FEMA Private Sector Division
Hurricane Season 2010 private sector article

Hurricane Season: More Than A Coastal Threat

As Hurricane Season begins, few people realize that the majority of fatalities from hurricanes are from inland flooding, as these tropical systems dump severe rains along their storm tracks. Hurricanes are a threat not only to coastal communities but to communities hundreds of miles inland. Their tracks can travel across states throughout the Southeastern and Eastern U.S., the Southwestern U.S., and the Midwest, while Central Pacific Hurricanes can threaten Hawaii.

Also, more than half of landfall hurricanes produce tornadoes.

FEMA and its federal partners are urging employers and individuals throughout the U.S. to prepare for Hurricane Season, which lasts from June through November in the North Atlantic and Central Pacific, and mid-May through November in the Eastern Pacific. Lack of hurricane awareness and preparation can have devastating effects for employers of all sizes, and their employees.

The nation’s emergency management team includes FEMA; state, tribal and local offices; the private sector, faith-based groups, and non-profits; and most importantly, the general public. All have a role to play.

A prime example -- the first response in emergencies almost always comes from a neighbor, colleague or a bystander. Government agencies and law enforcement will never be successful in responding to a truly catastrophic event like a major hurricane unless we plan with and work with all members of the team.

To mark the start of Hurricane Season, don’t delay in preparing for emergencies in every form they may occur – wind, floods, tornadoes, severe thunderstorms, days-long power outages, and more.

Preparing is simple:

- Make an emergency plan, and share it with whoever can benefit from it. Remember to plan for community members with special needs
- Assemble or buy an emergency kit, with supplies lasting at least three days
- Connect with local emergency officials, subscribe to local alerts, learn how to get emergency information from local officials. Employers should know their local emergency officials and even coordinate emergency plans with them.
Online Resources for your Web site, intranet and smart phone:

www.fema.gov/help/widgets/#2: FEMA hurricane preparedness widget for your organization’s website and intranet:


www.FEMA.gov: The main FEMA website

m.fema.gov: Quick access from smart phones to disaster info and tools

www.FEMA.gov/privatesector -- A portal of Private Sector resources for planning, preparing, and recovering


www.prh.noaa.gov/hnl/cphc: Forecast and tracking for the Central Pacific

www.fema.gov/privatesector/industry/index.shtm: Doing Business with FEMA

www.ready.gov/business: Ready Campaign’s Ready Business


www.floodsmart.gov: Flood Insurance

www.fema.gov/media/fact_sheets/mitigation.shtm: Mitigation and National Flood Insurance Program Fact Sheets

www.fema.gov/emergency/reports/index.shtm: National Situation Updates

www.fema.gov/help/rss.shtm: Online RSS and Data Feeds