



A Call to Partnership

Building a Weather-Ready Nation

- The National Weather Service invites you to help Americans and our communities become more resilient to the constant threat of extreme weather.
- Much of the impacts from extreme weather like lost lives and injuries can be reduced with improved readiness and delivery of information through advanced communications technology, which is why this initiative is so important.

Increased Vulnerability to Extreme Weather

- The United States has so far this year experienced 12 separate disasters each with an economic loss of \$1 billion or more - breaking the record set in 2008.
- According to Munich Reinsurance, the number of natural disasters in the U.S. has tripled in the last 20 years and 2010 was a record breaker with about 250 and property losses from severe weather events have increased five-fold since 1980.
- These extreme impacts are clear evidence of our increased vulnerability due to societal changes, such as population growth and increased density in high-risk areas like the coasts, more expensive and vulnerable structures, increased dependence on technology.

A Shared Vision

- 2011 is a Year of Extremes -- extreme impacts from weather, water, and climate events
- NOAA National Weather Service and Partners are moving from concern to action.
- Our vision is to build a Weather-Ready Nation where individuals and society are prepared for and respond proactively to weather-dependent events.
- The success of this vision will be measured by the accuracy of forecasts and by how effectively it is applied in saving lives and livelihoods.
- A Weather-Ready Nation is better prepared to protect, mitigate, respond to and recover through systematic preparation for weather-related disasters (droughts, wildfires, hurricanes, tornadoes, solar storms, floods, and more).

Actions from National Weather Service and our Partners

- Society's ability to prepare for natural disasters requires a societal response equal to the risk.
- Government cannot do this alone. There is a vast nationwide network of Partners who share the vision of building a Weather-Ready Nation.
- Partners include prominent individuals, other government agencies and emergency managers, researchers, the media, insurance industry, non-profits, the private sector and more.

Contact: NWS Office of Communications and Executive Affairs
nws.communications.office@noaa.gov, 301-713-3447