



Home Flood Protection - Social Media Campaign Toolkit -

Introduction to the Home Flood Protection Toolkit

Home flooding is on the rise across much of Canada. Over the last 10 years flooding been the cause of over 50% of large insurance claims in Canada. The average cost of cleaning up after a basement flood is \$43,000 (Insurance Bureau of Canada). Missed work, mental and physical health impacts are also common impacts of home floods.

Many residents do not take action to protect their homes from flooding because they do not understand their risks. Even if they understand their risks, residents often do not act because they have no idea where to start or what to do.

The Home Flood Protection Social Media Campaign Toolkit has been developed by the [Intact Centre on Climate Adaptation \(Intact Centre\)](#), an applied research Centre at the University of Waterloo. The goal of providing this information is to make it easy for a variety of organizations (all levels of government, insurance professionals, realtors, home inspectors, retailers and not-for-profits) to provide accurate and consistent home flood risk and protection information to the communities they serve. Once in the hands of residents, this information will support on-the-ground action to protect homes from flooding and thereby reduce the financial, physical and emotional toll that flooding is taking on families across Canada.

Why Should You Share this Information?

Your organization is trusted to help residents understand their flood risks and to help them take the practical actions necessary to protect their families from home flooding. By sharing the content provided in this social media toolkit, you will establish yourself and your organization as the go-to-information source for home flood protection. Sharing this information will help you maintain excellent working relationships with the residents in your networks and may result in increased sales of products and services related to home flood protection. Ultimately, by sharing this information you will help residents to help themselves so that they can avoid the expense, inconvenience and stress associated with flood events.

What Types of Flooding will this Campaign Help Address?

The graphics and key messages enclosed reflect the top best practices for addresses some but not all types of home flood risks. By completing these actions, homes will be at lower risk of:

- **overland flooding** (water coming in through windows and cracks above ground),
- **groundwater seepage/ infiltration** (water moving from the ground through the foundation)
- **sewer back-up** (sanitary sewage coming up through floor drains, toilets etc. and storm drainage coming up through the sump pit)
- **plumbing and fixtures** (water escape from pipes and plumbing fixtures)

Please note that taking action does not guarantee the prevention of the above types of flooding.

Additional measures will be required to reduce your risk of flooding from **riverine** (high river levels that make their way up to your home) and **coastal flooding** (high water levels and storm surge). Please reach out to your provincial and local government agencies for additional information.

Please feel free to share the provided content as-is, or to adapt it to suit the needs of your community and/or client networks.

