

Humber 2100+ Winter Comms Campaign 2022/23

Background

Sea level rise and extreme weather events are likely to have a very real and direct impact on our lives. As sea levels continue to rise and storms become more frequent, tidal flood events will happen more often. Within a few decades we could experience tidal flooding that used to happen once a century **every year**.

The Humber 2100+ partnership is working together to plan how tidal risk is managed over the next 100 years. The scale of risk now and in the future will mean that we all must be prepared for the impacts so that we can recover more quickly from flooding when it happens.

This winter the partnership is working to raise awareness of tidal flood risk, to help communities understand the impacts now and in the future, and how they can live with risk by being prepared.

We need your support. A pack of new materials have been produced to help communicate risk to people living on and around the estuary as part of the Humber 2100+ winter comms campaign.

We are calling on local communities and businesses to help bring about positive change by sharing our messages within their area.

How you can help

Links to a full range of materials are below. Please look through these, identify those which feel most relevant to your local area and share in the way that best suits your community.

Social media

- **Follow us** on [Facebook](#) (@HumberStrategy) and [Twitter](#) (@Humber_Strategy)
- **Retweet / share** our posts
- **Post your own content** using the material below with our hashtags #Humber2100 #HumberFloodRisk
- In addition, keep your eye out for the Environment Agency's Flood Action Week messages around being prepared

Newsletters / publications

- We have included some text that you can use on your websites and newsletters [here](#)
- You can also use some of the static images to accompany this

Posters / leaflets

- Make use of this poster to raise awareness of flood risk in your community - [Humber Flood Risk Poster](#) it can also be used as a leaflet

Materials

Social media content

Animated posts (available to download here or use YouTube link where available):

[Flooding happens quickly](#)

[Metre rise animation](#)

[Flooding is deceptive](#)

[Are you at risk?](#)

[Don't assume it's not you](#)

[15% have a plan, do you?](#)

[Find out more about Humber Flood Risk](#)

[Take action!](#)

Other animations:

[How do tides and rivers affect each other](#) YouTube link - <https://youtu.be/DHqB02s0ocl>

[What are tides? Full animation](#) YouTube link - <https://youtu.be/AeJOqZBwPLs>

[What are tides? Short animation](#) YouTube link - <https://youtu.be/XeCVrVY53u4>

[What are Spring Tides?](#) YouTube link - <https://youtube.com/shorts/Xb5Qp2QDWs4?feature=share>

[What are Neap Tides?](#) YouTube link - <https://youtube.com/shorts/4fRYbXNcoPw?feature=share>

[What is Coastal Squeeze?](#) YouTube link - <https://youtu.be/XnSbYuR-w5Y>

Example posts:

- Tidal flood risk is already a reality and will only increase over time. It's everyone's responsibility to take action. Find out what you can do... [Prepare for flooding: Protect yourself from future flooding - GOV.UK \(www.gov.uk\)](#)
- Did you know that you can receive a warning to let you know that flooding is expected? [Sign up for flood warnings - GOV.UK \(www.gov.uk\)](#)
- You don't have to live near the coast to be affected by tidal flooding as risk extends surprisingly far up tidal rivers find out more here <https://youtu.be/DHqB02s0ocl>

Static images

For use via social media or newsletters/publications

PNGs:

[Be prepared](#)

[Flooding happens quickly](#)

[Metre sea level rise](#)

[What are tides? Static](#)

[What are Spring Tides? Static](#)

[What are Neap Tides? Static](#)

[How do tides and rivers affect each other? Static](#)

[Humber Tidal Flooding - a history](#)

[Humber Flood Risk Newsletter for social media](#)

[Water Levels Graphics - more coming soon](#)

PDFs:

[How do tides and rivers affect each other? PDF](#)

[Humber Flood Risk Poster](#)

[Humber Tidal Flooding - a history PDF](#)

We will be adding more material [here](#) as the campaign progresses.

Questions?

You can contact the Humber Team HStrategy@environment-agency.gov.uk

Thank you for your support!