Communicating Environmental Services

29th Annual Workshop on Hazards Research and Applications

July 12, 2004

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Director of the Office of Climate, Water, and Weather Services

NOAA's National Weather Service

Communicating Environmental Services

- **NOAA NWS Overview**
- **Teamwork**
- **NWS Products and Service**
- **Accurate Communication**

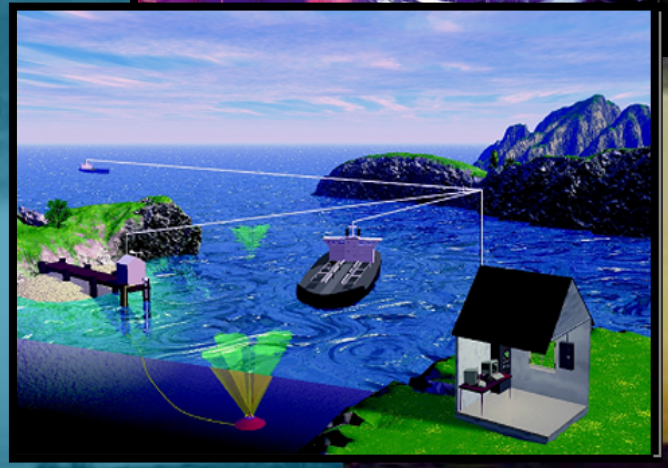
NWS Mission

- Provide climate, water, weather forecasts and warnings to protect life and property and enhance the economy.

- Data and products are used by other government agencies, the private sector, the public, and the global community.

NOAA Vision

- To move NOAA into the 21st Century scientifically and operationally, in the same interrelated manner as the environment that we observe and forecast, while recognizing the link between our global economy and our planet's ecology.



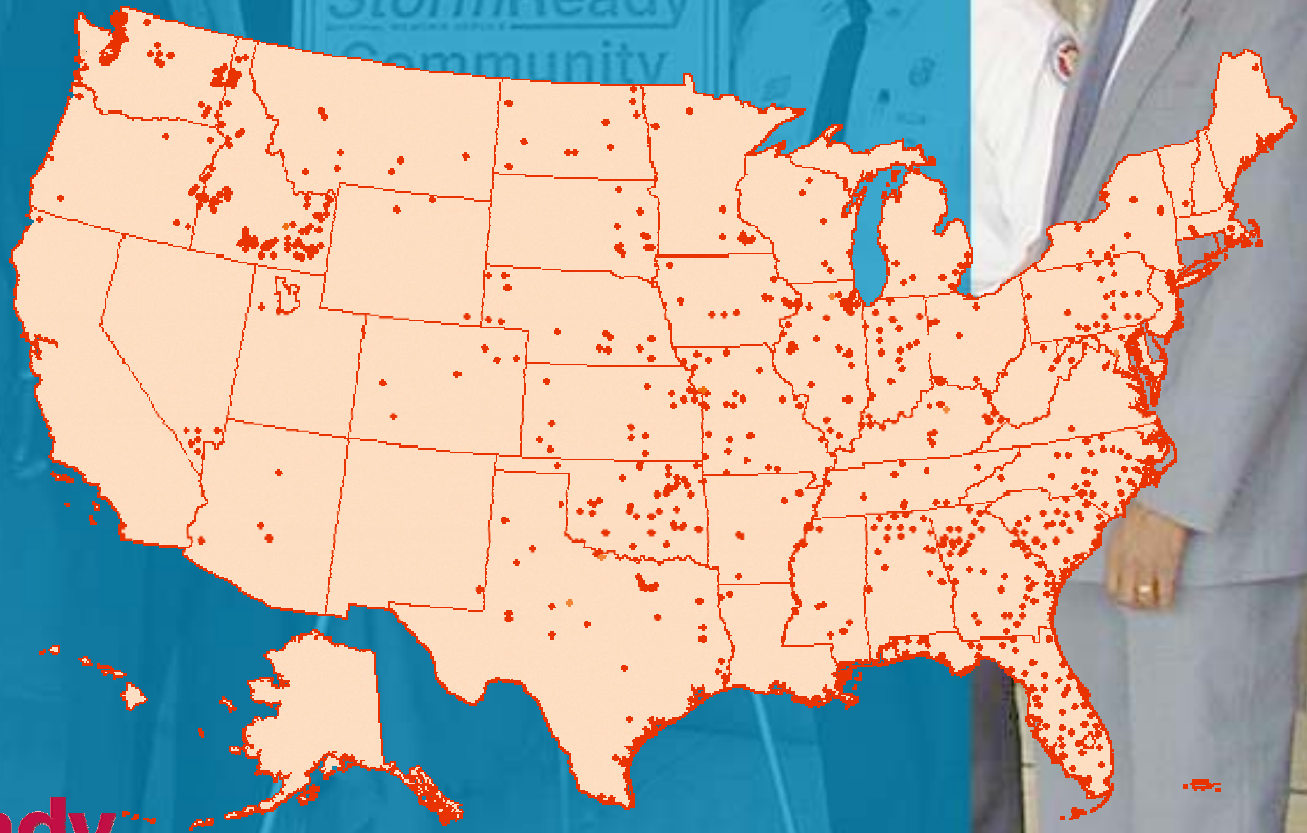
Teamwork

Partnerships are critical to ensure the right message is sent and received!

