.

USFA Releases Fire Safety Trailer Curriculum

The U.S. Fire Administration (USFA) and the Centers for Disease Control and Prevention have released the [Fire Safety Trailer Curriculum](#). This educational tool can take education programs to a whole new level. It offers an “out-of-the-box” way to use a fire safety trailer to teach students of all ages about fire safety. The curriculum contains ready-to-use educational fire safety programs and presentations for all age groups that can be localized for audiences.

For more information, please email FEMA-FireisEveryonesFight@fema.dhs.gov.

This bulletin is not intended to provide a comprehensive list of policies that are open for public comment, nor does it describe all of the instructions or requirements necessary to submit a comment. For a complete list of instructions and deadlines please click the hyperlinks included. FEMA does not endorse any non-government organizations, entities or services.

The American Red Cross Uses National Fire Incident Reporting System Data to Save Lives

The American Red Cross is using the U.S. Fire Administration's (USFA) National Fire Incident Reporting System (NFIRS) information, along with other demographic data, to select and prioritize target areas for smoke detector installations.

Earlier this month in south Albany, New York, Red Cross volunteers and Boy Scout Troop 99 went door-to-door in neighborhoods plagued by house fires. They promoted fire safety messaging and handed out smoke alarms. Last week, a woman's life was saved by a smoke detector given to her by the Flint River Chapter of the American Red Cross. She had fallen asleep in her home after running a self-cleaning oven without realizing that a pot of grease was still in the oven. The smoke detector woke her up and she evacuated her house safely.

This woman's story serves as a reminder to install working smoke alarms in properties and to conduct regular checks to make sure they are working correctly. Every year, three out of five home fire deaths result from fires in properties without working smoke alarms. More than one-third of home fire deaths result from fires in which no smoke alarms are present. The risk of dying in a home fire is cut in half in homes with working smoke alarms.

More information about [smoke alarms](#) and other fire safety topics are available online at www.usfa.fema.gov.

REMINDER: Amendments Made to Public Assistance and Individual Assistance Program for Fiscal Year 2015 (FY15)

FEMA published [Federal Register Notices](#) amending several important indicators for the Public Assistance and Individual Assistance program for fiscal year (FY) 2015. Under the Individual Assistance program the maximum grant award was amended to \$32,900. Under the Public Assistance program the statewide per capita indicator was amended to \$1.41 and the countywide per capita indicator was amended to \$3.56. The minimum amount to process a Project Worksheet was amended to \$3,040, and the maximum dollar amount for a project to be considered a small project was amended to \$121,600. Projects over \$121,600 will be processed as a large project. These changes are effective for disasters declared on or after October 1, 2014.

REMINDER: FEMA Seeks Comments on Effective Coordination of Recovery Resources for State, Tribal, Territorial and Local Incidents

FEMA is currently seeking comments on the *Effective Coordination of Recovery Resources for State, Tribal, Territorial and Local Incidents* document until **October 22, 2014**.

Comments from any organization or interested party are welcome and will help to inform the final document prior to its publication. For a copy of the document, email FEMA-IGA@fema.dhs.gov.

REMINDER: FEMA Seeks Comments on its Proposed Public Assistance Policy on Insurance

FEMA seeks public comments from state, tribal, territorial and local governments, private non-profit organizations, and interested members of the public regarding its proposed Public Assistance policy on insurance. Comments must be submitted through the process outlined in the [Federal Register Notice](#) and are due on **December 8, 2014**.

This proposed policy makes several changes including clarifying key terms, the scope of insurance needed, and the difference between flood and non-flood events. The policy also proposes options to self-insure, modify the insurance requirement and sets standards for State Insurance Commissioner certification.

The mission of the Office of External Affairs (OEA) is to engage, inform, and educate all of FEMA's stakeholders in support of the Agency's programs and initiatives to achieve its mission. OEA accomplishes its mission by coordinating and maintaining visibility of public and internal communications; advising FEMA program and support offices on decision-making regarding policies, plans, and actions that affect stakeholder, media, and Congressional audiences; and organizing outreach efforts targeted at principal stakeholders to include local, state, territorial, and tribal governments, the private sector, national organizations and associations, and the American public.

