

Educational Resources on Flooding in Canada

Climate Communications Case Story



Gamification



Intrinsic Value Framing



Personalization



Social Norms and Prompts



Visual Storytelling

PROJECT AT-A-GLANCE

Project Title: Project Title: Educational Resources on Flooding in Canada, FloodSmart Canada

Location: Canada

Project Partners: Partners for Action (University of Waterloo), Canadian Geographic, The Royal Canadian Geographical Society, Co-operators, and Farm Mutual Reinsurance

Date: Launched in 2020

Climate Issue: Flooding

Action Area: Flood preparedness

Behavioural Theme(s): Gamification, Intrinsic Value Framing, Personalization, Social Norms and Prompts, Visual Storytelling

Audience: Canadian youth in grades 5-12, educators



These lesson plans, infographics and other resources are free for Canadian educators who want to encourage students to become more prepared for floods, and to learn where flooding is likely to happen and the wide-reaching impacts they can have.

— Partners for Action¹¹

IMPACT STORY

Collaborating with Canadian Geographic and The Royal Canadian Geographical Society, Partners for Action developed bilingual educational materials to teach students in grades 5 through 12 about flood risks and preparedness. To ensure broad engagement and impact, the project leveraged input and materials from various sources, including social media, newsletters, and stakeholder networks. These resources are available for free to educators on Partners for Action's FloodSmart Canada website. Partners for Action is a research initiative within the University of Waterloo's Faculty of Environment that aims to empower Canadians to become flood resilient through evidence-based and inclusive awareness, preparedness, and adaptation strategies, with founding sponsorship by Co-operators and Farm Mutual Reinsurance.

PROJECT OBJECTIVES INCLUDE...

- Equipping Canadian Youth with an understanding of flood risks and impacts; and
- Promoting flood preparedness and resilience among students and households.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Lesson Plan Packages:** Tailored for both elementary (grades 5-8) and secondary (grades 9-12) levels, these packages on flood preparedness and resilience were ready-to-go and freely accessible to all educators to use in their classrooms.
- **Infographics and Visual Tools:** Created in both English and French, visual maps and infographics communicated complex information about floods in simple and visually engaging ways.
- **Partner Distribution and Social Media:** Educational materials were promoted to approximately 20,000 educators via Canadian Geographic Education's newsletter, social media, and website. Resources were also distributed through the Partners for Action's FloodSmart Canada stakeholder network, on social media, and remain available on the website, garnering more views.

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Gamification:** Among the resources and lesson plans is a children's activity booklet that includes crossword games, DIY emergency preparedness kit instructions, storyboards, and more. These activities were designed to be playful and engaging for youth audiences and to help make tough concepts approachable.
- **Intrinsic Value Framing:** The materials emphasized community well-being and collective resilience, framing flood preparedness as a shared responsibility and a way to protect loved ones, fostering a sense of duty and intrinsic motivation that spurred students to action.
- **Personalization:** The project utilized targeted educational materials available in both English and French and tailored to different grade levels and learning needs.
- **Social Norms and Prompts:** The content promoted the idea that being prepared for floods is a standard and expected

behaviour, encouraging students and their families to adopt proactive flood resilience measures as part of their everyday lives.

- **Visual Storytelling:** Infographics and a detailed flood map provided visually compelling ways to communicate complex information.

CONCLUSION

Partners for Action's educational resources on flooding in Canada effectively demonstrate how educational resources designed for educators with youth-targeted activities and communications can enhance flood risk awareness among Canadian youth. By leveraging behavioural tools like gamification, intrinsic value framing, social prompts, and visual storytelling, this initiative provided engaging, age-appropriate materials fostering a strong foundation to improve flood resilience across Canadian households.

SOURCES

FloodSmart Canada. (2019). Educational resources on flooding in Canada. <https://floodsmartcanada.ca/educational-resources-on-flooding-in-canada/>

Partners for Action, FloodSmart Canada, & University of Waterloo Faculty of Environment. (2020). *Awareness to action: Effectively communicating flood risk to Canadians - Final Report*. University of Waterloo. https://uwaterloo.ca/partners-for-action/sites/default/files/uploads/files/awareness_to_action_effectively_communicating_flood_risk_to_canadians_final_report-public_version.pdf



MORE CASE STUDIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

ORCCA is a pilot initiative led by ICLEI Canada and supported by the Ontario Ministry of Environment, Conservation and Parks alongside financial support from the Government of Canada through the federal Department of Environment and Climate Change Canada.

CLIMATE COMMUNICATIONS TOOLKIT