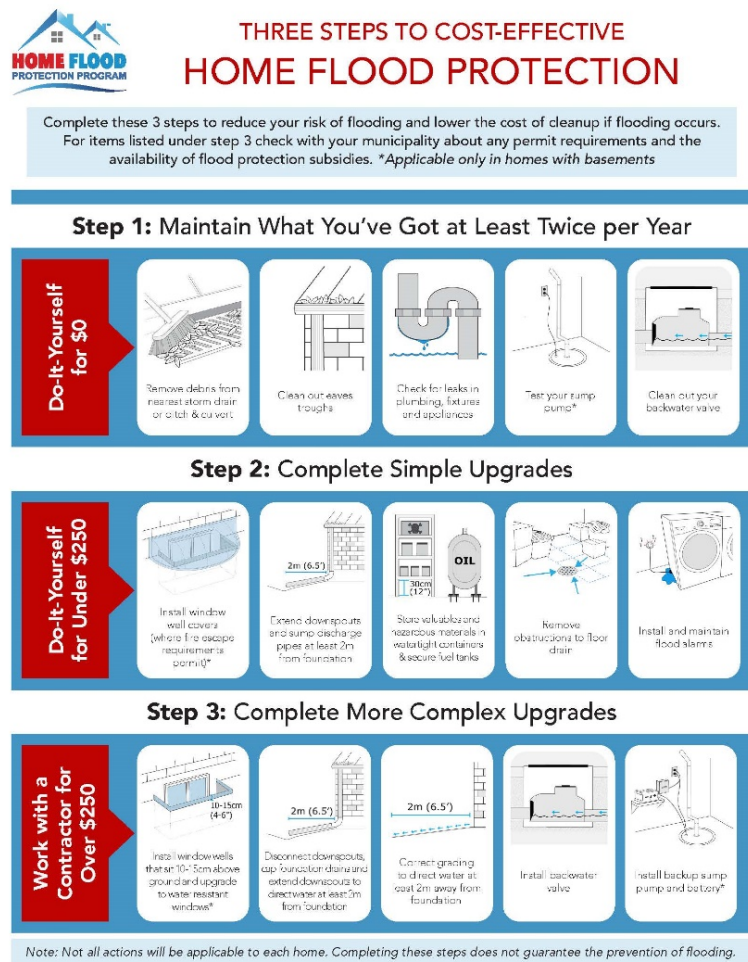
Introduction to the Resources Provided

The actions highlighted in this document reflect over 3 years of community-based research completed by the Intact Centre on Climate Adaptation. This research examined 80 flood risk factors at over 500 homes in Ontario and Saskatchewan, identified the ten most common flood risks to homes and the most practical and cost-effective ways that residents can address these risks. The best practices for flood risk reduction shared in this toolkit align with the Canadian Standards Association Guideline for Basement Flood Protection and Risk Reduction (CSA Z800).

The Intact Centre’s research culminated in the completion of an action-focused, step-by-step infographic that residents can follow to help reduce their home flood risk. Please see the “Three Steps” Infographic to the right.

Next, researchers translated this infographic into an easy-to-use online home flood risk assessment tool, known as the “[Home Flood Protection Check-Up](#).” This confidential tool helps people identify risks specific to their home and produces a customized action-focused, home flood protection report.

The goal of providing this toolkit is to share these two key information sources across Canada to support resident action to protect homes from flooding.



HOME FLOOD PROTECTION PROGRAM

THREE STEPS TO COST-EFFECTIVE HOME FLOOD PROTECTION

Complete these 3 steps to reduce your risk of flooding and lower the cost of cleanup if flooding occurs. For items listed under step 3 check with your municipality about any permit requirements and the availability of flood protection subsidies. *Applicable only in homes with basements

Step 1: Maintain What You’ve Got at Least Twice per Year

- Do-it-Yourself for \$0
 - Remove debris from nearest storm drain or catch & divert
 - Clean out eaves troughs
 - Check for leaks in plumbing, fixtures and appliances
 - Test your sump pump*
 - Clean out your backwater valve

Step 2: Complete Simple Upgrades

- Do-it-Yourself for Under \$250
 - Install window well covers (where fire escape requirements permit)*
 - Grade downspouts and sump discharge pipes at least 2m from foundation
 - Store valuables and hazardous materials in watertight containers & secure fuel tanks
 - Remove obstructions to floor drain
 - Install and maintain flood alarms

Step 3: Complete More Complex Upgrades

- Work with a Contractor for Over \$250
 - Install window wells that sit 10-15cm (4-6") above ground and upgrade to water resistant window*
 - Disconnect downspouts, cap foundation drains and extend downspouts to discharge at least 2m from foundation
 - Connect grading to direct water at least 2m away from foundation
 - Install backwater valve
 - Install backup sump pump and battery*

Note: Not all actions will be applicable to each home. Completing these steps does not guarantee the prevention of flooding.

Help Track Our Shared Success!

We encourage you to follow us, tag us and share our content on Twitter [@ICCA_Canada](#), Facebook [@HomeFloodProtect](#) and LinkedIn [@Intact Centre on Climate Adaptation](#) to maximize the ability of this content to help residents across the country protect their homes from flooding. Using the hashtags #HomeFloodProtection, #HomeFloodProtectionTips, #FloodFail and #FloodFix will help all of us to track our shared success in helping Canadians to take practical actions to protect their homes from flooding.

