

## **Sea Grant 50th Anniversary May Communications Plan: Community Resilience**

### **KEY MESSAGES**

For the purposes of the May Theme of Community Resilience, we have decided to focus on weekly messages that reflect the breadth of the topic. Topics will build from what is resilience to infrastructure, preparedness, response and beach safety.

We want to specifically elevate where possible Sea Grant's Resilience Toolkit <http://seagrants.noaa.gov/WhatWeDo/ResilienceToolkit.aspx> as it contains significant resources already collected by Sea Grant programs. Items can be added to the toolkit still. [http://seagrants.noaa.gov/Portals/0/Documents/what\\_we\\_do/toolkit/Guidelines%20for%20National%20Sea%20Grant%20Resilience%20Toolkit.pdf](http://seagrants.noaa.gov/Portals/0/Documents/what_we_do/toolkit/Guidelines%20for%20National%20Sea%20Grant%20Resilience%20Toolkit.pdf).

#### May 1-7: What is community resilience?

- Coastal resilience means building the ability of a community to “bounce back” after hazardous events such as hurricanes, coastal storms and flooding--rather than simply reacting to impacts.
- Even if weather and climate patterns remain the same, the growing population along the coast means that communities will be increasingly vulnerable. A changing climate will accelerate the vulnerability due to an increased frequency of severe storms and rising sea levels.
- It takes a community to build community resilience. We work with fellow Sea Grant programs regionally and nationally to address issues and impacts. In addition, we partner with a multitude of other NOAA offices (National Weather Service, National Estuarine Research Reserves, Coastal Zone Management, NOAA Digital Coast, etc.)
- Resilience is not just dollar value of a building, it's about lives and loss of life. Sea Grant is a leader nationally in the areas of rip current and shoreline injury prevention and safety.
- Video: <http://oceanservice.noaa.gov/facts/resilience.html>

#### May 8-14: Infrastructure

- Sea Grant looks at various ways to protect infrastructure from coastal hazards using research to drive recommendations.
- Dunes, living shorelines and other natural systems are an alternative to hardened structures like seawalls and riprap.
- Green infrastructure can help control stormwater in urban areas and help communities adapt to climate change and changing storm frequency and intensity.

#### May 15-21: Preparedness

- May 15-21 Hurricane Preparedness week [http://www.nws.noaa.gov/com/weatherreadynation/hurricane\\_preparedness.html](http://www.nws.noaa.gov/com/weatherreadynation/hurricane_preparedness.html)
  - Sunday - Determine your risk

- Monday - Develop an evacuation plan
- Tuesday - Secure and insurance check-up
- Wednesday - Assemble disaster supplies
- Thursday - Strengthen your home
- Friday - Identify trusted sources of information for a hurricane event
- Saturday - Complete your written hurricane plan
- Hashtags: #HurricaneStrong #HurricanePrep #ItOnlyTakesOne
- Coastal Storms Awareness (Barbara - NYSG producing a video)
- Homeowners Handbooks

#### May 22-28: Response

- Both during and after storms and coastal hazard events, Sea Grant provides community members and leaders with tools and information.
- Provide examples of how SG has responded to national disasters like Hurricane Katrina, Hurricane Sandy, etc.

#### May 29-June 4: Safety at the beach

- Resilience is not just dollar value of a building, it's about lives and loss of life.
- Sea Grant is a leader nationally in the areas of rip current and shoreline injury prevention and safety.
- Safety concerns at the beach:
  - Rip currents and dangerous currents
  - Surf zone injuries
  - Sharks, jellyfish, biting insects

## **ACTIVITIES**

Weekly featured articles on [seagrant.noaa.gov](http://seagrant.noaa.gov)

[https://docs.google.com/a/noaa.gov/spreadsheets/d/1b8UISfMONps73k2lxz0fHfeaEQSzqsdufL EX\\_sRLkIE/edit?usp=sharing](https://docs.google.com/a/noaa.gov/spreadsheets/d/1b8UISfMONps73k2lxz0fHfeaEQSzqsdufL EX_sRLkIE/edit?usp=sharing)

- April 28: Oregon - Community Resilience
- May 5: Rhode Island - Community Resilience (Fortified Residences)
- May 9: New Hampshire - Community Resilience (Dune Restoration) / Lake Champlain - Community Resilience (Green Infrastructure)
- May 12: Puerto Rico - Community Resilience (CariCOOS)
- May 19: USC - Community Resilience (Urban Tides Program) / Georgia is also writing an article about the first sea level rise plan in the state (?)
- May 26: Hawaii - Community Resilience

One pager about Sea Grant's commitment to Community Resilience

- Will address infrastructure, storm prep and response, and beach safety
- Katie Mosier (NC) will develop verbiage, Brooke Carney (NOAA) will pull data and statistics, Roy will provide design assistance

### Community Resilience Story Map

- Each program will submit up to two examples of community resilience projects that are location based to be added to a Sea Grant Resilience StoryMap
- Katy O'Connell (DE) and Sea Grant Knauss Fellow will collect and create the project which will be linked on [seagrants.noaa.gov](http://seagrants.noaa.gov) and can be embedded on other pages
- Examples: <https://storymaps.arcgis.com/en/gallery/#s=0>

### National Social Media Campaign

- Share community resilience key messages, products and articles with #resilience and #SeaGrant50
- During Hurricane Awareness Week, use awareness week hashtags.

### Event Promotion

- DE Community Resilience event May 5th [https://www.deseagrant.org/sites/default/files/attachments/May%205%202016-Green%20Infrastructure%20Workshop\\_low%20res.pdf](https://www.deseagrant.org/sites/default/files/attachments/May%205%202016-Green%20Infrastructure%20Workshop_low%20res.pdf)
- May 15-21 Hurricane Preparedness Week (National Weather Service)
- NC Annual Hurricane Conference in May 25th <http://www.ecu.edu/cs-cas/hazards/conferences.cfm>
- Brooke Carney (NSGO) will search for national events on resilience during the month to ask entities to acknowledge Sea Grant's role in the topic area during said events.

### Targeted outreach to non-NOAA community resilience agencies/organizations

- National: Send one pager and cover letter/email to national entities like FEMA, HUD, national floodplain managers, emergency management agencies
- Local/State: Send one pager and cover letter/email to other state/local groups with whom they work thanking them for collaboration. Can send one pager and cover letter to non-familiar entities introducing the work.