

1996  
2006



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# Helping people prepare for flooding: Awareness and Warnings.

Simon Hughes  
Policy Manager

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## Different ways of thinking

‘Technocratic’ - risk assessment as a technocratic process feeding results into the risk management decisions and actions

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## Different ways of thinking

‘Technocratic’ - risk assessment as a technocratic process feeding results into the risk management decision

‘Socio-technical’ - technical thinking is always in relationship with wider social, economic and political processes

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## Different ways of thinking

‘Technocratic’ - risk assessment as a technocratic process feeding results into the risk management decision

‘Socio-technical’ - technical thinking is always in relationship with wider social, economic and political processes

‘Sustainable’ - technical thinking is always in relationship with social, economic , political and environmental processes

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## Policies for People

- *“Society has to reassess the way it lives and copes with the threat of flooding”*
- *“We will all have to learn to live more comfortably with flooding in future”*
- *“Flood risk is as much about people as it is about water”*



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## Risk Based Corporate Targets

Maximum: Direct warning sent to each property.

743,000 properties in this category

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## Risk Based Corporate Targets

Maximum: Direct warning sent to each property.

Intermediate: Loudhailer or sirens in communities at risk.

287,000 properties in this category

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## Risk Based Corporate Targets

Maximum: Individual Direct warning sent to each property.

Intermediate: Loudhailer or sirens in communities at risk.

Minimum: Media broadcast warnings, and through partners.

1,200,000 properties in this category

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# Our Flood Awareness Campaign

- **General Awareness Campaign**
- **Flood Warning Levels of Service**
- **Customer Research and Evaluation Programme**



## York, November 2000

Devastating floods happen here too.  
Find out if you are at risk from flooding.

Be prepared for flooding.  
Call **0845 988 1188** or visit  
[www.environment-agency.gov.uk/floodline](http://www.environment-agency.gov.uk/floodline)



## Gutted.

Think this couldn't happen to you?  
Floods are devastating. Find out if you are at risk.  
We can help.

Don't ignore the risk.  
Be prepared for flooding.  
Call **0845 988 1188** or visit  
[www.environment-agency.gov.uk/floodline](http://www.environment-agency.gov.uk/floodline)

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# Flood Awareness Campaign Statistics

- **410,000** initial letters were sent to homes and businesses

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# Flood Awareness Campaign Statistics

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# Flood Awareness Campaign Statistics

- **410,000** initial letters were sent to homes and businesses
- **314,145** follow up mailings were sent
- **1,500** follow up outbound calls were made
- **982** properties were door knocked
- **113,000** customers have responded to the mailing

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# Surveys of impact

- **Pre FAC survey**
  - track levels of awareness amongst the at-risk population
  - report the preparation in advance of flooding target
  - helps us understand how well our campaign messages have been retained
- **Post FAC survey**
  - measures recognition of campaign activities
  - measures the campaign's impact on awareness and preparations in advance of flooding

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## Surveys of impact - results

- Did you recognise the adverts at the campaign launch? 32%
- Did you recall any of these messages? 42%
  - You should be prepared for flooding 21%
  - Devastating floods happen here too 16%
  - Find out if you are at risk from flooding
- Did you take any of the following preparation in advance as a result of seeing ads? 13%
  - Step 1 - Find out if you are at risk from flooding

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# Pre-registration: Does it encourage complacency?

Preparation	Opt-in	Pre-reg
Made sure I understood flood warning codes and how to respond	+11%	+9%
Prepared a checklist with emergency telephone numbers and items	+11%	+5%
Found out how to make my home flood resilient	+6%	+6%

# Flood of 1997



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