Additional Flood Protection Campaign Tips

Consider customizing your social media campaign to celebrate and drive local action using the following approaches:

- **Community leaders:** Encourage community leaders (councillors, mayors, business and not-for-profit leaders, religious leaders) to develop their own posts about what they are doing to take action and to challenge their networks to act.
- **Contests:** Create a contest that offers a chance to win a prize. For example, share a story of a local resident who took action to reduce risk and challenge others to share their stories. Host a contest to create the best flood protection videos or posters that will be shared in future campaigns e.g. “Send in a pic of your #FloodFail or #FloodFix to win a prize!”
- **Awards:** Provide an opportunity for people to nominate a Community Home Flood Protection Champion for a resident, employee, business or community leader for going the extra mile to help others in their community to take action to protect their homes from flooding.
- **Flood protection subsidies:** Highlight local flood protection subsidies available to help residents take action.
- **Flood protection resources:** Create posts that highlight local flood protection resources for residents e.g. how-to information, local flood maps, and property owner and tenant resources.
- **Share campaign results:** Share the results of the campaign to help residents understand what they are doing as a community to protect their homes from flooding and to encourage them to share what they have learned with others.

Questions or Suggestions?

Do you have any questions or suggestions about how to improve the toolkit? Please contact Cheryl Evans, Director, Home Flood Protection at c8evans@uwaterloo.ca

Thank you so much for your efforts support resident action to protect their homes from flooding.

Sincerely,



Director, Home Flood Protection

Access Free Home Flood Protection Graphics

Click on the link below to access a zip file that contains each graphic that is included in the sample social media posts below. For ease of use, the name of each graphic includes a number that corresponds with its number on the included chart.

[Download Home Flood Protection Graphics Here](#)


Add Your Logo to the “Three Steps to Home Flood Protection” Infographic


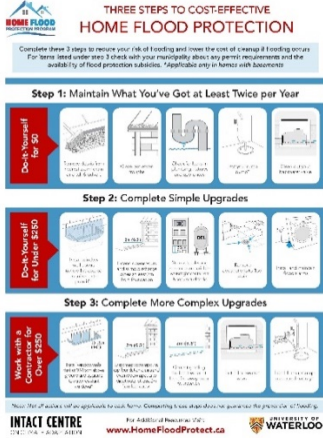
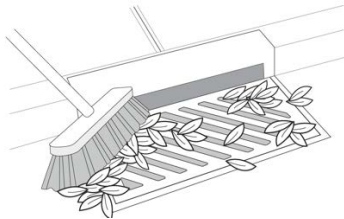

If you would like to customize the “Three Steps to Cost-Effective Home Flood Protection” infographic to include your logo in the top right corner, please click on the link below. Next click on the top right corner of the PDF and follow the prompts to insert your logo into the box provided. You may then save this customized version as a PDF and share it with your networks.


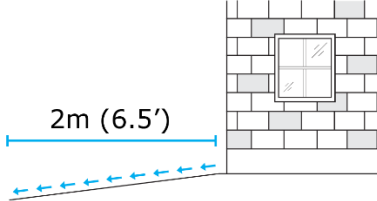

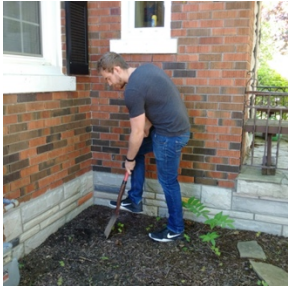
[Download “Three Steps to Cost-Effective Home Flood Protection” Infographic Here \(Insert Your Logo in the Top Right Corner and Share!\)](#)

