

**Subject:** FW: Our annual Flood Action Campaign: please help us spread the word!

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Hello

As an organisation that's previously expressed an interest in our work to reduce flood risk and help people prepare for flooding we are hoping to count on your support with our flood action campaign ('[Prepare. Act. Survive.](#)') which runs from October through to March. Last year over 130 partners joined the campaign.

This year we're targeting people who live in areas at high risk of flooding, but have not yet experienced flooding to their home. We want to reach these people in any year, but as you can imagine, coronavirus restrictions will exacerbate the challenge of recovery from flooding this winter so it is more important than ever. We will be encouraging them to use and download our '[Prepare. Act. Survive.](#)' [flood plan to help reduce these risks](#). Taking steps to prepare and knowing what to do in a flood can significantly reduce the damages to a home and possessions, reduce risk to life and reduce the likelihood of suffering from mental health impacts in the future.

### **Share the message**

We've updated the content in our [campaign drop box](#) (please note we've changed the link since last year) and are working to add new content over the next few weeks as the months progress – we'll let you know when new items are added. We'd be grateful if you could use and share our content on your channels and with your members of staff or customers. Please help us by:

- posting our [flood action campaign content](#) on your social media channels
- following @EnvAgencyYNE on [Twitter](#) and [Instagram](#) and share our content
- publishing information on your website
- using our campaign email signature
- encouraging your colleagues and partners to support the campaign

A date for your diary: **Flood Action Week will be happening from 9 to 15 November.** This year we want to make sure our messages reach as many people as possible – it's such an important message and we want people to keep safe especially during such difficult times. We'll update you further on activity nearer the time but please use the [drop box](#) to start using the campaign content as we get closer to November. It would be helpful if you could let us know how and where you've used the campaign content. This helps us to understand what's worked well this year so we can build on it for future campaigns.

If you have any questions or need any further information please do get in touch.

Thank you for your support.

The York Flood Plan Team

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# FLOOD

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PREPARE. ACT. SURVIVE.



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