Federal
Provincial
Local

3 INFORMATIVE MAGNET

1 Title and description

"Flood of info"

Magnet with information about flood hazards. It can be very informative and include what can be done to prepare for the risk and what actions can be taken in the event of a flood. It can also be colourful and fun to reach a younger audience. Magnets can also include emergency telephone numbers, links to online resources or other relevant information to help residents understand the flood hazard and prepare to react appropriately to the flood risk.

2 Objective

Its goal is to provide information for the public to learn and remember in a clear, concise and illustrated manner. Magnets can also focus on different themes related to the flood hazard issue and can even combine games and awareness to reach children. It is very practical because it can be placed in strategic everyday places, such as a refrigerator, and reinforce what has been learned.

Definition of the target objectives of the tool

3 Example



More information on the ARIAction website

Source: ARIAction tool visual preview

Helps visualize the tool

4 Distribution

- **Target audience:** general, older, younger
- **Media:** primary and secondary schools, day camps, community centres, town halls, grocery stores and shops

5 Resources needed

Skills: writing, graphic art
Timeframe: short term
Equipment: graphic design software
Deployment cost: $
Other: printing service

PHYSICAL TOOL