

National Severe Weather Workshop 2009

**“Community-Based Approaches
to Communicating Weather
Information”**

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Director**

**OU Center for Risk and Crisis
Management**

RISKS:

What Concerns You?

- Dying from Cancer?
- Living too long a life?
- Tornadoes?
- Hurricanes?
- Getting hit by lightning walking out of Embassy Suites?
- Being in a car accident?
- Seeing our Climate deteriorate?
- My presentation going overtime?

Agenda

- **Challenges of Community-Based Risk Communication**
- **Description of the OU Center for Risk & Crisis Management**
- **Discussion -- Developing a Community for Risk Communication**

Challenges for Community-Based Risk Communication Research

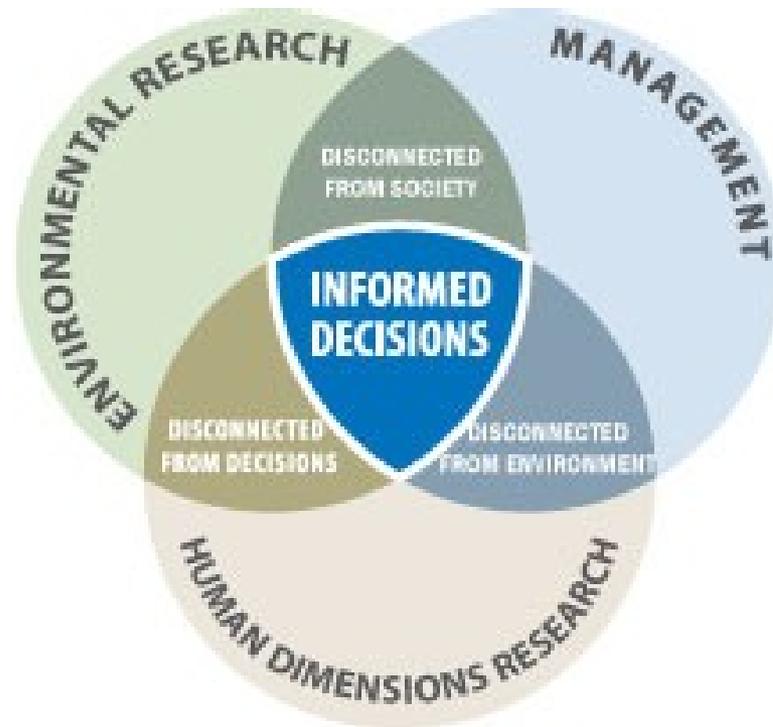
- Aligning Risk Priorities Among Diverse Stakeholders
- Building Strong Communication Infrastructure
- Improving Inter-Organizational Networking and Collaboration
- Complex and Nested Problems

