



# Talking Points

## **LIGHTNING SAFETY AWARENESS WEEK: June 24 – 30, 2012**

### **Key message:**

Be a Force of Nature against one of the top three storm-related killers in the United States by Knowing Your Risk, Taking Action, and Being an Example

- Sponsored by NOAA's National Weather Service and its partners, Lightning Safety Awareness Week is a nationwide effort to encourage individuals, families businesses and communities to be a force of nature and avoid the dangers of lightning.
- Since the campaign began 12 years ago, the average number of lightning deaths in the U.S. has decreased from 73 to 54. That's great progress, but lightning continues to be one of the top three storm-related killers in the United States. In addition, lightning injures many more people than it kills and leaves some victims with life-long health problems.

### Know your risk:

- The best way to protect yourself from lightning is to avoid the threat. You simply don't want to be caught outside in a storm. Check the weather forecast regularly, sign up for local alerts from emergency management officials and get a NOAA Weather Radio.

### Take action:

- When thunder roars, go indoors! Have a lightning safety plan, and cancel or postpone activities early if thunderstorms are expected. Get to a safe place BEFORE the weather becomes threatening. Most people struck going to a safe place to late. Don't wait for the rain! Once indoors, stay there for 30 minutes after the last thunder clap and stay off corded phones (cell phones are OK). Don't touch plumbing or electrical equipment, such as computers and kitchen appliances.

### Be an example:

- Building a Weather-Ready Nation requires the action of each and every one of us. Once you have taken action, tell someone else. Studies show that individuals need to receive messages a number of ways before acting – be one of those sources. Social media is a good way to communicate safety information to your friends and family.

### More information:

- Learn more at [NOAA's Lightning Safety site](#) and [Weather-Ready Nation](#) and encourage the rest of your community to Be a Force of Nature.