

## **Flood Safety Campaign Launched “Turn Around Don’t Drown”**

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Each year, more deaths occur due to flooding than from any other severe weather related hazard. Why? The main reason is people underestimating the force and power of water. Many of the deaths occur in vehicles as they are swept downstream. Most of these drownings are preventable, but too many people continue to drive through flowing water or around the barriers warning that the road is flooded. All it takes to lose control of your vehicle is 6 inches of flowing water, and in 2 feet of water most vehicles will float.

Turn Around Don’t Drown (TADD) is a safety campaign developed by the NWS Southern Region to reduce the number of deaths and loss of property. Because of their efforts, it has become a national campaign throughout the NWS. Many agencies, including the American Red Cross, the Federal Emergency Management Agency (FEMA), the Federal Alliance for Safe Homes