



DIVISION OF EMERGENCY MANAGEMENT
Texas Department of Public Safety

***When there's water on the road:
Turn Around, Don't Drown***

DEM, NWS LAUNCH TEXAS AWARENESS CAMPAIGN

AUSTIN – State and federal agencies have launched a public awareness campaign to convince motorists to turn back when roadways are flooded. The "Turn Around, Don't Drown" campaign is spearheaded by the National Weather Service and the Division of Emergency Management, Texas Department of Public Safety.



Each year about 15 Texans drown driving into floodwaters flowing across roadways or beneath underpasses. The nationwide fatality figure is about 127.

DEM State Coordinator Jack Colley said: "These deaths can be prevented. Just turn the car around and choose a different route. I believe if our citizens become aware of the danger through the 'Turn Around, Don't Drown' campaign, they will avoid driving into floodwaters."

"We are asking newspapers, radio stations and TV stations to help make our citizens aware of these dangers," Colley said. "Even one of these preventable deaths is too many, and the media can help us get this message out."

It takes as little as two feet of water to float a car, and water across a road may be rising much more rapidly than the driver realizes. Drivers can't tell how deep flood water actually is because floodwaters wash out roadways. A missing section of road, even a missing bridge, will not be visible.



For more information, call 512.424.2138 or visit DEM and NOAA's Web Sites:
www.txdps.state.tx/dem or www.srh.weather.gov/tadd.