Higher Level Designs and Nested Constructs

Socio-Ecological Environment



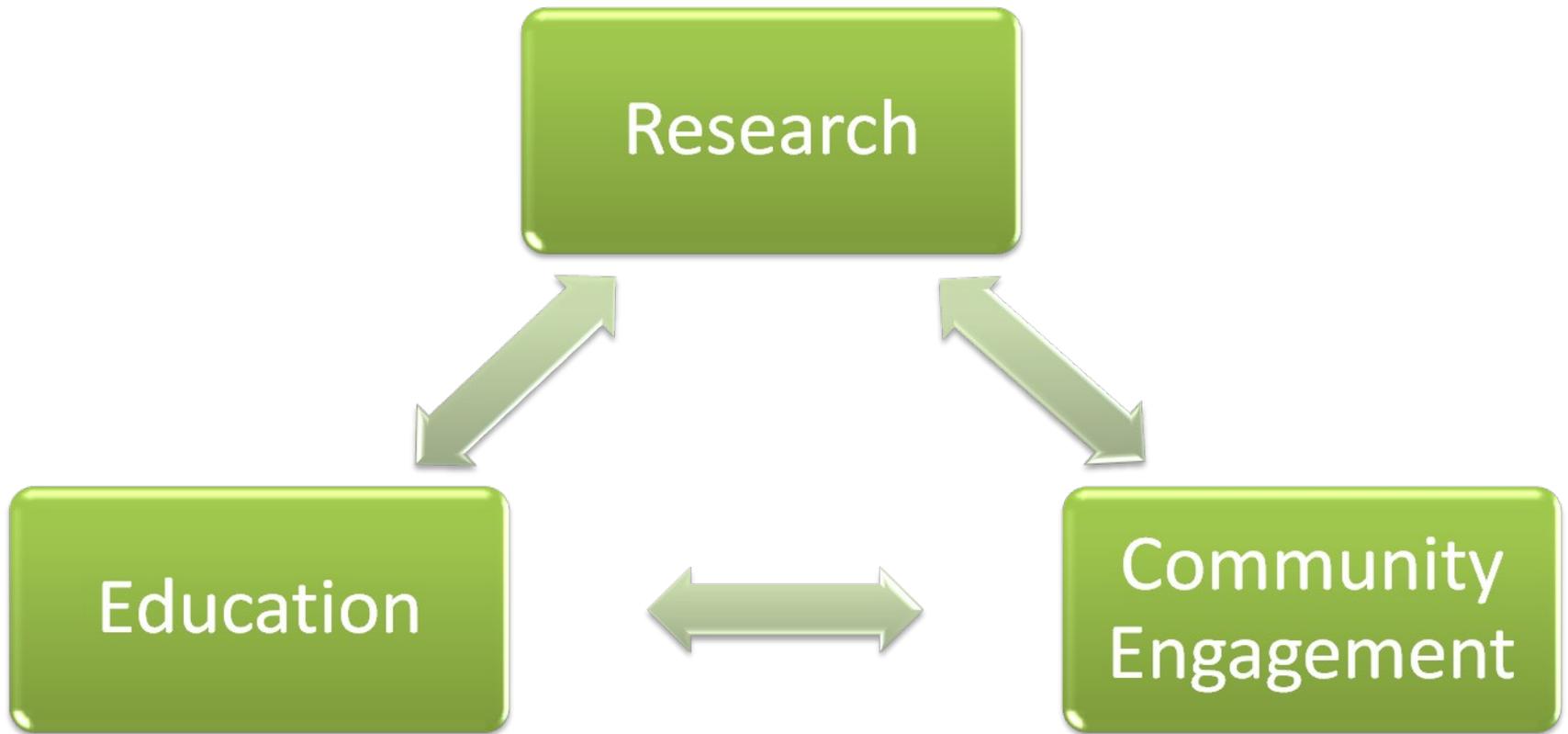
The Criticality of Collaboration



OU Center for Risk and Crisis Management

**To Advance Research and
Education for
Assessing Risks and Managing
Crises in Communities.**

OU Risk Center





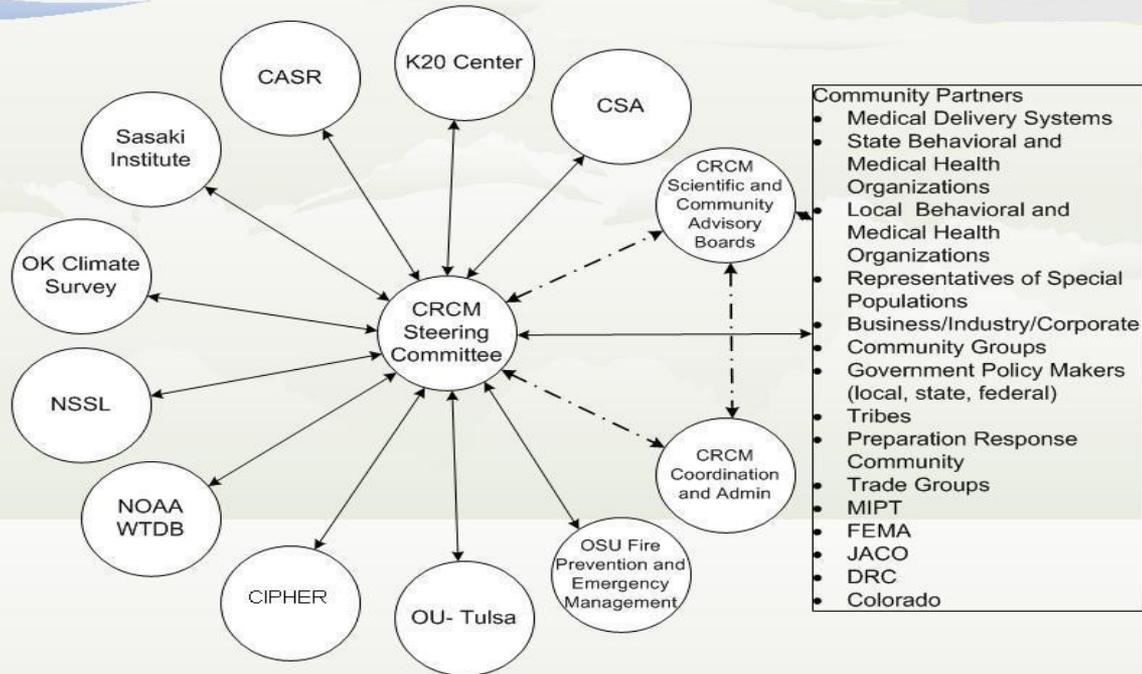
Partnering with Different Communities

OU's Research Campus (A Community of Scholars)

Collocate **University** (.edu), **Government** (.gov),
and **Private Sector** (.com, .org, .net) in a
community of ideas that enables and supports
interaction and collaborations that produce
value-added benefit to each.

Campus and Community Partners

CRCM Operational Units and Partners



OU Risk Center

Community Advisory Board

OU Risk Center Advisory Board

- **80+ Members**
- **Leaders from Risk Management Community of Oklahoma**
- **Facilitate the “Engagement” Function of the Center**
- **Provide Context & Perspective** (talents, unique experiences, futurist viewpoints)

