

**“Before the
storm strikes”**

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The problem

Flooding in Nigeria is a recurring and critical issue, with devastating floods in 2022 displacing over 1.4 million people and causing numerous deaths and injuries. Climate change, heavy rainfall, and water release from the Lagdo Dam in Cameroon are the primary causes. Urgent action is needed to prevent future disasters, including the resolution of issues such as delayed construction of the Dasin Hausa dam.

The target audience

- Government agencies responsible for disaster management.
- NGOs involved in environmental and humanitarian causes.
- Private Sector Organizations interested in Corporate Social Responsibility.
- The general public who are affected by the flooding.

BIG IDEA

“Before the **Storm Strikes**”

IDEA RATIONALE

The idea behind "Before the Storm Strikes" is to encourage quick proactive measures against the devastating effects of natural disasters, emphasizing the importance of preparedness and resilience.



Objectives

To raise awareness about the recurring flooding problem in Nigeria and its impact on people's lives and livelihoods.

To advocate for the building of the Dasin Hausa Dam project to prevent future flooding and protect people's lives and livelihoods.

To mobilize support and resources from stakeholders such as government agencies, NGOs, private sector organizations, and the general public to build the Dasin Hausa Dam project.

The Dasin Hausa Dam Project: A Solution to the Flooding Problem in Nigeria

THE SOLUTION

→ The proposed Dasin Hausa Dam project is a long-term solution to the problem of flooding in Nigeria. The project involves building a dam in Adamawa State, which will contain water released from the Lagdo Dam in Cameroon.

HOW IT WILL WORK

→ The Dasin Hausa Dam will serve as a reservoir, capable of containing large volumes of water. When water is released from the Lagdo Dam, it will flow into the Dasin Hausa Dam instead of directly into Nigerian rivers, reducing the risk of flooding downstream.

The Dasin Hausa Dam Project: A Solution to the Flooding Problem in Nigeria

BENEFITS

The benefits of the Dasin Hausa Dam project are numerous. The dam will provide a source of clean, reliable water for the people of Adamawa State and neighboring regions. It will also help to prevent flooding, which has devastating effects on communities, businesses, and infrastructure. Finally, the dam will provide opportunities for hydropower generation, boosting Nigeria's energy supply.

STRATEGIC APPROACH

- The AAA approach

The campaign strategy will unfold in three phases:

1.

AWARENESS PHASE



- Social media campaigns - Use platforms like Twitter, Facebook, and Instagram to raise awareness about the Dasin Hausa Dam project through infographics, images, and videos. Also, partner with popular social media influencers in Nigeria like MR Macaroni, Falz, Taaoma and Kiekie to promote the campaign and educate their followers about the project.
- Traditional media - The campaign will also use traditional media, including radio, television, and newspapers, to reach a wider audience. We will partner with local media outlets to secure airtime and advertising space for the campaign. We will also issue press to major news outlets in Nigeria such as Channels TV, Nigerian Tribune, and The Guardian, highlighting the project's benefits and potential impact on the country.


2. ADVOCACY PHASE



- **Community outreach:** Organize events to engage and educate local communities about the project.
- **Interactive website:** Create a project website with virtual tours, interactive maps, and educational resources.
- **Public forums:** Host town hall meetings where the public can ask questions and share their opinions about the project.

The AAA approach

3. ACTION PHASE



- **Call to action:** Encourage people to support the project by making donations or signing petitions.
- **Government engagement & local partnership:** Partnering with government agencies and officials secures necessary approvals and funding, while collaborating with local organizations and NGOs mobilizes supporters and raises awareness about the project at the grassroots level.
- **Hot line:** Create a toll-free hotline for inquiries and feedback. Promote it through various channels, such as social media and traditional media, and train operators to handle calls effectively. 081123FLOOD
- **Flood insurance:** Promote the importance of flood insurance through targeted messaging and partnerships with insurance providers to help protect assets and recover from flood damages.

Campaign for each phase will run for three months.

Don't wait till
the storm strikes!
Take action now!

Support the Dansin Hausa project

Together we can make a
difference and build a
better Nigeria.



Before
the storm
strikes

- Act fast
- Safe lives
- Join us

Time is
running out!
Join us now to
create a safer
future!



Before the
storm strikes

We are here to help!
call our hotline to
report flooding in your
area and get the
assistance you need!

Call : 090156FLOOD

