

*Note: The following PSA may be used as a guideline when writing your own PSA on flood safety.*

## PUBLIC SERVICE ANNOUNCEMENT

**Flood Safety  
60-second PSA**

**CONTACT: [chapter contact]  
[phone number]  
[email address]**

To protect your family and your belongings from the devastating effects of flooding, the CPCU Society [chapter name] Chapter recommends developing your own flood safety plan. Here are some tips to help you get started:

### **Before flood season:**

- Make sure your flood insurance is in force.
- Identify flood evacuation routes.
- Prepare a disaster kit with non-perishable foods, bottled water, battery-powered radios, flashlights and extra batteries.
- Make a list of items you need or want to take with you in an evacuation. Make sure the items are easily accessible.

### **During a flood:**

- Place valuables and essential items as high up in your home as possible.
- Leave immediately if told to evacuate.
- Avoid driving or walking through flooded areas.

### **After a flood:**

- Call your insurance agent.
- Throw away items contaminated by flood water.
- Have a trained electrician check electrical wiring and devices for water damage.

This message is brought to you by the CPCU Society [chapter name] Chapter. CPCUs are certified experts in the property-casualty insurance industry.

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### **About the CPCU Society**

*The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at [www.cpcusociety.org](http://www.cpcusociety.org).*