

[Date]

[Contact Information]

## [Organization Name] To Respond to Potential Flooding Crisis with Urgent Public Health Campaign

[CITY, STATE] - [Organization Name], a leading advocate for community well-being, has launched an emergency public health campaign in response to the recent flooding risk/crisis in [affected area]. The campaign aims to empower individuals and communities with crucial information and resources to mitigate health risks associated with flooding.

### Key Messages of the Campaign:

- **Early Preparedness Saves Lives:** In the face of unpredictable weather patterns, [Organization Name] emphasizes the importance of early preparedness. Timely information and preparedness measures can significantly reduce the impact of floods on public health.
- **Road Safety:** To ensure safety, do not drive on flooded roads. Even in the case of an emergency, do not risk dangerous driving conditions. Stay up to date on road conditions by visiting <http://quickmap.dot.ca.gov> and <https://www.listocalifornia.org/alerts/>. Avoid areas where flash floods may occur.
- **Turn Around, Don't Drown:** The campaign encourages residents to stay informed through reliable channels, including [Cal OES](#), local fire and law enforcement alerts, weather forecasts, public health alerts, and official notifications via <https://www.listocalifornia.org/alerts/>. Awareness is key to making informed decisions during a flooding emergency.
- **Emergency Kits and Evacuation Plans:** [Organization Name] is distributing flood preparedness kits containing essential items such as water, non-perishable food, first aid supplies, and important documents. Evacuation plans have been provided to assist families and communities in safely navigating potential floodwaters. Prepare for potential power outages and check with your [utility provider](#) to ensure you are aware of outage risks and updates.
- **Water Safety and Vector Control:** With flooding comes the risk of contaminated water, mold, and the spread of vector-borne diseases. The

campaign provides guidance on obtaining and purifying water, as well as tips for vector control to prevent the spread of diseases like Zika and West Nile Virus.

- Hygiene and Mental Health Support: Maintaining good hygiene practices is crucial during and after flooding. [Organization Name] is actively promoting proper sanitation measures and providing information on mental health resources to support individuals coping with the emotional impact of the crisis.
- Community Engagement Initiatives: [Organization Name] is actively engaging with local communities through workshops, community meetings, and social media platforms to foster a sense of unity and resilience. These initiatives include first-aid training sessions, discussions on evacuation procedures, and the distribution of informational materials.
- Call to Action: [Organization Name] calls upon community members to actively participate in the campaign by staying informed, following recommended safety measures, and supporting one another during this challenging time. Together, we can navigate the floods and build a stronger, more resilient community.

For more information on the flooding public health campaign, please visit [organization's website] or contact [media contact information].