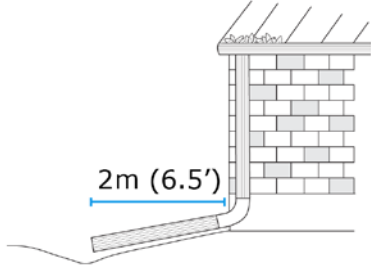


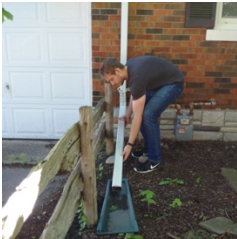
Home Flood Protection Social Media Posts by Topic




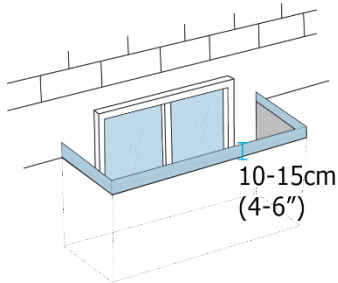
[HFP Check-Up](#) | [Storm Drains](#) | [Grading](#) | [Downspouts](#) | [Eaves Troughs](#) | [Window Wells & Covers](#) | [Plumbing](#) | [Flood Alarms](#) | [Sump Pumps & Backup Power](#) | [Backwater Valves](#) | [Floor Drains](#) | [Storing Valuables](#)


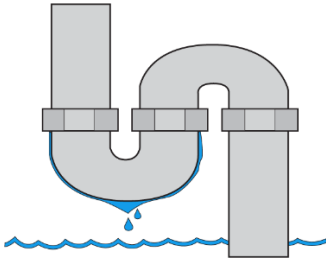
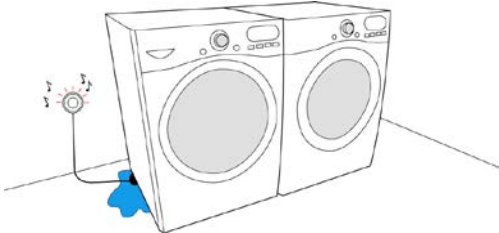

Image #	Home Flood Protection Check-Up Tool & Three Steps to Cost-Effective Home Flood Protection Infographic	
1		<p>Complete your #HomeFloodProtection Check-Up today to receive custom tips about how to protect your home from flooding! Complete your Check-Up here: http://bit.ly/HFPPcheckup</p>

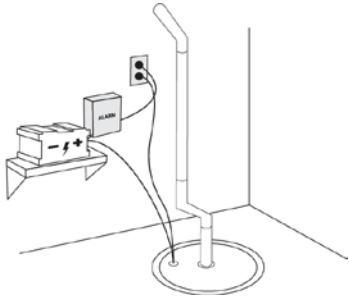



2	 <p>Source: Robert Deeks</p>	<p>#HomeFloodProtectionTips The average cost of a basement flood in Canada is \$43,000! Learn how to protect your home by completing your #HomeFloodProtection Check-Up today. Click here: http://bit.ly/HFPPcheckup</p>
3		<p>#HomeFloodProtection is easier than you think! Follow these flood protection tips today and share what your story to help create a flood-free neighbourhood! http://bit.ly/3stepspartner</p>
<p>Remove Debris from Nearest Storm Drain/ Ditch & Culvert</p>		
4		<p>#HomeFloodProtectionTips Remove debris from your nearest storm drain regularly. This will prevent water from pooling on your street and decrease your flood risk! Contact your municipality if water doesn't drain within 24 hrs. Visit http://bit.ly/hfppresources for more tips!</p>
5		<p>#HomeFloodProtectionTips Remove debris from your nearby storm drain regularly to direct water away from your property and protect your home from flooding. Contact your municipality if water doesn't drain within 24 hrs.</p>

