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Opening Remarks

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GOHSEP

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Prepare + Prevent + Respond + Recover + **Mitigate**

From Katrina to Isaac:

Challenges in Hazard Mitigation

Jeffrey Giering
State Hazard Mitigation Officer
Governor's Office of Homeland Security and
Emergency Preparedness

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Post-Katrina Challenges

- Defining and **Selling** the Concept of Mitigation
- Defining and Quantifying **Risk**
- Addressing Louisiana's **RL/SRL Properties**
- Documenting Risk Reduction **Success Stories**



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Louisiana's State and Local Capabilities Pre- and Post-Katrina

Staffing and Training

Pre-Katrina:

- **6** dedicated mitigation staff
- **Limited training** through FEMA
- **Limited local knowledge** of mitigation concepts and funding sources

Post-Katrina:

- **70** mitigation staff and 6 contractors
- Robust training program developed specifically for **State staff** as well as **local officials**

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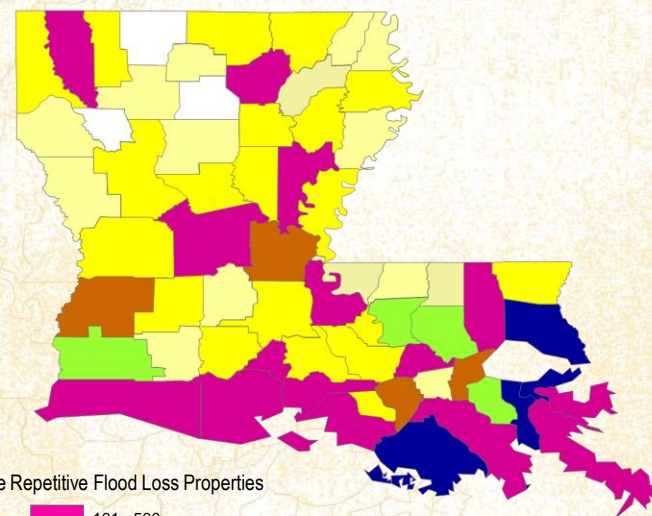
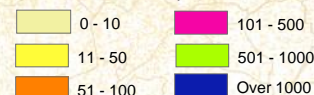
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GOHSEP's Repetitive Loss Strategy

- 4,291 RL & 21,250 SRL properties
- 1,149 in current projects
- Emphasis on RL/SRL properties for all future funding

Legend

Validated Severe Repetitive Flood Loss Properties



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Community Education and Outreach

The GOHSEP Community Education & Outreach (CEO) program is a multi-year initiative, using federally dedicated funds, to build a **culture of hazard mitigation** awareness and actions, empowering Louisiana residents to **break the cycle** of destruction that follows every disaster.



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What We've Accomplished

5 Strategic Partnerships

- UNO CHART
- NIMSAT - UL - Lafayette
- Building Officials Association of Louisiana (BOAL)
- LSU's Stephenson Disaster Management Institute (SDMI)
- LSU's Ag Research & Extension Center
- State Historic Preservation Office (SHPO)



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What We've Accomplished

- 55 Workshops and Training Events
 - 5 Regional Hazard Mitigation Grant Workshops
 - 1 Statewide Procurement Seminar
 - 2 UNO Chart Disaster Resiliency University Workshops
 - 2 UNO Elected Officials Executive Symposium
 - 4 UNO Community Continuity Regional Workshops
 - 5 Building Officials of Louisiana code official training events
 - 25 SDMI Small Business Workshops
 - 6 Recovery Workshop Mitigation Presentations

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What We've Accomplished

17 Brochures and other Job Aids

Media and Print Materials Outreach

- 20 TV and Radio Announcements (over \$5 million in public service air time)
- 2 Movie Theater on screen campaigns
- 21 Newspaper ads (and over \$1 million in donated space)
- 1,570,000 pieces of printed literature with Hazard Mitigation messages

Over 600 mitigation projects

Over 3,000,000 Louisiana citizens reached

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For More Information:

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