



Welcome

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Weather-Ready Nation & America's PrepareAthon! Webinar April 1, 2015

“Whole Community Approach to Building National Resilience ”



Building a Weather-Ready Nation



noaa.gov/wrn



A word from...

FEMA



Dr. Kathryn Sullivan
NOAA Administrator



Building a Weather-Ready Nation

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Craig Fugate
FEMA Administrator



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Preparing a Nation

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Preparing the nation at the local, state, regional, and national levels.

- Seasonal Safety Campaigns and State/Local Weeks
- America's PrepareAthon!
- Weather-Ready Nation Ambassadors

"Many hands make light work"

--John Haywood



Building a Weather-Ready Nation



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WRN Seasonal Safety Campaign

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www.weather.gov/safetycampaign



WRN Seasonal Safety Campaign

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Seasonal Safety Campaign

- **Covers hazards typically seen in a 3 month period**
- **Flexibility to target hazards:**
 - General messaging during the season
 - When a hazard is forecast to occur
 - When a hazard is occurring
- **Materials Created – consistent message**
 - Social Media Messages, News Articles, Safety Website, videos and/or graphics



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[www.weather.gov/
safetycampaign](http://www.weather.gov/safetycampaign)



WRN Seasonal Safety Campaign

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National

- Seasonal Campaigns
- Specific launch dates:
March 1, June 1,
September 1, December 1.
- Covers multiple hazards per campaign.
- Can focus on the hazards as they are happening across the U.S.

Local

- Awareness/Preparedness Weeks
- Dates are determined by the local forecast office and partners.
- Focus on a single hazard during week.
- Weeks are held at a relevant time of year so the messaging is not lost!



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WRN Seasonal Safety Campaign

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Example: Rip Currents – Spring Break

Post Details



U.S. National Weather Service (NWS)

March 17 at 5:10pm · 🌐

If you're on spring break and going to the beach, would you be able to spot a rip current? Check out these photos of actual rip currents and know what to look for!

<http://www.ripcurrents.noaa.gov/photos.shtml>



145,472 people reached

Boost Post

Like · Comment · Share · 🍷 617 💬 48 ➦ 450

Reported stats may be delayed from what appears on posts. ✕

145,472 People Reached

1,729 Likes, Comments & Shares

1,024
Likes

617
On Post

407
On Shares

235
Comments

55
On Post

180
On Shares

470
Shares

450
On Post

20
On Shares

19,388 Post Clicks

6,249
Photo Views

5,745
Link Clicks

7,394
Other Clicks ⓘ

NEGATIVE FEEDBACK

28 Hide Post

2 Hide All Posts

0 Report as Spam

3 Unlike Page



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WRN Seasonal Safety Campaign

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Information available at:

- www.weather.gov/safetycampaign
- **Weather-Ready Nation Toolkit**
 - Includes social media packages, articles, videos, revamped safety webpages
- **WRN Ambassadors notified when new materials become available.**

What we ask:

- **Engage your employees and stakeholders using the seasonal campaign toolkits**
- **Promote through social media**
- **Send us feedback and success stories of your contributions**



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2015 National Seasonal Preparedness Calendar

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WINTER

DECEMBER

Winter Weather Preparedness*
Holiday Preparedness*

JANUARY

Resolve To Be Ready*

FEBRUARY

Flood Safety*

SPRING

MARCH

Severe Weather Safety*
Flood Safety*
Tsunami Safety
American Red Cross Month

APRIL

Financial Literacy Month
National Volunteer Week
National PrepareAthon! Day
(4/30)*

MAY

National Hurricane
Preparedness Week
Older Americans Month
National Building Safety Month
National Police Week
National EMS Week
National Small Business Week
Wildfire Community
Preparedness Day
Pet Preparedness Day
Military Appreciation Month

SUMMER

JUNE

Hurricane Safety*
Lightning Safety
Wildfire Safety*

JULY

Firework and Park Safety
Heat and Drought Safety*
Youth Preparedness Summit

AUGUST

National Night Out
Back to School

FALL

SEPTEMBER

National Preparedness Month*
National PrepareAthon! Day
(9/30)*

OCTOBER

Fire Prevention Week
National Crime Prevention Month
Great ShakeOut
Cybersecurity Awareness Month

NOVEMBER

Critical Infrastructure
Preparedness Month
American Education Week
Military Family Month
Native American Heritage Month

Visit Ready.gov/Ready2015 to plan your year #Ready2015



Building a Weather-Ready Nation





America's PrepareAthon!

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AMERICA'S *PrepareAthon!*

BE SMART. TAKE PART. PREPARE.

