

# OUTSMART DISASTER

Listed below is a summary of **talking points** for Local Leadership to use while communicating with each of their respective Business Communities.

- Disasters have become the new normal-- floods, fires, tornados, pandemics, hurricanes and earthquakes occur at an alarming rate.
- *[Community X]* is susceptible to *[insert local disaster risk]*.
- \$1 of preventative investment saves \$4 of recovery time.
- In addition to preparing to respond to disasters, which we do all the time, we need to prepare our community to be resilient and bounce back quickly after a disaster; in other words, we need to plan to be resilient.
- New research from the US Geological Survey on earthquakes helps shape the discussion of resilience in our increasingly interconnected world.
- Communities are interconnected through shared life-line services, such as power and water. Businesses are interconnected via their dependencies on one-another, their employees and the space in which they conduct business.
- These networks link us together and create the foundation of our business community. In the face of a disaster, these connections can be severed or disrupted.
- Therefore, we must take action now to increase resilience to disasters, and be ready to get our businesses back to business.

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- Private businesses are critical to recovery from disasters.
  - New resources are available through the Outsmart Disaster campaign to help prepare in the years and months before a disaster strikes.

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- This state-led campaign brings information to private businesses to assist them in their resilience planning and action.
  - As city leader, I support the Outsmart Disaster campaign and ask the business community to join me.
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- The Outsmart Disaster campaign invites our local businesses to “step in” and begin establishing their resiliency efforts; and well-practiced companies to “step up” to assist others in the community.
- We have adopted a *city/county* resolution committing *Community X* to these efforts.
- We request you take the following three actions:
  - Visit [outsmartdisaster.com](https://outsmartdisaster.com) and learn what you can do to better safeguard your business from disasters.
  - Sign up to participate in the Resilient Business Challenge
  - Share this information with your business partners and supply chain so we can collectively outsmart disaster.