

## Drowning prevention in Flood – A cartoon video produced by Sobrasa e ILS Americas - Portuguese, English and Spanish language

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Prevention 2, Ballroom 3, November 4, 2015, 3:30 PM - 5:30 PM

### Introduction

Flooding is the most frequent natural disaster worldwide. It causes the greatest aggregate loss of life and property of all natural disasters. Long term effects include contaminated water supplies and related diseases, damage to roads and transport that slow emergency response, damage to farmland and industry, and psychological effects to those impacted. It impacts every country, regardless of the level of development.

Some floods develop slowly, while others such as flash floods can develop in just a few minutes and without visible signs of rain. Floods can be local, impacting a neighborhoods or a single community; or very large, affecting areas the size of small countries. While riverside flood damage can be mitigated by moving away from rivers and other bodies of water, people have traditionally lived and worked by rivers because the land is usually flat and fertile and because rivers provide easy travel and access to commerce and industry.

Flooding is the primary cause of disaster related death in Brazil (500 in 2011) and the country has the seventh highest level of drowning death by flooding worldwide (UN).

When people are educated about floods and prepared to act appropriately, there is significant potential to avoid death and injury. Property damage may be mitigated if people take prudent measures. However, although flooding is a high impact natural disaster, affecting some part of the world each day, there are only a few campaigns to educate people on actions to take to protect themselves.

SOBRASA and ILS Americas have been working since our respective founding on the ways to promote drowning prevention, especially among children. One of our most efficient tools is an existing project at schools throughout Brazil where we have been using preventive beach and fresh water safety messages in two different cartoon videos. This paper aims to present an original flood drowning prevention cartoon video and its underlying messages.

### Methods

Brazilian drowning experts were invited to select all flood water safety messages and actions according to Haddon matrix in pre-event, event and post-event. They were provided with all available issue information. The Delphi method was employed in 3 rounds. The 12 experts voluntarily participated in identifying all safety messages and scored them from 1 to 5. All top priority level ranked four and above were used to summarize the most important water safety messages to release to the public in the cartoon video. A final review was made by two international outside experts.

### Results

The video with the cost of US\$ 15,000(US), involving more than 16 cartoon video makers, takes 7 minutes to display all the flood water safety messages and how to act safely during and after the flood. Video message transmissions were predominately visual, but were narrated in three languages (Portuguese, English and Spanish). With further funding, additional languages can be used in narration. The cartoon has the summary messages focusing on the main general flooding prevention messages around the world.

#### 1st BLOCK

What flooding is and its causes

#### 2nd BLOCK

Prevention tips to avoid rural and urban flooding

Surviving flooding while at home, on the street, and where to go – how to react.

Helping others – How to help without becoming a victim

#### 3rd BLOCK

How to proceed after flooding

See at <http://youtu.be/VKrxPeWMol?list=UUJuK-3lp1pMza4SHj-VhKUQ>

### Conclusion

The project "Flood Drowning Prevention Cartoon Video" is an effort to spread the flood drowning prevention message to children in a funny, uniform, easy to distribute and interesting way in Brazil and other countries of the world. By targeting children, we believe we can educate a new generation and create a trickle-up effect, whereby children educate parents.