StormReady
Community
2003 - 2006
Are You StormReady?

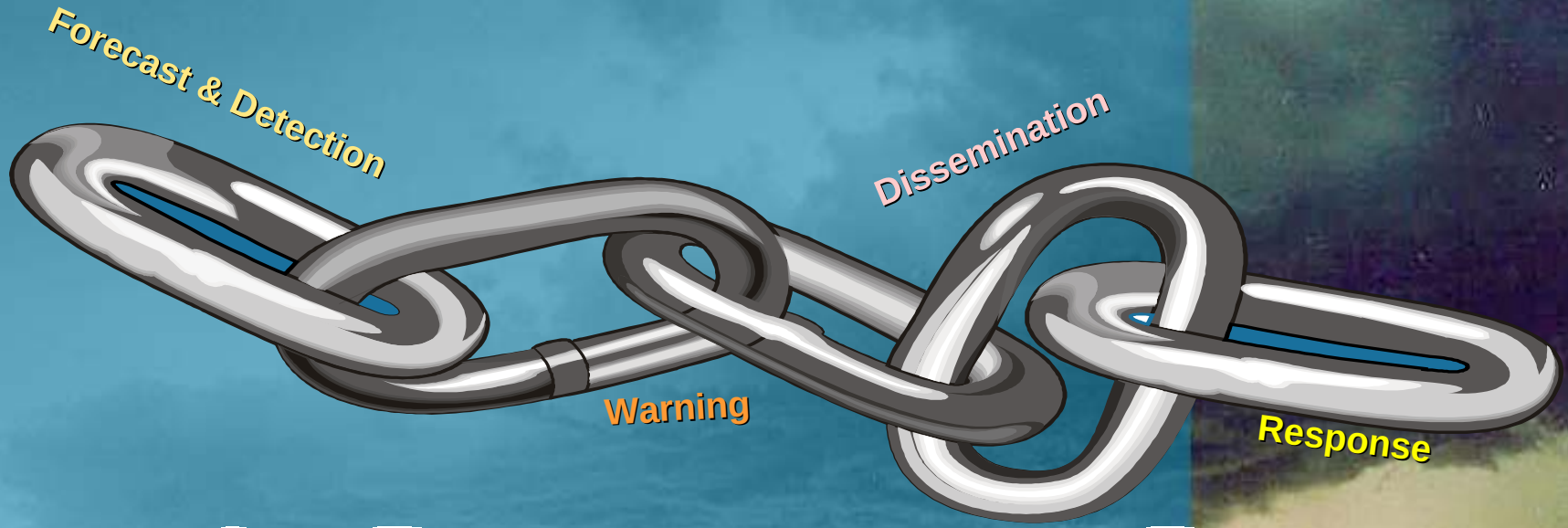
Teamwork

- 751 Communities
- 47 States



StormReady Success Story

Van Wert, Ohio F4 Tornado - 11/10/02

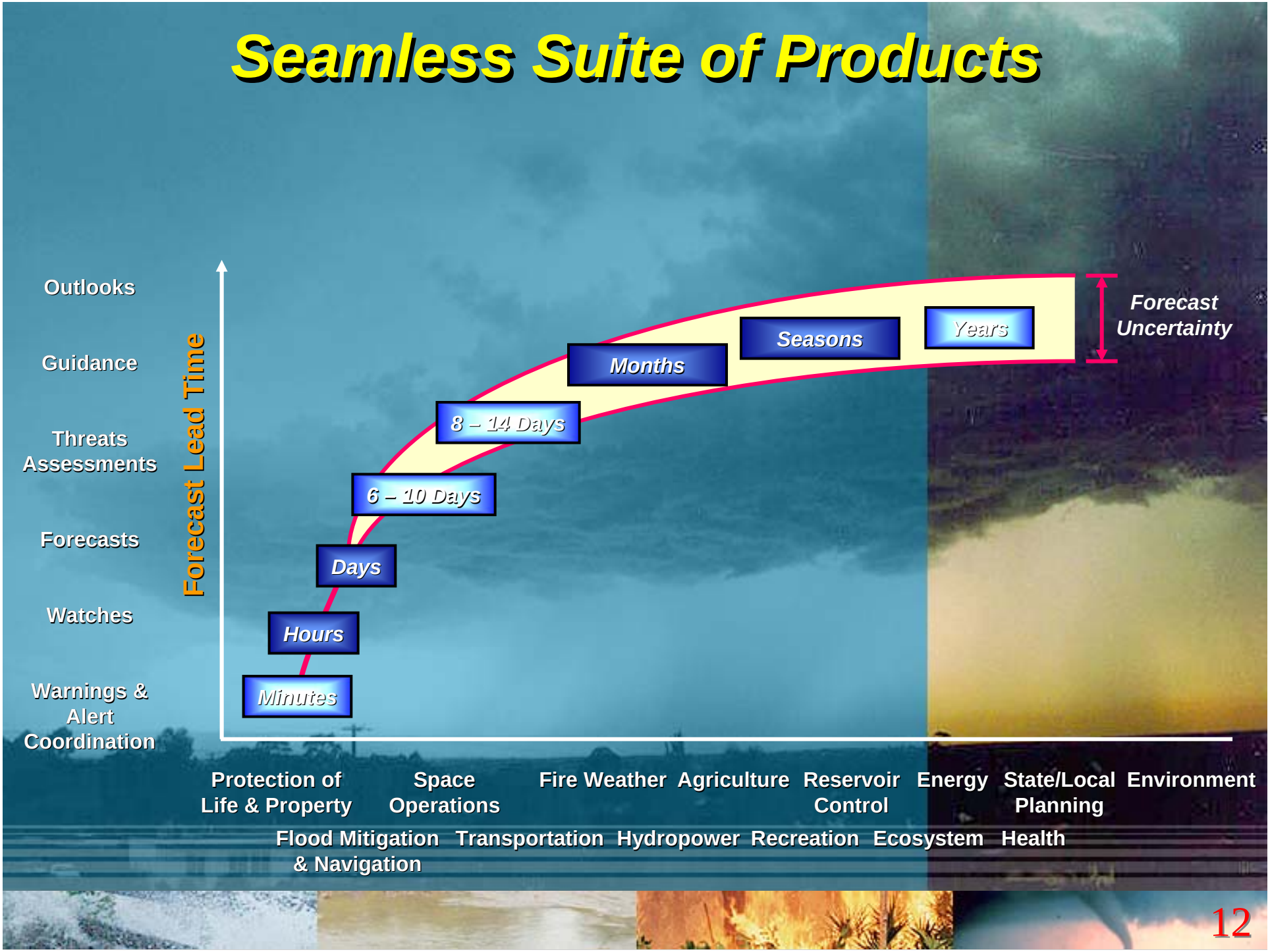


Teamwork

National Research Council's Report

