



Using EM Principles to Improve Flood Mitigation and Climate Change Impacts

March 24th from 10:00am-11:00am ET

Presented by: **Heather Hilliard, CEM, CFM**, Project Manager of Response and Recovery, IEM

Presentation Abstract: Sometimes floodplain expertise gets dampened or short-changed until there's flooding when, in reality, mitigation is an all-weather activity. When CEMs understand what CFMs do for the community, the collaboration and unified strategic plan is a force multiplier benefiting the community. You can do it - and you don't need a big budget for success! This session will be led by a dual CEM-CFM in New Orleans, Louisiana, who has worked for 25 years in EM. The jargon of CFMs (RL, SRL, BCEGS, SWM and others) will help show Emergency Managers how to use partner expertise to set a plan to handle the impacts of climate change in your own backyard.

Speaker Bio: Heather Hilliard, CEM, CFM, is an experienced homeland security and emergency management professional with more than 25 years of service. Ms. Hilliard has recently transferred from working at various levels of government in Louisiana to Project Manager of Response and Recovery at IEM. She is an Adjunct Instructor for the George Washington University

School of Medicine and Health Sciences in Clinical Research and Leadership. She is a member of the IAEM USA Diversity Committee.

Among her accomplishments, Ms. Hilliard has earned federal and local commendations in New Orleans for her contributions to the response of Hurricanes Katrina and Gustav and for her role in the Deepwater Horizon oil spill response. In addition, she worked in the state Department of Health in the 2009 Pandemic Influenza and has worked declared disasters such as F5 tornadoes, international typhoons, earthquakes, and public health epidemics. Ms. Hilliard's after action report for the international response to a Pacific typhoon was shared with the United Nations to help reshape the way the world responds to catastrophe.

Ms. Hilliard has published several emergency management articles - two most recently on Covid - and also written and edited textbooks. She has presented on crisis communications for numerous organizations and the federal government as well as spoken at national conferences to international attendees - including AACAP 2021, ASPFM, 2021, and our own IAEM 2021 conference in Grand Rapids, Michigan.

By using the high-powered emergency management megaphone, Ms. Hilliard led one community's CRS score one whole Class in a single cycle (lowering NFIP eligible policy premiums by 20% in the AE / 10% in X) and has completed cycle updates with an achievable (pending official grading) of a two-Class improvement (to Class 4) for that community as well as a pending two-Class improvement for another county. She will be sharing helpful tactics for communities around the United States to improve safety in their own backyards.