

Flood Action Week 2022 briefing note:



The Environment Agency is running its annual flood awareness week this winter to inform the public about the risks of flooding and help them take action to prepare.

Our annual flood action week is running from 7 - 13 November. It aims to increase awareness of the risk of flooding and what to do to prepare by signposting to the [‘plan ahead for flooding’](#) page.

Taking steps to prepare and knowing what to do in a flood can significantly reduce risk to life, damage to property and the suffering from mental health impacts in the future. Our campaign has simple messages such as ‘knowing just one action to take that can reduce the effects on your home and family, and even save a life’.

We’ll be using media and social media content to remind people of the actions they can take to prepare for flooding.

How you can support Flood Action Week

We want to make sure this important message reaches as many people as possible. You can help us by:

1. Sharing our Flood Action Week messages with your constituents. You can do this at any time, but it may have more impact during Flood Action Week (**7 - 13** November). You can access our toolkit of materials such as social media posts, images and videos on our Flood Action [dropbox](#). Materials continue to be updated and added so please always check the link for the latest assets.
2. posting our [Flood Action Week](#) materials on your social media channels, use the hashtags #PrepareActSurvive #FloodActionWeek and link to our [‘plan ahead for flooding’](#) page.
3. Following the Environment Agency on [Facebook](#), [Twitter](#) and [Instagram](#) and sharing the content we post there.
4. Encouraging your colleagues and constituents to support the campaign too.

Thank you for your support.