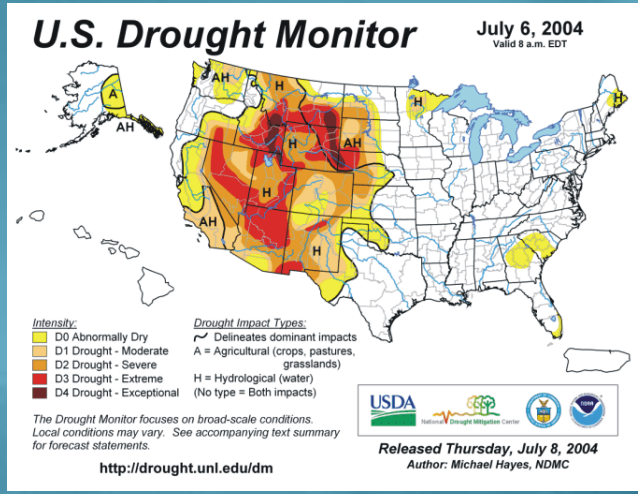
- Today's partnerships are sound and functioning well
- Recommendations include:
  - *Congressional Mandate – protect life and property*
  - *Public/Private Partnership Process*
  - *Data and Products in standardized format*
  - *New/Discontinue Products*
  - *Communicate Uncertainty*

