



## A Proclamation for Safe, Strong, and Resilient Homes

WHEREAS, the Federal Alliance for Safe Homes (FLASH)<sup>®</sup> was established in 1998 to bring together leading public, private, and nonprofit stakeholders committed to advancing disaster safety and resilience; and

WHEREAS, since its founding, FLASH has grown into a national partnership (the FLASH Partnership) representing diverse expertise across academia, engineering, building science, insurance, emergency management, construction, public policy, and consumer engagement; and

WHEREAS, through decades of collaboration, research, and public education, the FLASH Partnership has helped advance understanding of how homes and communities can better withstand natural hazards; and

WHEREAS, the accelerating impacts of disasters require renewed urgency, shared responsibility, and bold leadership;

NOW, THEREFORE, the FLASH Partnership affirms the following Vision and Mission, offered as a call to action and a guide for continued progress:

- Vision: A world where people value, demand, and build safe, strong, and resilient homes and communities
- Mission: We empower families and communities with the knowledge, tools, and resources to strengthen homes, protect lives and property, and build demand for resilience.

To advance this Vision and Mission, the FLASH Partnership will focus its collective efforts in 2026 on three areas that represent the greatest opportunities to strengthen homes, reduce disaster losses, and expand public demand for resilience.

### I. Build It Right the First Time

The most effective way to reduce disaster losses is to ensure homes are built to withstand hazards from the beginning. By improving the quality, consistency, and value of resilient construction practices, the FLASH Partnership will work to ensure that new homes are safer, stronger, and better prepared for future risks. Priority areas include:

- Improve Construction Quality Through Technology, Standards, and Innovation* - Promote the use of emerging technologies to improve construction accuracy, accountability, and consistency in resilient building practices and the adoption of modern building codes
- Increase Consumer Awareness and Demand for Resilient Homes* - Support awareness and behavior change campaigns and unify resilience messages across the FLASH Partnership
- Advance National Standardization of Resilience* - Promote the development and adoption of resilient construction standards, modern building codes, and recognition/designation programs, ensuring they remain flexible for regional hazards and aligned with incentives from lenders, appraisers, insurers, and other market actors

## II. Resilience for Existing Residential Construction

Protecting and strengthening existing homes is essential to reducing disaster losses and protecting families and communities. The FLASH Partnership will work to accelerate proven and innovative retrofit solutions and expand retrofit programs that help homeowners improve the safety and resilience of their homes. Priority areas include:

- a) *Expand Access to Retrofit and Mitigation Programs* - Support the growth of state, local, and nonprofit retrofit programs that help homeowners strengthen existing homes against hurricanes, wildfire, flooding, earthquakes, and severe storms.
- b) *Develop Pathways for Home Resilience Improvement* - Deliver clear, actionable guidance for homeowners that highlights priority upgrades, recommended retrofit pathways, and phased improvement options, helping make resilience upgrades more understandable, accessible, and affordable
- c) *Align Incentives to Support Home Resilience Investments* - Encourage alignment across insurers, lenders, governments, and the real estate market to reward resilience improvements through insurance incentives, financing tools, grants, tax incentives, and improved property valuation.

## III. Creating a Culture of Resilience

The FLASH Partnership will inspire demand for safer homes and communities by expanding the reach, relatability, and reinforcement of resilience messages that drive behavior change, increase public awareness, and establish resilience as a cultural norm. Priority areas include:

- a) *Engage the Next Generation of Resilience Leaders* - Develop outreach initiatives, including ambassador programs and partnerships, that engage younger audiences, new homeowners, renters, and emerging leaders who are shaping the future of housing and communities.
- b) *Harness Storytelling, Social Media, and Digital Platforms* - Leverage communication tools such as AI agents, social media, micro-influencers, and short-form digital content to share relatable stories and actionable resilience guidance that meets audiences where they are.
- c) *Reinforce Resilience as a Social Norm* - Promote resilience as an expected and valued standard by consistently reinforcing messages through trusted voices, media, and community partnerships.

In recognition of these opportunities and responsibilities, the FLASH Partnership renews its commitment to advancing disaster resilience through leadership, collaboration, and innovation.

BE IT RESOLVED, that the FLASH Partnership hereby adopts this Vision, Mission, and set of strategic priorities as a shared framework for advancing resilience and strengthening collaboration across sectors. Through these commitments, the FLASH Partnership affirms its dedication to empowering families, protecting communities, and advancing the widespread adoption of safe, strong, and resilient homes.