



INDIANA DEPARTMENT OF HOMELAND SECURITY

**COMMUNICATING RISK-FROM THE
OSTRICH SYNDROME TO OMG WE ARE
ALL GONNA DIE!!**



What's Your Risk?

- Ostrich Syndrome

- Easy Answer
- Short memory
- Cultural
- Priority on getting “back to normal”.



Risk

- Panic and Run
- Fear with no information
- Desensitizes individuals to real warnings



Key “C” Characteristics of Effective Risk Communication

Clear & Concise
Communication

Comprehensive
Collaboration





Communication

Clarity

- **New NWS Warnings**
 - DANGEROUS TORNADO WITH COMPLETE DEVASTATION LIKELY. ... SEEK SHELTER NOW! ... MOBILE HOMES AND OUTBUILDINGS WILL OFFER NO SHELTER FROM THIS TORNADO – ABANDON THEM IMMEDIATELY.”
- **Common Terminology**
 - 100 year flood event, actuarial rates

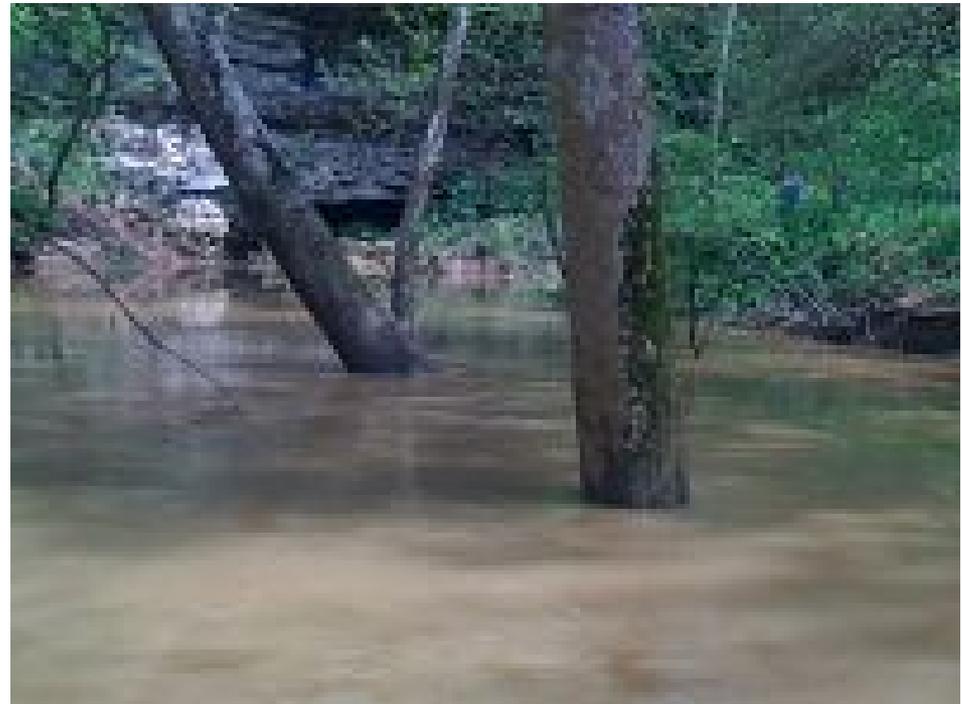


Communication

- **Consistency**
 - Messages should be consistent for all hazards
- **Honesty**
 - ****Current Issues**
 - Columbus Warning System
 - Orange Co Warning
 - Low Head Dam Initiation

