

The Environment Agency runs an annual campaign to encourage people to know what to do to protect themselves and their property in a flood. While we will be sharing our campaign messages over the winter period, our campaign kick-starts with an intensive **Flood Action Week from 11 to 17 November 2019** and we would really like as much partner support as possible to help reach our target audiences.

I am pleased to be able to provide you with our partnership materials which you can use **from 11 November 2019** to help support our campaign. The partner pack of materials are available for download at: <https://shwca.se/whattheflood>.

This year's campaign has a new look, with the strapline 'What the Flood?'. It focuses on helping people know what action to take in a flood, based on our Prepare. Act. Survive. flood plan. It would be great if you could help us spread the word by:

- Posting content on your social media channels
- Sharing @EnvAgency social media content
- Publishing information on your website
- Using our campaign email signature
- Adding information about the campaign into any internal and customer newsletters
- Encouraging your colleagues, partners and customers to support the campaign

In England there are more than 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. 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 – by around 40% – the damages to a home and possessions, reduce risk to life, and reduce the likelihood of suffering from mental health impacts in the future.

Please do let us know if you can support and what you're doing during Flood Action Week by contacting steve.pembroke-smith@environment-agency.gov.uk.

If you have any questions about the campaign or how to use any of these materials, contact audrey.callaghan@environment-agency.gov.uk or laura.gottelier@environment-agency.gov.uk.

Thank you in advance for your support.

Kind regards

Steve

Steve Pembroke-Smith