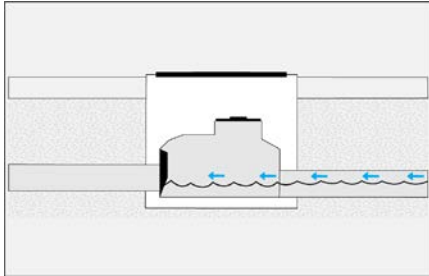



		Visit http://bit.ly/hfppresources for more tips.
6		#HomeFloodProtectionTips Remove debris from your nearby ditch and culvert every season to direct water away from your home and protect your property from flooding. Visit http://bit.ly/hfppresources for more tips.
Correct Grading to Direct Water Away from Foundation		
7		#HomeFloodProtectionTips Poor grading can direct water into your home through foundation cracks and damaged window seals. Correct grading to ensure that water flows at least 2m from your foundation or to a drainage swale. Visit http://bit.ly/hfppresources for more tips.
8		#HomeFloodProtectionTips 76% of homes with doors below grade have blocked or clogged drains, increasing their risk of flooding! Clear drains each season to protect your home. Visit http://bit.ly/hfppresources for more tips.
9		#HomeFloodProtectionTips 69% of Canadian homes have lawn and garden beds that slope towards the foundation, increasing flood risk! Correct your grading to protect your home today! Visit http://bit.ly/hfppresources for more tips!

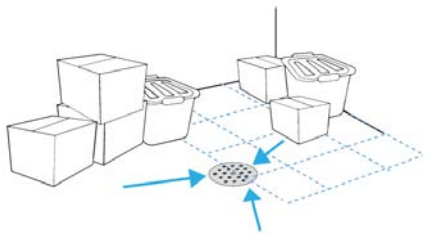

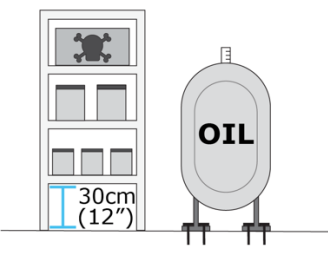

Extend Downspouts		
10		<p>#HomeFloodProtectionTips Clogged eaves troughs and short downspouts can cause water to flow onto your foundation and seep into your home. Remove debris and extend downspouts at least 2m from your home. Visit http://bit.ly/hfppresources for more tips!</p>
11		<p>#HomeFloodProtectionTips 78% of homes have downspouts that deposit water less <2m from the foundation, increasing the risk of flooding. Send in a pic of your #FloodFail or #FloodFix to win a prize.</p>
12		<p>#HomeFloodProtectionTips Most rain barrels do not direct overflow water 2m safely away a home's foundation and increase flood risk. Install a diverter to solve this problem. Send in a pic of your #FloodFail or #FloodFix to win a prize.</p>
13		<p>#HomeFloodProtectionTips Take a quick trip to the hardware store to buy downspout extensions and install them in minutes to keep water away from your foundation and out of your basement. Visit http://bit.ly/hfppresources for more tips.</p>

14		<p>#HomeFloodProtectionTips Extend your downspouts 2m from your foundation to help keep your basement dry! Learn more: http://bit.ly/downspoutsflood</p>
Clean Eaves Troughs		
15		<p>#HomeFloodProtectionTips Clogged eaves troughs will dump water close to your foundation, increasing your flood risk. Remove debris every spring and fall. Watch a quick video here: http://bit.ly/3czSUg8</p>
16		<p>#HomeFloodProtectionTips Cleaning out your eaves troughs and downspouts to direct water away from your foundation and help keep your basement dry! Help out your neighbors to create a flood-free neighbourhood! Visit http://bit.ly/hfppresources for more tips.</p>
Install Window Wells & Covers		
17		<p>#HomeFloodProtectionTips 82% of homes have window wells that are too low to keep water out of the home. Install window wells that sit 4-6" above ground and are sealed at foundation. Visit http://bit.ly/hfppresources for more tips!</p>