Community Engagement: Educational and Professional Development Opportunities

Graduate Certificate
in Risk and Crisis Management

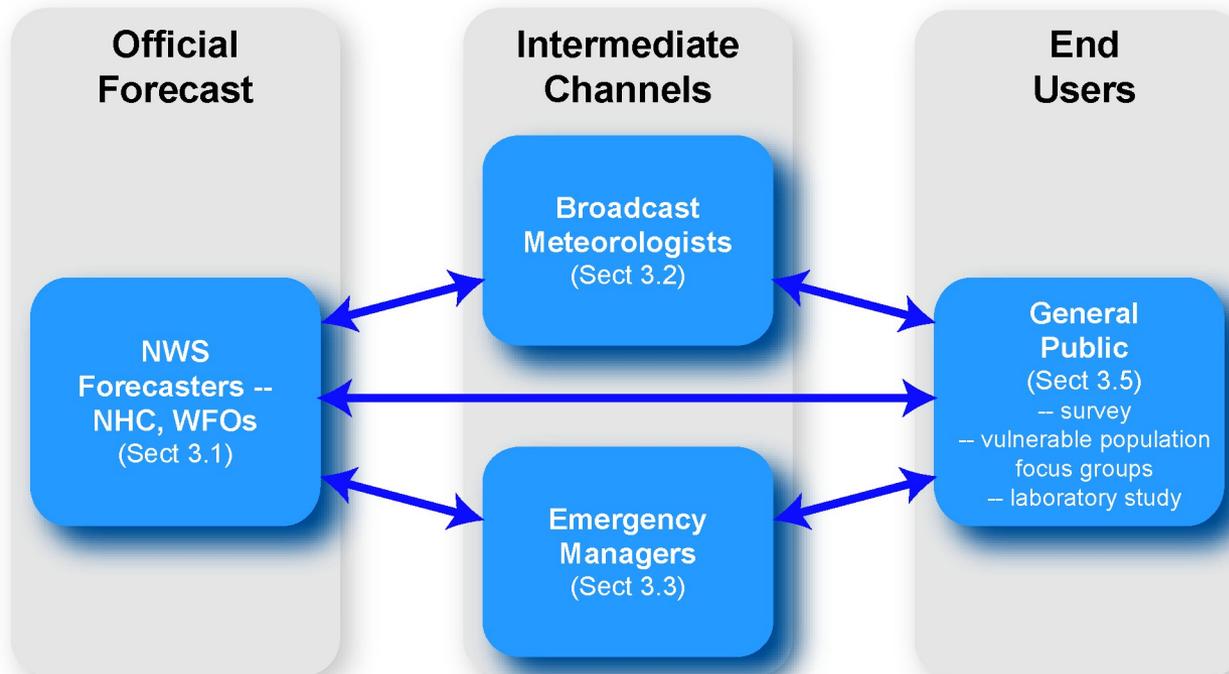
Annual Communicating Science
Conference

Leadership Academy

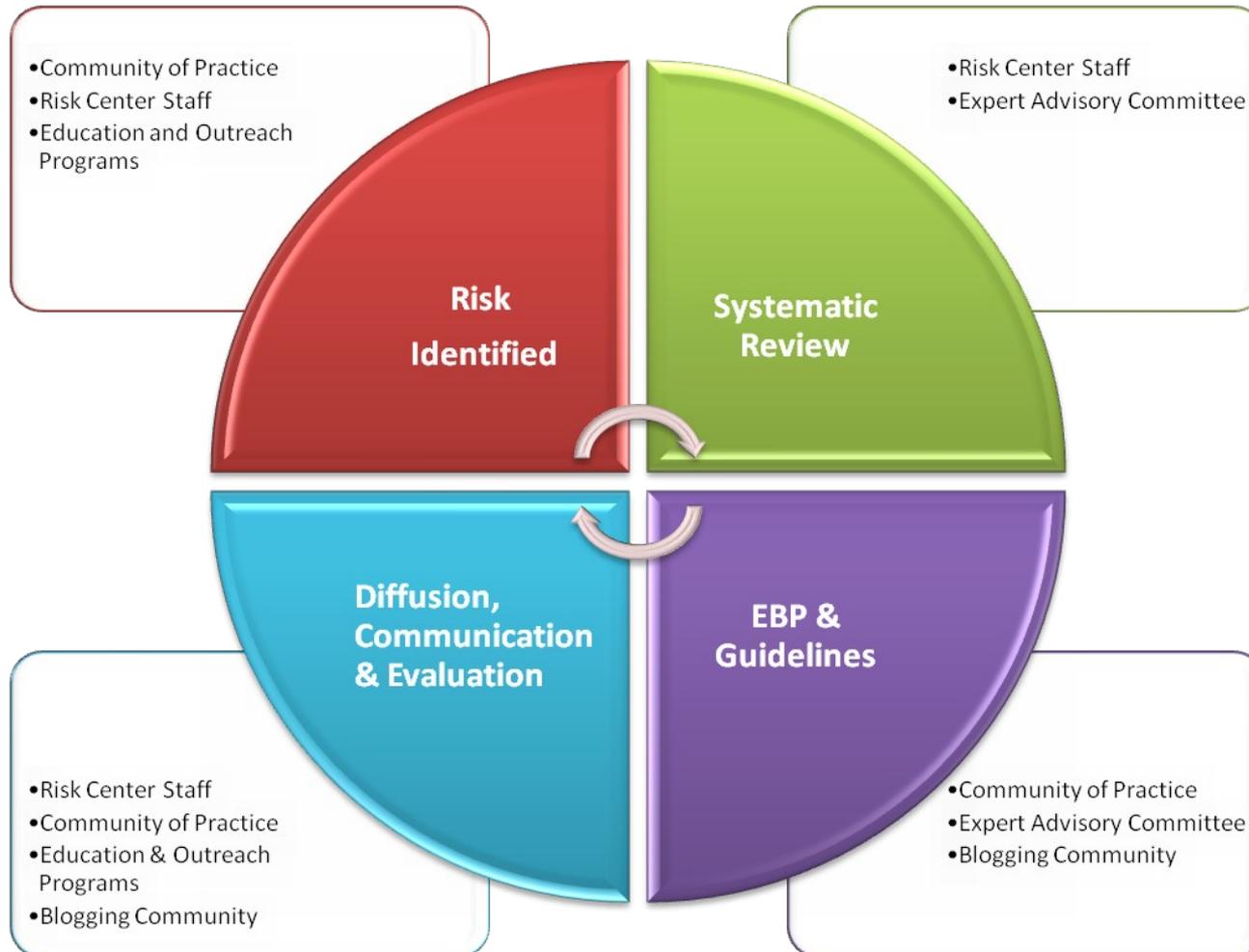
Community-Based Research Projects

NSF Hurricane Study

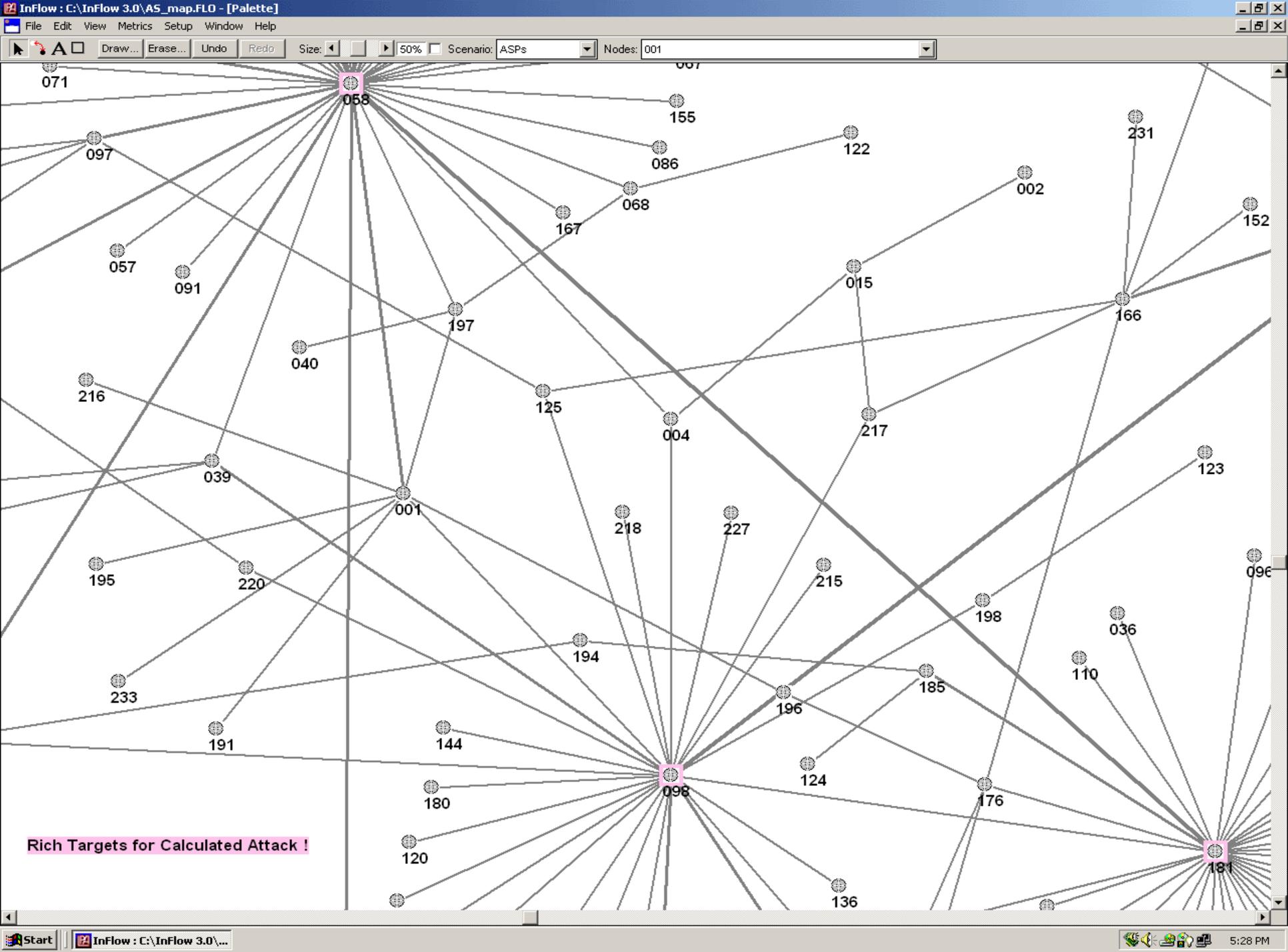
(October 2008-September 2010)



Strategic Translation of Research for Evidenced-Based Practice (STREBP)



Inter-Organizational Network Analysis



Rich Targets for Calculated Attack !

SCIPP: Southern Climate Impacts Planning Program

- **Five-year, \$3.8 million grant from the NOAA.**
- **9th and newest Regional Integrated Sciences Assessment (RISA) project in the United States.**

OCS, OU, LSU team to develop drought planning tools and resources for use by local and regional community managers.

- **The community-based approach will promote proactive vs. reactive adaptive behavior on different timescales.**
- **In partnership with regional, state, and local organizations, program intends to increase knowledge and application of climate and drought risk assessment, forecasting, and management.**

Discussion

- Your Experiences with Community-Based Approaches to Communicating Weather Risks?
- Best Practices? Lessons Learned?

Center for Risk and Crisis Management

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