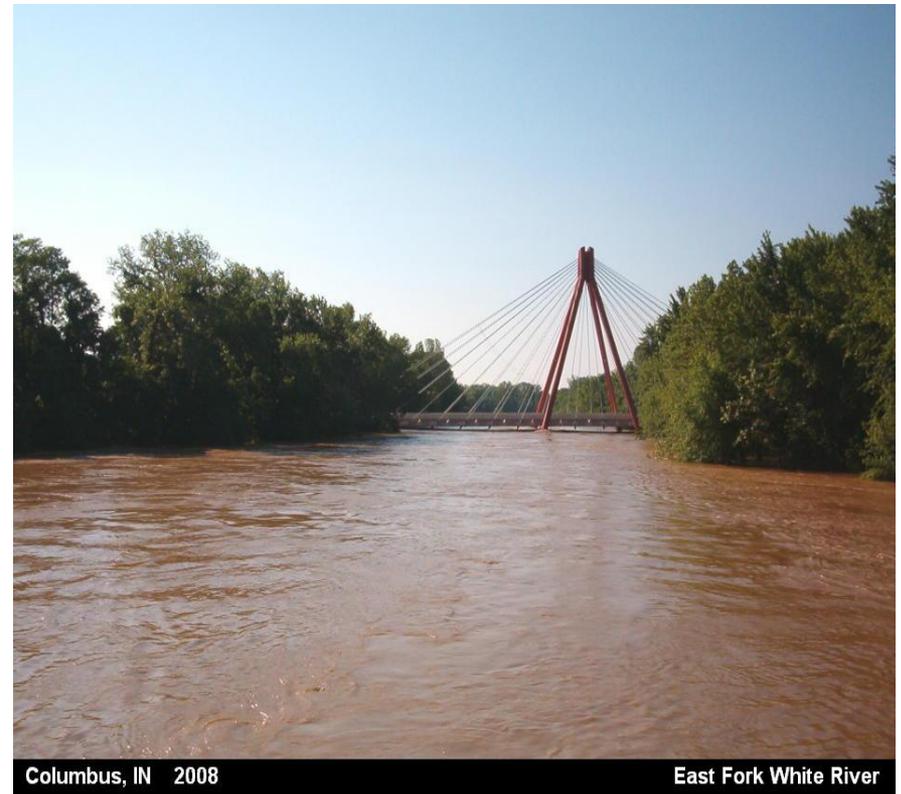
Orange Co Warning

- Karst Area
- Home of the Lost River
- Casino



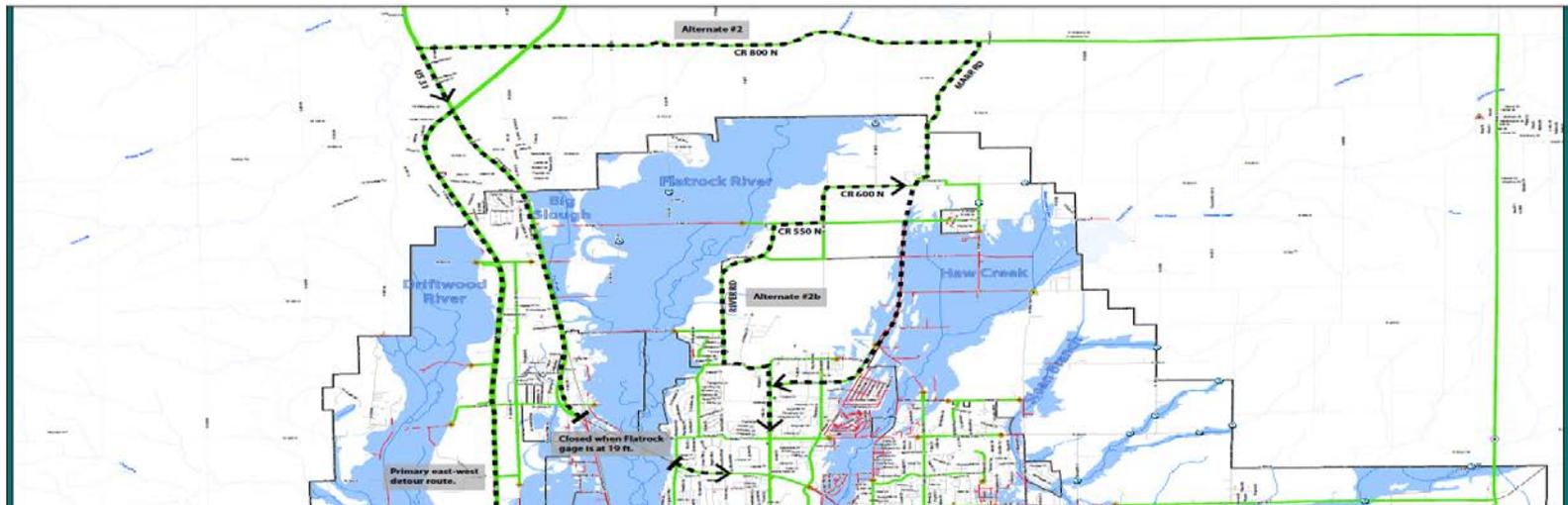
Columbus Warning System

- June 2008 Flood Event
 - Cummins Engine
 - Hospital
 - Infrastructure
- Installed Flood Gauges
- FIM
- Training
- Comprehensive Flood Response Planning



Columbus Warning System

- Plan
 - Preparation and Response
 - Recovery and Mitigation



Low Head Dam Initiative

