

Raise Flood Safety Awareness by Installing Permanent “High Water Mark” (HWM) Commemorative and “Turn Around, Don’t Drown” (TADD) Signs

The National Weather Service promotes flood safety awareness a number of ways, such as Flood Safety Awareness Week broadcasts over NOAA Weather Radio All Hazards, internet web page headlines, and through promotional handouts. Another effective means of promoting flood safety awareness is through installation of permanent signs. There are 2 types of signs for which support and some funding is available through Eastern Region, 1) TADD road signs for frequently flooded points (often called ‘hot spots’) on roads, and 2) HWM signs that are custom-designed to commemorate particularly severe flood events and are installed in public areas with heavy pedestrian traffic. This presentation will provide examples and information for both types of sign installation, covering topics ranging from initial site selection and enlisting local and regional support for the purchase of the signs to the logistics of planning an unveiling ceremony with media coverage.