- ★ A community-based campaign for action
- ★ Emphasis on increasing emergency preparedness through hazard-specific drills, group discussions, and exercises
- ★ 2 National Days of Action : April 30 and September 30
- ★ Free resources and tools for different hazards:
 - Flood, Hurricane, Tornado, Wildfire, Winter Storm, and Earthquake



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Research Based Campaign

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- ★ **Messaging is more effective when trusted community members deliver information**
- ★ **Experiential learning makes real change possible**
- ★ **Promotes peer-to-peer discussions within and across community networks**
- ★ **Coordinates with existing campaigns (e.g., Seasonal Safety Campaigns and State/Local Weeks, The Great ShakeOut, and local campaigns)**



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Awareness to Action

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Access Alerts and Warnings



Test Communication Plans



Assemble or Update Supplies



Drill or Practice Emergency Response



Plan with Neighbors

10 WAYS TO PARTICIPATE
IN AMERICA'S *PrepareAthon!*



Participate in a Class, Training, or Discussion



Conduct an Exercise



Make Property Safer



Document and Insure Property



Safeguard Documents



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Why Participate in America's PrepareAthon!

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- ★ Make your organization more resilient to natural disasters
- ★ Be counted in a unified national movement
- ★ Use research based guidance on how to prepare for 6 natural hazards
- ★ Share best practices with other communities
- ★ Build your capacity and amplify your efforts
- ★ Bring more people into the preparedness fold...spread your messages even farther
 - Spring, 2015: Nearly 5 million Actions Registered to date and growing! Let's add more!



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Website

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www.ready.gov/prepare

- ★ Register Your Action
- ★ “How to” Guides
- ★ Preparedness resources
- ★ Promotional resources
- ★ Events calendar
- ★ Preparedness research

The screenshot shows the America's PrepareAthon! website. At the top, it says "AMERICA'S PrepareAthon! BE SMART. TAKE PART. PREPARE." and "SPRING 2015 PREPAREATHON! ACTIONS (NOV-MAY)" with a large digital counter showing "04,848,845" and "AS OF 12:00 PM E.T. MARCH 27, 2015". Below this is a navigation bar with "Go to Group Homepage", "What's New", "Search", "Join Group", "Join America's PrepareAthon!", "About America's PrepareAthon!", "Know your Hazards and Choose your Activities", "Spread The Word", "Register Your Activities", "View America's PrepareAthon! Activities", "Provide Feedback", "Manage your Member Profile", "America's PrepareAthon! Participants", and "community.fema.gov". There is also a "You are not logged in" status and a "Login" button. The main content area features a video player with the title "IT STARTED LIKE ANY OTHER DAY." and a description "SURVIVORS TELL STORIES OF NATURAL DISASTERS THAT CHANGED THEIR LIVES." with a "WATCH NOW" button. Below the video are three circular icons: a toolbox for "TAKE ACTION" (Know your hazards and choose your activities), a map of the US for "BE COUNTED" (Create your account and register your activities), and a megaphone for "SPREAD THE WORD" (Download materials to promote your day of action). At the bottom, there is an "Actions" section with a "Join this group" button.



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Research Based Guidance

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Videos

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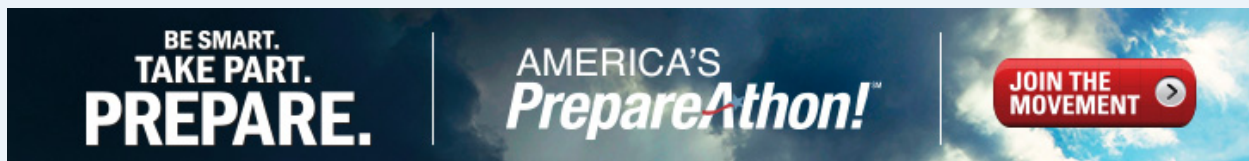


Promotional Materials

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- ★ Customizable
- ★ Posters
- ★ Web Badges
- ★ Digital Invitations



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www.ready.gov/prepare



Get Started

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Visit www.ready.gov/prepare to:



TAKE ACTION

Know your hazards and choose
your activities



BE COUNTED

Create your account and register
your activities



SPREAD THE WORD

Download materials to promote
your day of action



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A word from...

FEMA



Manuel D. Soto, CEM, Emergency Manager
Office of Emergency Management
City of Orlando, Florida

ORLANDO'S
PrepareAthon!SM



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Ambassadors taking Action with AP!

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The
WALT Disney
Company



Pacific Gas and
Electric Company



KOSHLAND
SCIENCE
MUSEUM



Raytheon



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Q&A

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Weather-Ready Nation Website

www.noaa.gov/wrn

Seasonal Safety Campaigns Website

www.weather.gov/safetycampaign

Questions

wrn.feedback@noaa.gov

America's PrepareAthon! Website

www.ready.gov/prepare

Questions

PrepareAthon@fema.dhs.gov



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noaa.gov/wrn