



**//CABA**

Creating a Better Africa

**#saynotoflood**

## Background

The event that rocked Nigeria to its core and affected all sectors was the devastating floods that occurred between July and October, affecting 34 of Nigeria's 36 states.

As per the report by UNICEF, approximately 1.3 million individuals have been forced to leave their homes, more than 600 people have lost their lives, and over 200,000 homes have been partially or completely destroyed.

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## Problem

Flooding is a major problem in Nigeria, particularly during the rainy season. Some of the factors that contribute to flooding include poor drainage systems, inadequate infrastructure, deforestation, and climate change. Additionally, many people in Nigeria live in informal settlements that are located in flood-prone areas, which puts them at high risk of flooding. The impact of flooding can be devastating, causing loss of life, damage to property and infrastructure, and disruptions to transportation and commerce.

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## Objective

The major objective of the flooding campaign is to raise awareness about the devastating impacts of flooding, and to encourage individuals and communities to take action to reduce their vulnerability to the flooding.

The goal is to help people stay safe and minimize the damage caused by flooding.

## Target Audience

Target audiences could include government, Stakeholders, NGO's, Disaster management organizations.

Finally, the general public, especially those who live in flood-prone areas, as they need to be aware of the risks and take necessary precautions to protect themselves and their families.

## Reach

To reach as many people as possible with a flooding campaign in Nigeria, it would be important to use a variety of communication channels, including social media, radio, television, community meetings and press conferences.

It would also be important to partner with local organizations and leaders to help spread the message and engage with communities affected.

Additionally, the campaign could focus on targeted messaging for specific populations, such as those living in flood-prone areas or those who may be particularly vulnerable to flooding.

By using a multi-pronged approach and working closely with local partners, a flooding campaign in Nigeria could reach a wide audience and have a significant impact and reach the government and stakeholders and influence them to complete the Dasin Hausa Dam.

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## Big Idea

Since we are aware that the problem was caused by the carelessness of the government on failing to complete the **DASIN HAUSA DAM**.

That is why we need to stand up to call their attention and **SAY NO TO FLOOD**

Over the years the flooding the has damaged lots of lives and properties. We can't afford to keep losing people, The time is Now for action to be taken!

#saynotoflood

# Say No To FLOOD



Oshodi Terminal

# Say No To FLOOD





Thank  
You