

Strategic Notification as an Emergency Tool

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NOAA/NWS

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Fact or Fiction?



- Lack of correct information negatively impacts the response of the public.
- “Training, exercising, and purchasing of equipment will not result in a positive outcome if you can’t notify the people who will be impacted at 3:00 in the morning.”

Craig Fugate, FL Emergency Mgt Director October 2004

24/7 - Day or Night Need!



- Correct information in a timely manner is critical!
- Appropriate response actions require verification of threat.

Partnerships REQUIRED!

- Governments usually have the responsibility to issue warnings for multiple types of hazards.
- People use phones (cellular and landline), pagers, email and “word of mouth” to receive and pass information.
- Communities use EAS broadcasts, NOAA WeatherRadio, Highway Advisory Radio, sirens and Emergency Notification Systems (ENS) to get the word out.

We try and try to prepare, BUT ...

HURRICANE • FLASH FLOOD • HAZARDOUS MATERIALS SPILL

Your Family Disaster Supplies Kit



FAMILY EMERGENCY PREPAREDNESS



Federal Emergency Management Agency
American Red Cross

EARTHQUAKE • TORNADO • WINTER STORM • FIRE



Protect Your Family & Home
Be Aware, Prepare For Emergencies
Emergency Checklist

- Three day supply of water. One gallon per person per day
- Ready-to-eat canned foods, manual can opener
- Flashlight, extra batteries
- Portable, battery-operated radio, extra batteries
- Important personal & family documents
- First Aid Kit
- Change of clothes, sturdy shoes
- Bedding
- Prescription medications
- Know evacuation routes
- Know where to go if you are asked to evacuate

Call
Los Angeles County Office of Emergency Management,
Earthquake Survival Program (ESP)
for more information on how to prepare
(213) 974-1166



TSUNAMI EVACUATION ROUTE



Shelter-In-Place

Ventura County
Emergency
Response
(760) 832-5500
1(800) 201-8802



National Weather Service
Hydrologic Services Program

Water Prediction for
Life Decisions

www.nws.noaa.gov/water
email: hed@hps.noaa.gov

Four Components of an Effective Warning Message

- Credibility
 - “This is an Emergency Message from...”
- What Has Happened
 - “There has been a...”
- What To Do
 - “You are advised to...”
- Sources for Additional Information

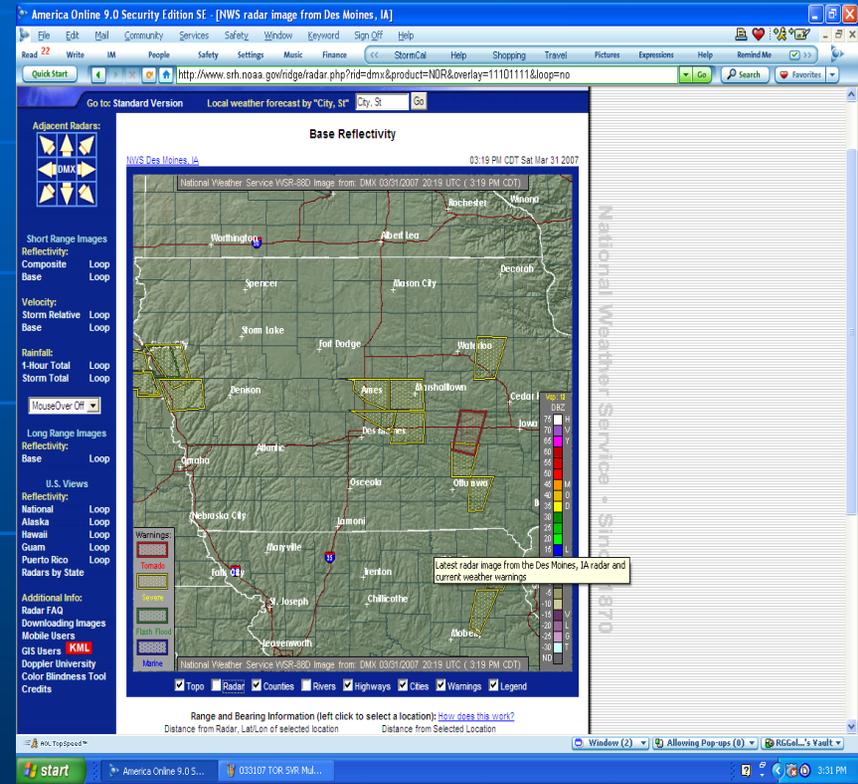
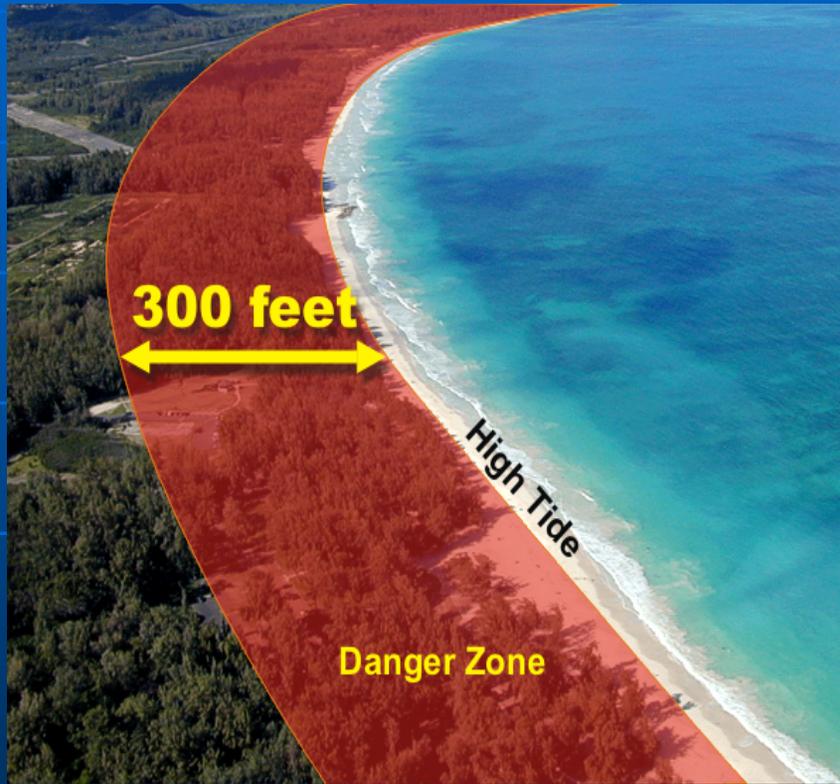
No Longer Just a Nice Thing to Have – It's a Necessity!



- Standard 4.10
Emergency communications and warning protocols, processes, and procedures shall be developed, periodically tested, and used to alert people potentially impacted by an actual or impending emergency.

<http://www.emaponline.org/?309>

Constant Hazards; Changing Responses



Fact: Unfortunate But True



- The tsunami was nowhere near as high as the picture on the left indicates.
- None the less, the death toll from this incident was over 200,000.
- Reason: The general public was not informed and not warned of the significance of the event; this resulted in poor choices and inappropriate behaviors which cost them their lives.

What's in the Future?

- NOAA and DHS are developing a GeoTargeted Alerting System
 - Connections with AWIPS forecast system
 - Connections with R911 providers at the local level
 - Connections with HazCollect
 - Comments from Richard Jesuroga, NOAA Homeland Security Project Manager at AMS 88th Annual Meeting New Orleans, LA

Thank You!

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