Seamless Suite of Products

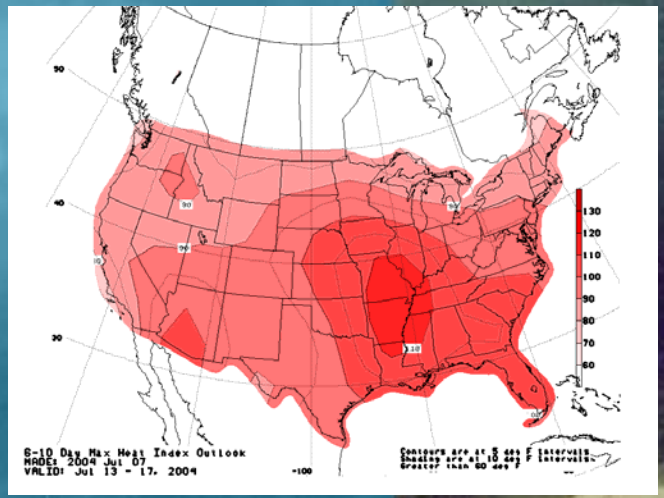


New Products

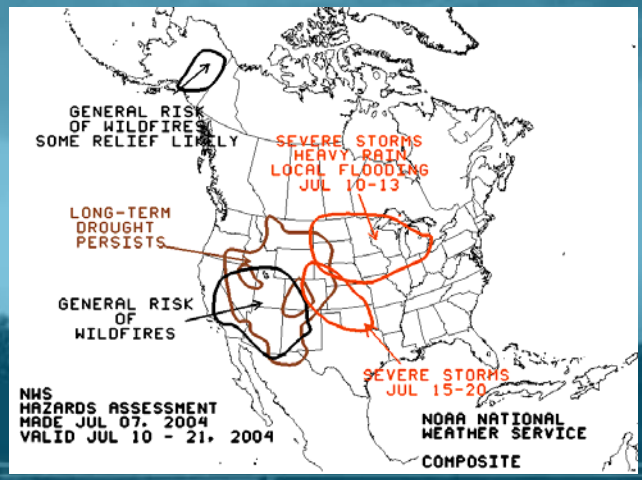
Drought Monitor



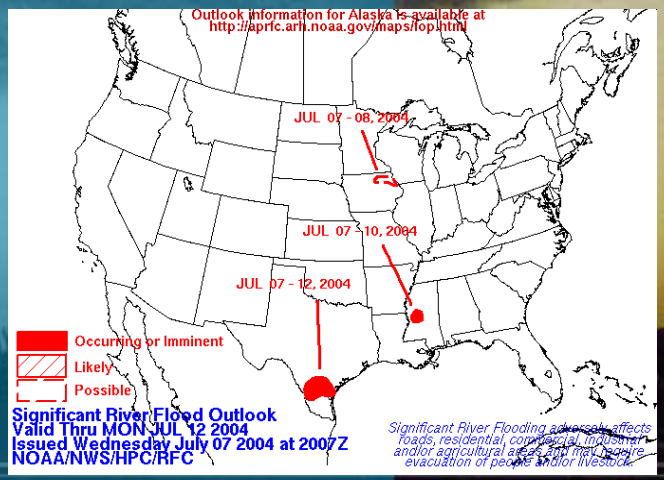
Excessive Heat Products



