

**A message to sustain attention on the plight of those  
living in flood-prone regions of Nigeria**

LET'S AVOID THIS FUTURE

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LET'S AVOID  
THE ~~THREAT~~  
FUTURE

## **BACKGROUND**

Nigeria is battling a perennial flooding problem. In 2022, Nigeria had her worst flood experience. The floods displaced over 1.4 million people, killed over 603 people, injured more than 2,400 persons, 82,035 houses were damaged and about 332,327 hectares of land were affected. In 2023, it could be worse.

**There is a need to take action now!**

## **OBJECTIVES**

- Construction of the Dasin Hausa dam
- Implementation of urban planning policies
- Construction of drainage systems for proper water flow
- Pre-floods action, rather than post flood actions

## **INSIGHTS**

- The government is very much aware of the flooding problem
  - Measures have been put in place by several agencies, however, implementation is a problem.
  - The government focuses more on post-disaster response rather than control.
- The effects of flooding are long-lasting. It cuts across education, poverty level, agriculture, e.t.c Therefore, everyone is affected one way or the other.
  - Everyone can better the flooding problem in their own little way, by not dumping refuse in the waterways, obeying government policies, e.t.c

## CREATIVE IDEA

- Let's Avoid This Future!
- Don't Wait Until We Are **Drowning**
- Don't Wait Until We Are **Displaced**
- Take Action Now



## IDEA RATIONALE

A single concept cannot tackle a multi-faceted problem. As much as the government can create and implement policies, there is a need for all stakeholders (including individuals) to take a collective action to prevent flooding.

Therefore, for minor target audience- Take action now, no matter how little!  
To the main target audience, let's Avoid this future!

# **TARGET AUDIENCE**

## **Primary Target Audience**

- Political Representatives
- Policy Officers
- Non-Governmental Organizations
- Staffs working for Department of Environment and Climate

## **Secondary Target Audience**

- Driven Citizens
- Community Leaders
- Non-Governmental Organizations

# **STRATEGY**

## **Phase 1- Attention**

Show the important stakeholders what has happened, what will happen and why they should take step into the situation.

Media: TVC, Newspapers, YouTube, Twitter

## **Phase 2- Retention**

An Open Letter to All Government Agencies that entails how they can help and why they should act immediately.

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## **Phase 3- Action**

CABA will hosts an event tagged “Let’s Avoid The Future”, inviting all concerned stakeholders to discuss how plans can be implemented for the sake of those living in flood prone areas.

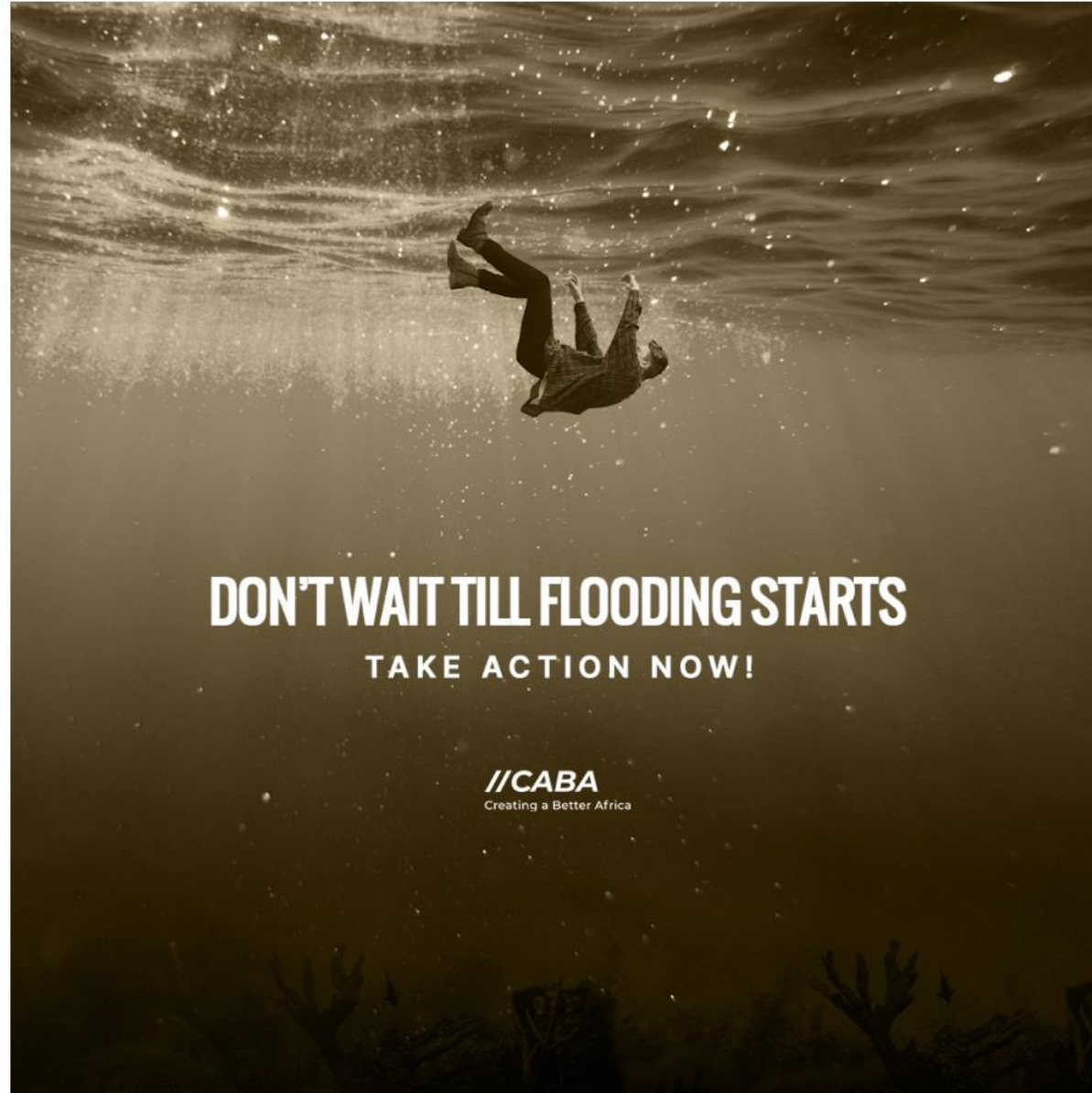
BIG IDEA

LET'S AVOID  
~~THIS THREAT~~  
FUTURE





**CREATIVES**



**DON'T WAIT TILL FLOODING STARTS**  
**TAKE ACTION NOW!**

