



Real People True Stories

Funded under the joint State and Commonwealth
Natural Disaster Resilience Program

www.ses.nsw.gov.au

Floods Kill

Police divers found the body of the 64-year-old woman trapped in her car in a river

Three people dead in flash flooding in NSW town of Dungog

Bodies found at Leppington, Bowral and Cotter River



NSW floods: Murwillumbah family brave deep water to save horse

Police divers found the body of the 64-year-old woman trapped in her car in a river

DEADLY floods in Western Australia have claimed another life after heavy downpours fell across the state

The decision to enter floodwater



Using real people's true stories can act as a great catalyst for developing an emotional human connection and result in authentic engagement with an audience.

Why real people make for better brand marketing campaigns,
The Guardian, June 2014

Research tells Us



58%
of fatalities since 2000 have
occurred within 20kms of the
victim's home



79%
of people who die in floodwater are
men, with young men under 29
being the most
at risk.



Witness statements suggest that 60%
of victims are aware of the flood
but the speed and depth of the water
took them by surprise.



45%
of flood fatalities are attempting to cross
a flooded road, causeway
or bridge



Children and young adults make
up a high proportion of passengers
killed, while in a vehicle driven
through floodwater.



Flood fatalities in 4WDs
have dramatically increased
over the last 15 years.



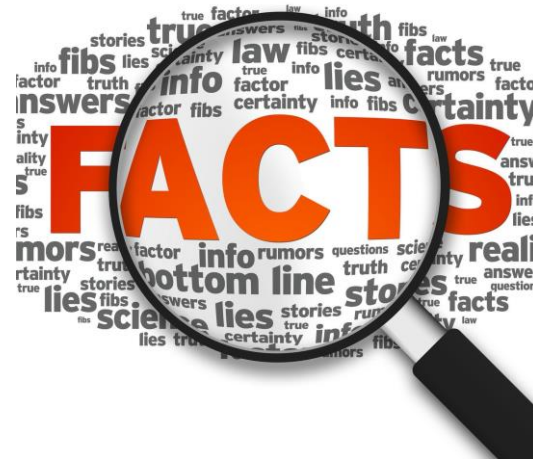
People risk their lives
to save their pets and livestock

Using research to create more meaning



age, gender, type of car, reason for entering floodwater

Key statistics included to reinforce what we know as fact



Real People True Stories



My mind was screaming, this is an emergency! I will never ever drive through floodwater again

If it's flooded, forget it.



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**Always that unknown risk.
By Sonya.**



I found out later that someone died in this exact same spot.

If it's flooded, forget it.



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A costly decision. In more ways than one ... By Tom

Real People True Stories



I'd rather drive a long way with my kids arguing in the car than never hear them argue again.

If it's flooded, forget it.



If you have animals plan ahead, get them up on higher ground the day before, don't wait until it's too late.

If it's flooded, forget it.

Go the long way. By Jaime

Plan Ahead. By Peter

Real People True Stories



“that’s what kept going through my head, I was probably going to be dead.”

If it’s flooded, forget it.



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A split second decision



I could have been trying to pull my babies out of the car with the water rising.

If it’s flooded, forget it.



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It never occurred to me that it could have been us

“The experts”

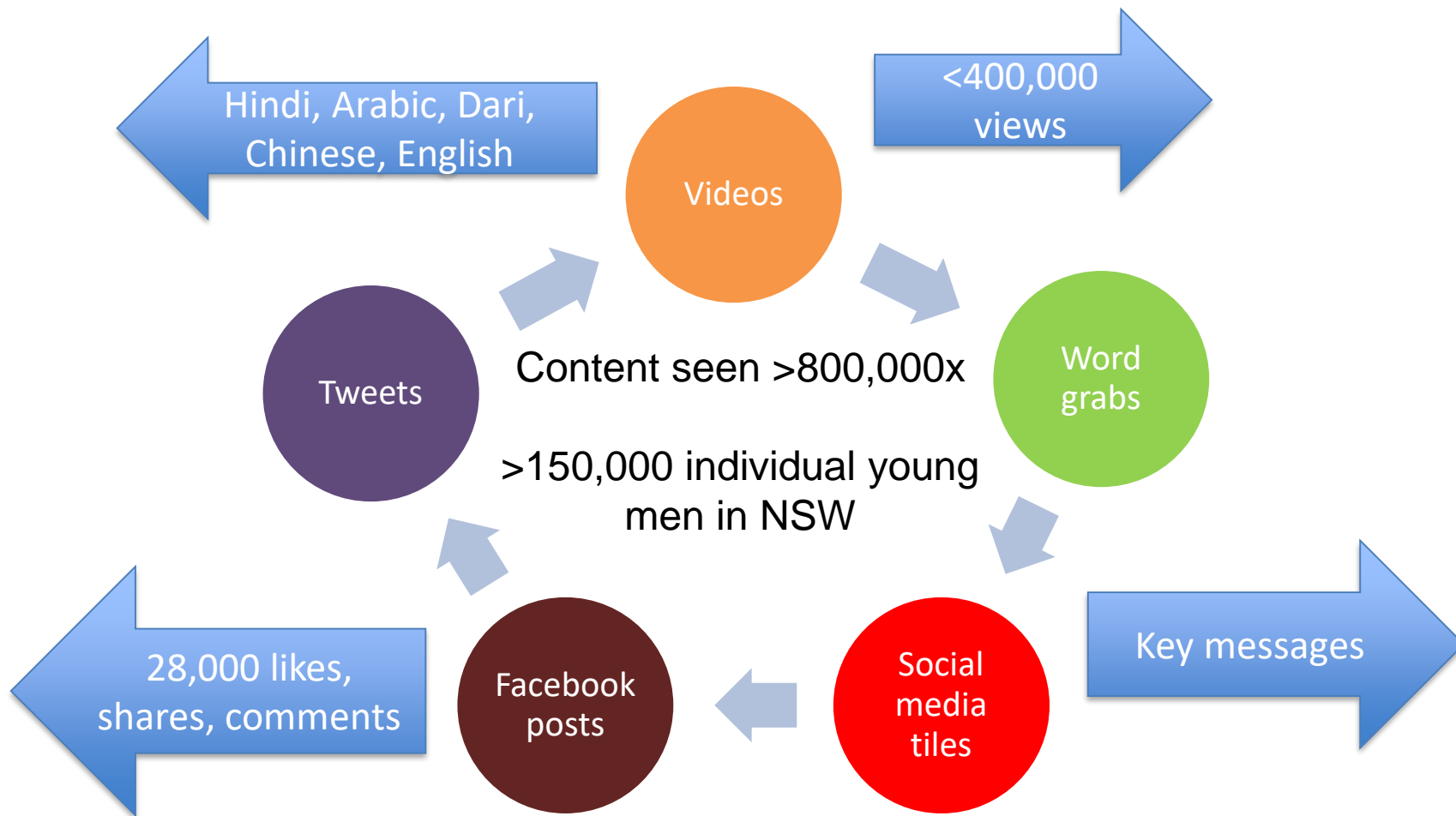


If it's flooded, forget it



40 years of memories

Social Media Campaign



Plan ahead, by Peter



Plan ahead.
By Peter.

Take home messages

What are
your key
messages

Who is your
most effective
messenger

Applying
research
outcomes
does add
value

Social media
plays an
important role in
EM
communication

The power of
storytellers
and the lived
experience

