

Flood Action Campaign 2019/20: help us protect people from flooding

In England there are over 5 million homes at risk of flooding. The average cost of flooding to a home is around £30,000. Flooding also brings a significant risk to life.

The mental health impacts of flooding can last for two years or more after flooding has happened, and depression, anxiety and PTSD can affect up to a third of people who have been flooded.

But, crucially, taking steps to prepare for flooding, and knowing what to do in a flood can significantly reduce the damages to a home and possessions (by around 40%), reduce risk to life, and reduce the likelihood of suffering from mental health impacts in the future.

Our campaign is focused on helping people know what action to take in a flood, based on our Prepare. Act. Survive. flood guide.

Please support the campaign on your social channels, and through your websites, newsletters and customer communications.

Want to help? Here's how:

1. Take part in #JustOneThing

- As part of the flood campaign we're asking people to share a photo or video showing one thing they would save in a flood and why.
- Ask a key figure from your organisation, a colleague or a friend to record a video or take a photograph to share on your social media channels, telling us #JustOneThing you would save in a flood and why. It can be anything personal to you - perhaps a childhood toy, your child's first drawing, designer shoes, your wedding outfit? It's up to you.
- Add text to ask your friends/followers what they would save in a flood and encourage them to post their own pictures on Instagram.
- Use the hashtags #JustOneThing and #PrepareActSurvive and make sure to link through to the [what to do in a flood](#) page on GOV.UK - this is a key part of helping people to know what to do in a flood and keeping them safe.
- You can record your video or take your photo anytime, just hang on to it so you're ready when the campaign goes live.
- Here is an example of an internal video we did last year to give you some inspiration: [video](#)

2. Post content on social media

- Please use our Gifs, video, images and graphics on the campaigns materials page on your own social channels.

Some suggested social media posts:

- 5.2 million properties in England are at risk of flooding. Would you [know What The Flood to do](#)? #prepareactsurvive #whattheflood <https://bit.ly/2MNJX4Z>
 - 5.2 million properties in England are at risk of flooding. Don't assume it's not you. Know [What The Flood](#) to do #prepareactsurvive #whattheflood <https://bit.ly/2MNJX4Z>
 - Would you know [What The Flood to do](#)? Knowing what to do in a flood could save your life. <https://bit.ly/2MNJX4Z>#prepareactsurvive #whattheflood
 - Would you know [What The Flood to do](#)? Taking action before a flood could keep the things you care about safe <https://bit.ly/2MNJX4Z>#prepareactsurvive #whattheflood
- Please always link to the Environment Agency's 'what to do in a flood' page: <https://bit.ly/2MNJX4Z>

3. Support us on social media

- Follow @EnvAgency on our [national Twitter account](#) for messages to share. We will be posting a range of material every day. You can also follow your local Environment Agency regional accounts, which will be posting local messages.
- Like and share our pages and posts on [Facebook](#): Environment Agency
- Follow and like our [Instagram](#) posts and stories. envagency

4. Publish information on your website and newsletters

We've drafted an articles to explain the risks of flooding and the actions to take, please use this on your website or newsletter.

We have also created a banner ad to be used on partner websites, or you could use our campaign animation or the Prepare.Act.Survive flood plan.

You can download all campaign images and artwork on the campaigns materials page: <https://shwca.se/whattheflood>.

5. Add our campaign banner to your email signature

You can download the email signature banner from the campaign website <https://shwca.se/whattheflood>.

6. Put up posters in your local area

Download poster artwork to print off yourself from our campaign website
<https://shwca.se/whattheflood>.

7. Become a campaign partner

We are encouraging businesses and organisations with an interest in sustainability, climate change, insurance, home ownership, renting or home improvement to become strategic campaign partners. Please contact us to discuss how we could work together.

Contact information:

If you have any questions at all, please contact laura.gottelier@environment-agency.gov.uk 07771 387707 or audrey.callaghan@environment-agency.gov.uk

Thank you for your support!

And finally...

A note on Bitly links: We are using bitly links (<https://bit.ly/2MNJX4Z>) to track visits to our online materials. Please use the links as they are, copy and pasted from this document or our social media, so they retain their tracking capability. Thanks.