```python
def flood_fill(r,c, replacment,matrix):
    def bfs(root):
        q = deque([root])
        visited = [[False for c in range(colLen)] for r in range(rowLen)]
        r,c = root
        color = matrix[r][c]
        matrix[r][c] = replacment
        visited[r][c] = True
        while q:
            crr = q.popleft()
            for neigh in getNeighbors(crr,color):
                r,c = neigh
                if visited[r][c]: continue
                matrix[r][c] = replacment
                q.append(neigh)
                visited[r][c] = True
    bfs((r,c))
    return matrix
```