- Acknowledge the Benefits
- Convey the Risk



Collaboration

Thinking outside the box

Bringing **ALL** the Stakeholders to the table

Bringing the **RIGHT** people to the table

Building trust





Federal and National Partners



FEMA



Many Agencies

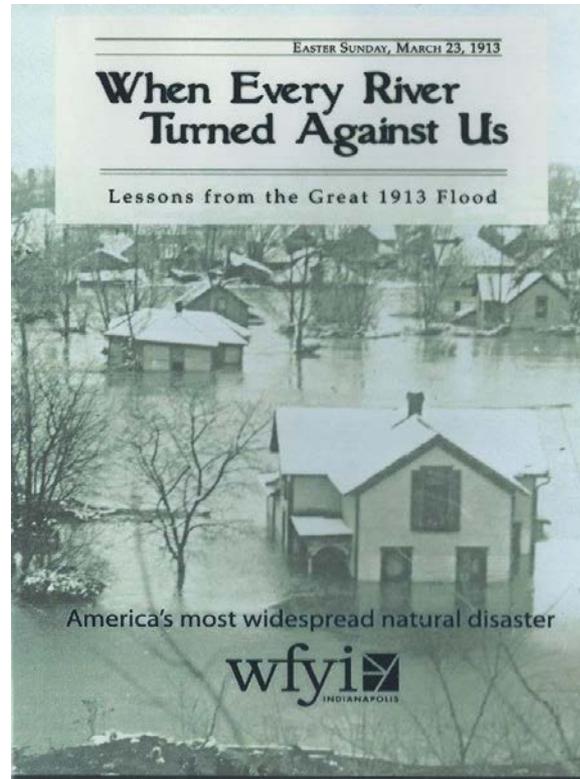
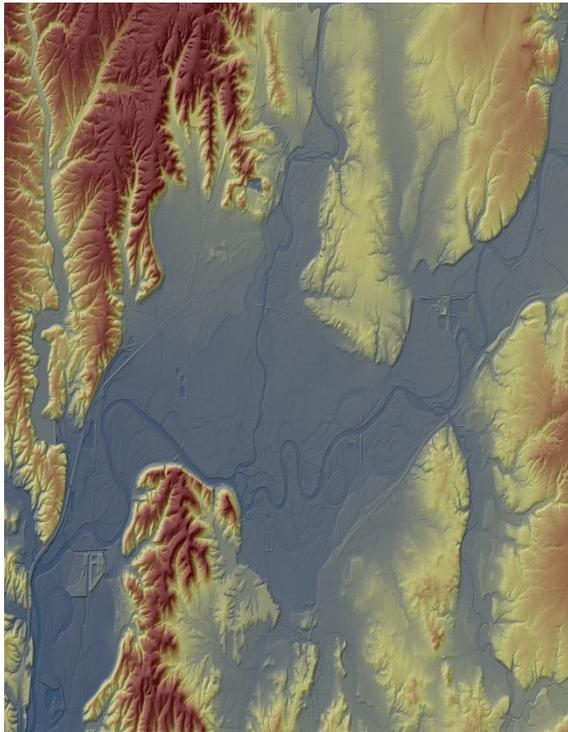


One Solution

State, Local, and Educational Partners



Identify Hazards



Education and Outreach

Mitigate Risk

