



NNF embarks on flood education campaign in Delaware River Basin

Non-profit partnering with National Weather Service to increase use of forecasting, warning tools

\$250,000 campaign to create replicable Internet, radio, TV and educational materials

Traveling flood exhibit to be available to science centers, public facilities

Nurture Nature Foundation, a non-profit organization developing a science center in Easton, PA, focused on flooding issues (see www.nurturenaturecenter.org) is working with the National Oceanic and Atmospheric Administration and its National Weather Service offices to develop a comprehensive, replicable flood education campaign for the four states of the Delaware River Basin.

The campaign will spread general flood education messages, and will focus particularly on increasing use and awareness of flood forecasting and warning tools developed by NOAA/NWS and the Delaware River Basin Commission, also a partner in the project.

For the project, NNF will produce:

- Public Service Announcements for radio, television and other venues
- Classroom presentations for elementary, middle and high school audiences
- Training materials for professional audiences
- A new website presentation for disseminating the materials
- A traveling flood exhibit to be shared with basin-wide organizations
- A conference for professional audiences about the campaign topics and how to use the newly created educational materials in communities throughout the region

The campaign will identify a few, central messages related to flood preparedness and the use of flood forecasting and warning tools, and will also incorporate other important flood safety information, along with basic facts about flooding and floodplains. These messages will be disseminated through the various venues to broad audiences throughout the basin.

Throughout the campaign, NNF will be researching and seeking:

- opportunities and locations for airing PSAs, as well as spokespeople for the campaign
- partnerships with organizations that reach municipal officials, emergency management officials, and teacher and student audiences
- locations to display the flood exhibit when completed in late 2010
- advertising opportunities to reach interested conference participants
- methods to evaluate the effectiveness of the campaign

Visit: www.nurturenaturecenter.org and www.nurturenature.org AND Contact Rachel Hogan at 610-253-4432 or rhogan@nurturenature.org