18		<p>#HomeFloodProtectionTips Install window well covers (where fire exit requirements permit) to help keep rain and snow melt water out of your basement. Visit http://bit.ly/hfppresources for more tips!</p>
Maintain Plumbing, Fixtures and Appliances		
19		<p>#HomeFloodProtectionTips Leaky appliances and plumbing fixtures are the most common type of flood damage. Check for leaks and signs of wear each season & repair or replace to reduce flood risk. Visit http://bit.ly/hfppresources for more tips!</p>
Install and Maintain Flood Alarms		
20		<p>#HomeFloodProtectionTips Install alarms on plumbing fixtures/appliances to alert you to leaks. Ask your insurance rep about discounts for taking action. Visit http://bit.ly/hfppresources for more tips!</p>
21		<p>#HomeFloodProtectionTips Watch this quick video to learn about the different types of flood alarms that can help warn you about plumbing leaks, sump pump failure, sewer backup and may reward you with insurance discounts: http://bit.ly/floodalarm</p>
Test Sump Pump & Install Backup Power		

22		<p>#HomeFloodProtectionTips Sump pump failure is a leading cause of basement flooding. Dump a bucket of water into your sump pit each season to make sure it works. Install/maintain a backup battery to protect your home during power outages. Visit http://bit.ly/hfppresources for more tips!</p>
23		<p>#HomeFloodProtectionTips Dump a bucket of water into your sump pit to test your sump pump each season. Learn more with this video: http://bit.ly/sumppumpflood</p>
24		<p>#HomeFloodProtectionTips 40% of homes with a sump pump have NEVER tested to see if it works! Pour a bucket of water into your sump pit each season to make sure it is ready to protect your home. Visit http://bit.ly/hfppresources for more tips!</p>
25		<p>#HomeFloodProtectionTips 85% of homes with sump pumps have no backup power source! Install a backup battery or generator & test it each season to protect your home during power failures. Visit http://bit.ly/hfppresources for more tips!</p>
Install & Maintain a Backwater Valve		

26		<p>#HomeFloodProtectionTips Backwater valves prevent sewage from backing into your home during extreme weather events. Check with your plumber to determine if a BV is right for your home. Clean your BV each season to prevent malfunction. Visit http://bit.ly/hfppresources for more tips!</p>
27		<p>#HomeFloodProtectionTips Check out this quick video to learn how a backwater valve can protect your home from sewage backups and how to do simple maintenance each season. Watch here: http://bit.ly/backwatervalve</p>
28		<p>#HomeFloodProtectionTips 53% of homes with backwater valves NEVER clean them out to ensure they are working properly. Get out your rubber gloves, a scrub brush and a bucket of water to clean out your backwater valve each season! Visit http://bit.ly/hfppresources for more tips!</p>
29		<p>#HomeFloodProtectionTips You are at higher risk of sewer backup during a flood if your septic tank is full! Hire a professional to clean out your tank every 3-5 years. Install a backwater valve for extra protection. Visit http://bit.ly/hfppresources for more tips!</p>

Keep Floor Drains Clear		
30		<p>#HomeFloodProtectionTips Remove items blocking the flow of water to your floor drain to minimize flood damage. Remove debris from the drain as needed. Visit http://bit.ly/hfppresources for more tips!</p>
31		<p>#HomeFloodProtectionTips Pour a bucket of water down your floor drain to make sure the water drains freely to minimize flood damage. Visit http://bit.ly/hfppresources for more tips!</p>
Store Valuables and Hazardous Materials in Watertight Containers		
32		<p>#HomeFloodProtectionTips During a flood, all items stored in the basement are at risk of damage. Place valuables in watertight containers, raise them off the floor or remove. Visit http://bit.ly/hfppresources for more tips!</p>
33		<p>#HomeFloodProtectionTips 62% of homes have paints, oils and chemicals on the floor, increasing the risk of costly contamination during a flood! Store in plastic containers on a shelf or remove to minimize flood cleanup costs. Visit http://bit.ly/hfppresources for more tips!</p>

[Back to Top](#)