Hazards Assessments



5 Day Flood Outlook



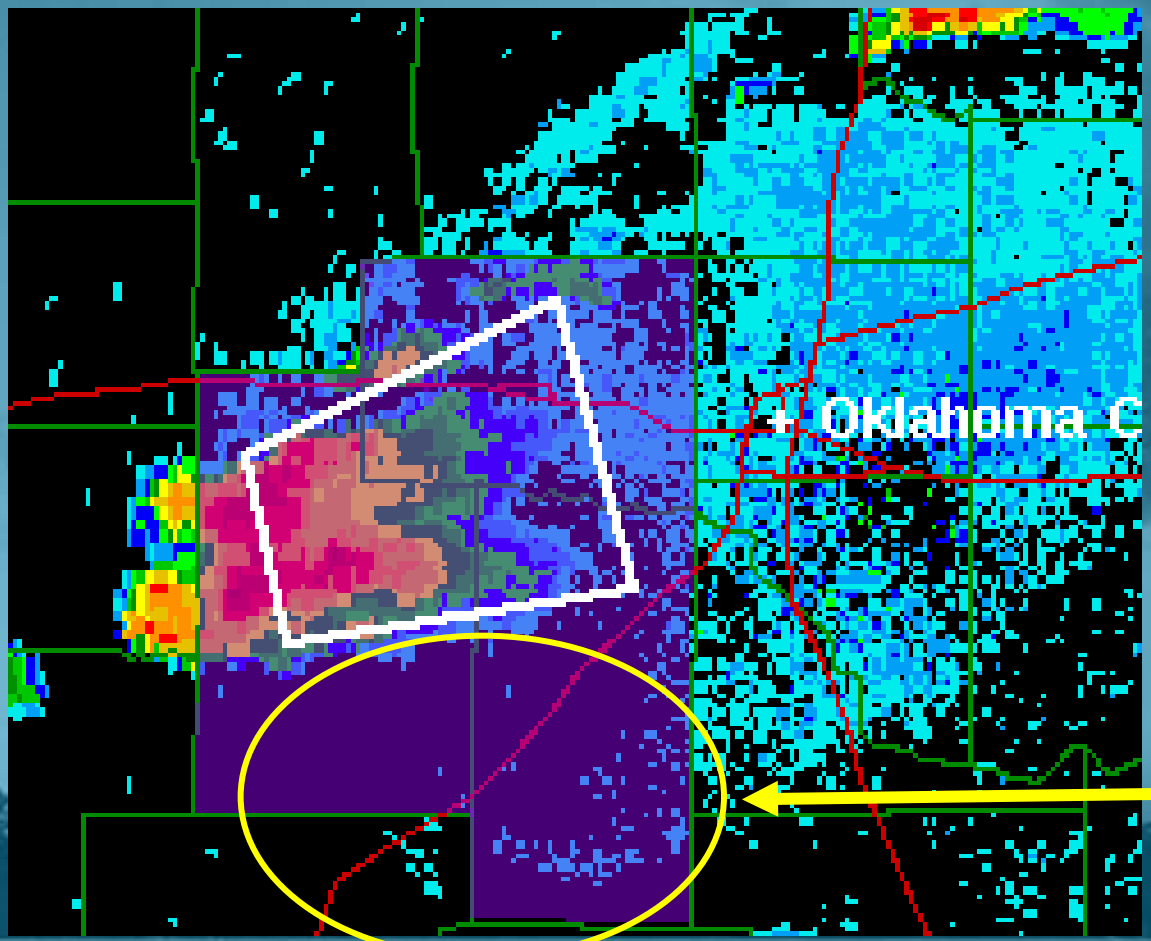
Accurate Communication

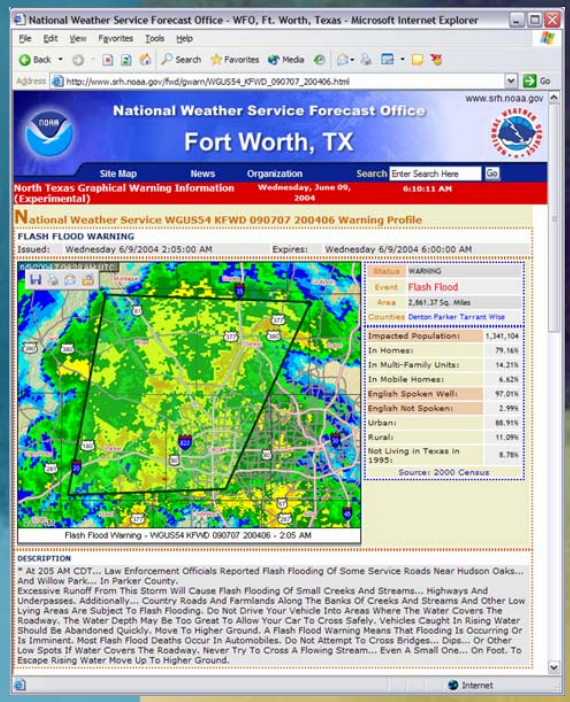
Need accurate, timely, easily communicated, and understandable products!

