



St. Bernard

Community Education & Outreach

Project Goals

- Provide Current and Accurate Technical Information
- Encourage Residential Mitigation Actions
- Increase Community Resiliency
- St. Bernard Parish Master Drainage Plan to assist in organizing the effort, e.g. Open Houses
- Include natural, key partners



Proposed Partners for Consistent Messaging

- SLFPA-E
- Corps of Engineers
- GOHSEP
- CPRA
- GNO Red Cross Resiliency Campaign
- UNO-CHART
- LA Sea Grant



Messages

- Technical Information that can be understood and acted on
- Highlight the progressive drainage and flood control projects that enhance public safety
- Educating citizens on their interior drainage system... “follow the water”

Strategic Communication Methods

- Branded collateral materials with targeted messages
- Business, civic and community stakeholders participate in project launch
- Internal St. Bernard Parish/Lake Borgne Basin Levee District Communications Network
- Key communicator media, civic and community speaking opportunities
- Government access television
- Branded website pages and social media strategies



Schedule

- Mailers: beginning in February 2014
- Open Houses: May 2014
- Additional Mailers to follow Open Houses
- Information pushed out prior to and throughout the 2014 Hurricane Season



Thank you for your time-

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