

National Weather Service and Nurture Nature Center A Partnership for Flood Outreach *Floods Happen. Lessen the Loss.*



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Floods Happen. Lessen the Loss. This is an important message. Floods are natural, they occur, yet they are dangerous. They harm people and property. The best thing you can do for yourself is to realize floods will occur so prepare to lessen your loss through preparation, planning and action. This outreach campaign was a collaboration of the Nurture Nature Center of Easton, PA with two National Weather Service Offices, the Middle Atlantic River Forecast Center and the Weather Forecast Office at Mt Holly, NJ. *Floods Happen Lessen the Loss* outreach messages are conveyed through several different media. Most of the materials are free for download at <http://focusonfloods.org>

What's your number?

Knowing your river's flood stage is the first step in flood preparedness.

Automated alerts are one way to help protect your home, family or business during a flood. The National Weather Service offers a variety of methods for receiving emergency alerts for flood watches and warnings — such as text, email or radio.

Over 13,150 persons live in the 100-year floodplain of the main stem of the Delaware River. Countless others work, play and attend school in the flood-prone areas of the the basin. Since the inception of the National Flood Insurance Program in 1968, approximately 237 million dollars in claims have been paid to repetitive loss properties in the Delaware River Basin.

Flood preparedness is the key to lessening the loss of life, property and income during a flood event. To learn more about flood safety, visit:

www.focusonfloods.org

THE NURTURE NATURE FOUNDATION
Nurture Nature Foundation's National Geographic and Atmospheric Administration Project: Flood Safety and Awareness Campaign

Knowing your river's flood stage is the first step in flood preparedness.

What's your number?

FLOOD STAGE: _____ FT.

RIVER AND GAGE: _____

To find the flood stage of your nearest river or stream, visit the National Weather Service at: <http://water.weather.gov/ahps/>

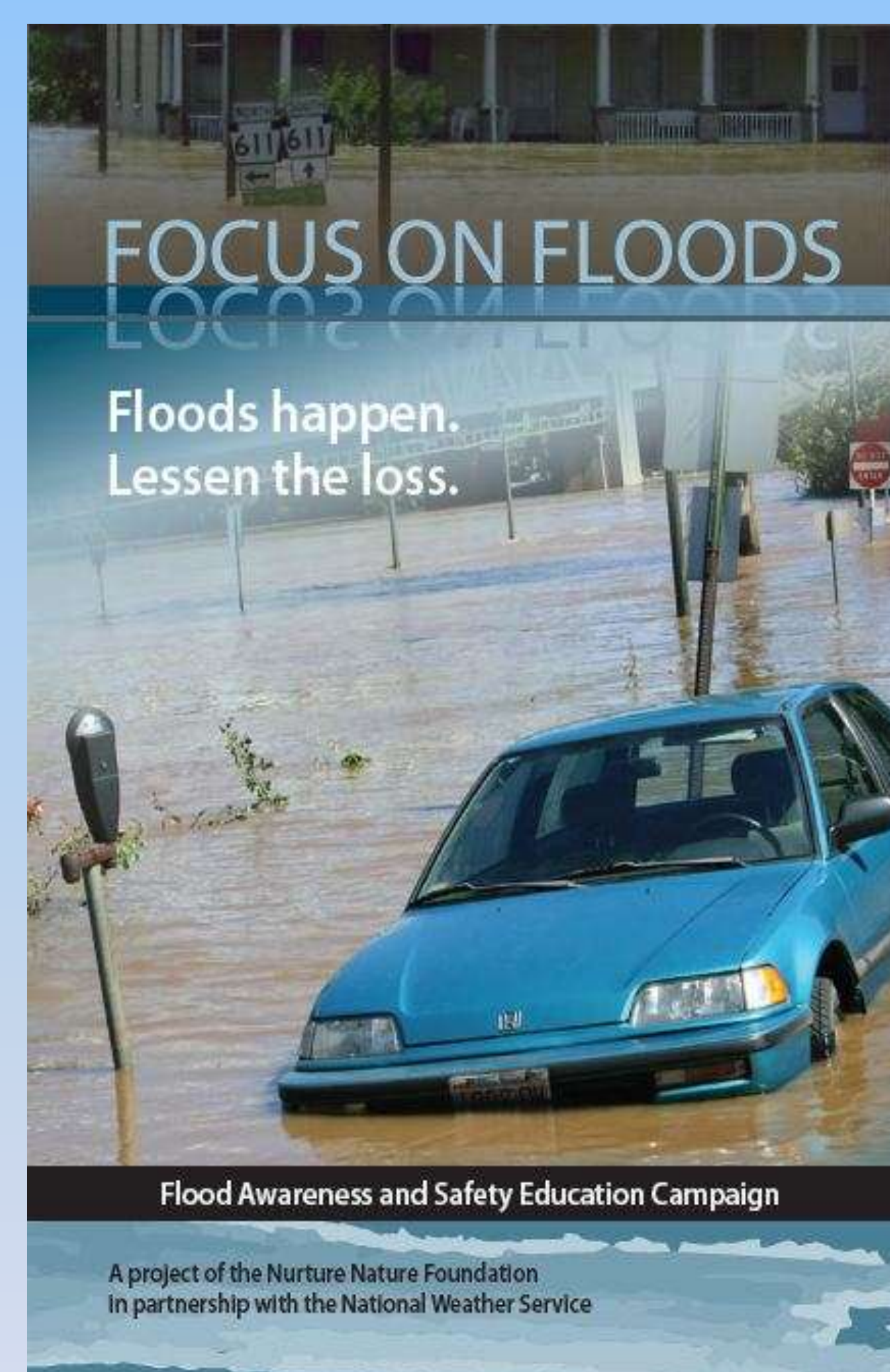
www.focusonfloods.org

What's Your Number includes a poster and a refrigerator magnet that shows the importance of knowing your river's flood stage and how to view National Weather Service River Forecasts.



“Understanding Flood Risk” online interviews with experts in Geography, Climate, Hydrology, NWS flood alerts and Land Use as well as a Prepared Citizen.

Exhibit booth and safety brochures are available to be loaned out for public events.



DVD is available containing all posters, brochures, and video outreach materials. The materials are also available for download at <http://focusonfloods.org>

9 minute animated, award winning film, posted on YouTube. Viewers see a town preparing for, experiencing, and dealing with the aftermath of a flood.



Poster composed of 6 different coloring sheets combined here as one complete, larger poster. The reverse side of the pages is filled with flood safety puzzles and games featuring the cartoon character, “High Water Mark.”