NOAA NWS → **PARTNERS** → **END USERS**

Communicating Threats

Severe Weather

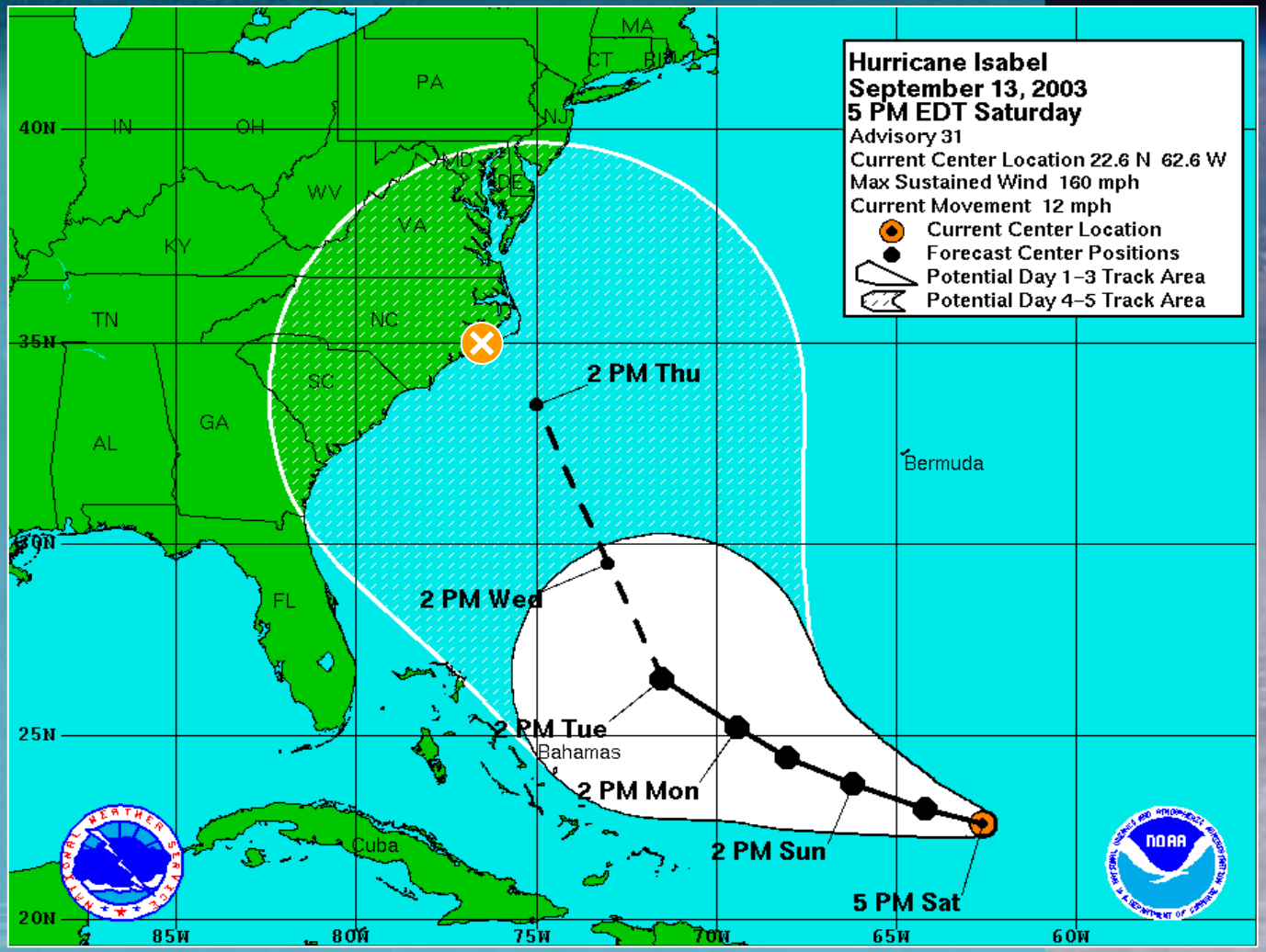




Polygon Eliminates False Alarm Area

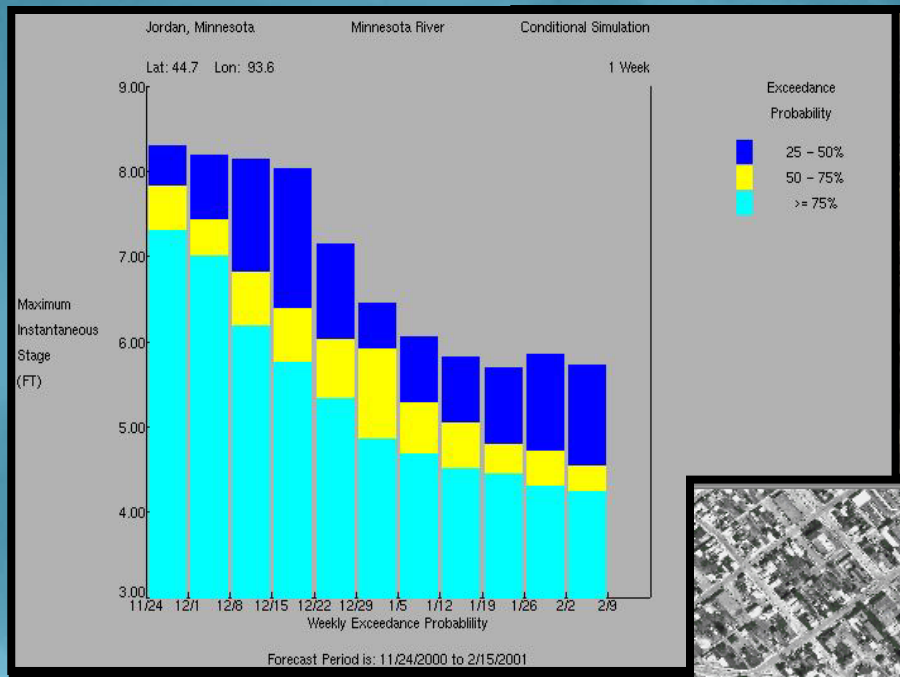
Communicating Threats

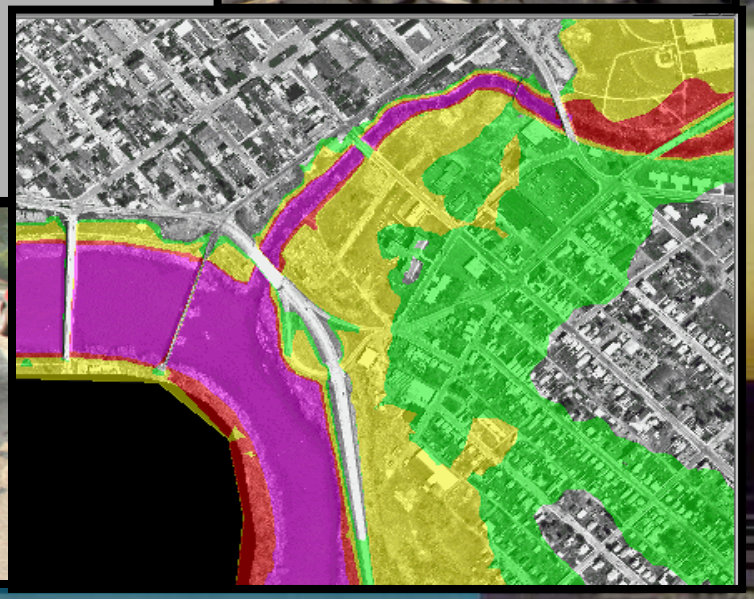
Hurricanes



Communicating Threats

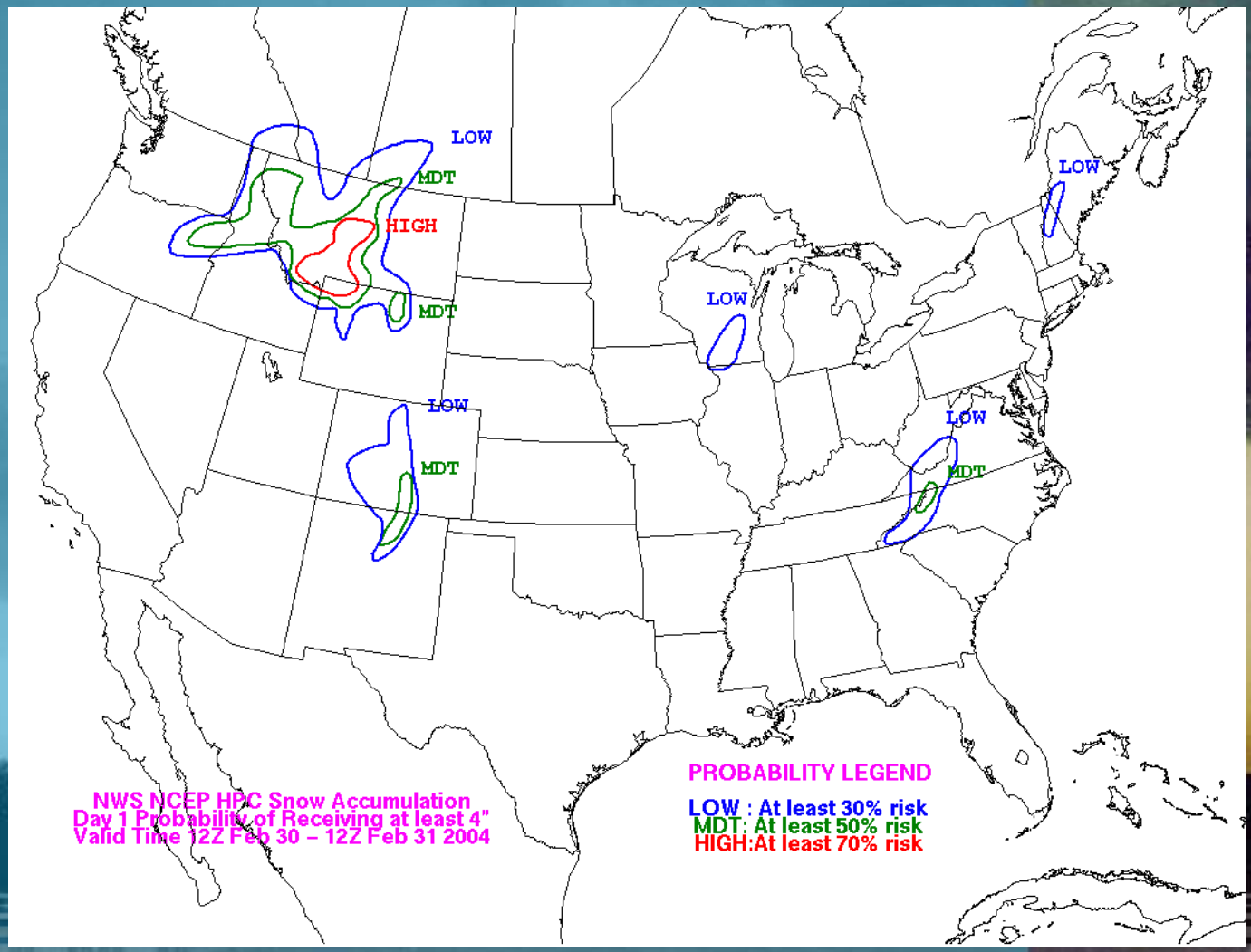
Flooding and Drought





Communicating Threats

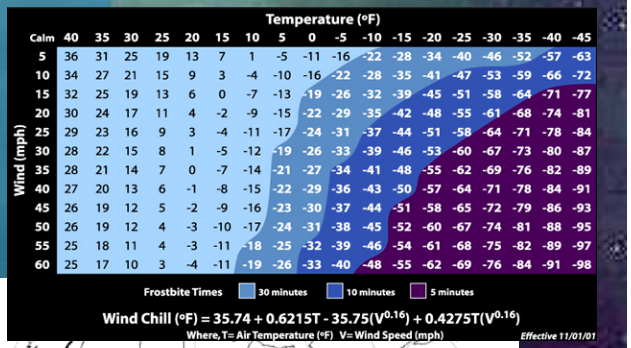
Winter Weather

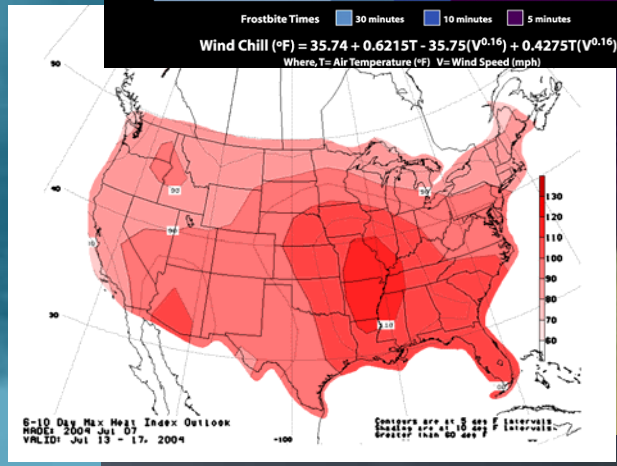


Communicating Threats

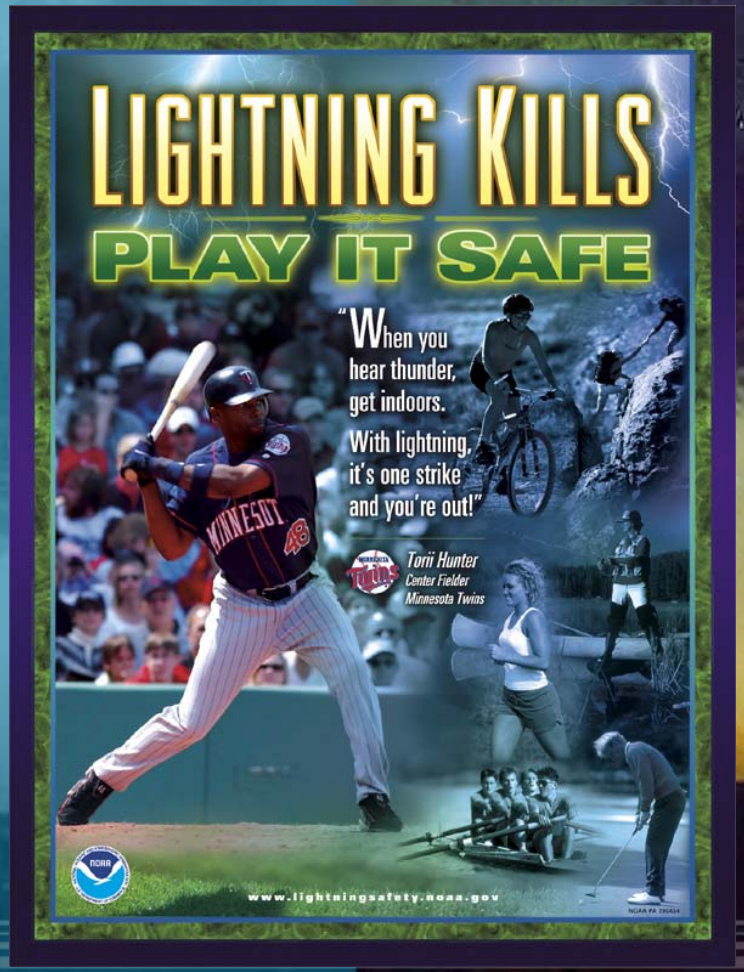
Indices

- Today
  - Wind Chill Index
  - Heat Health Index
- Tomorrow
  - Tornado F-scale Revision
  - Winter Storm Index?
  - Wet Dirt Index?





Awareness Campaigns



Summary

- **Partnerships are critical to ensure the right message is sent and received!**
- **Users need accurate, timely, easily communicated, and understandable information!**

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