

TEAMING UP WITH PUBLIC INFORMATION PARTNERS

PRESENTED BY:

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Jennifer Hubbard (NWS Tampa Bay, FL) & Angela Enyedi (NWS Jacksonville, FL)





SESSION GOAL

To **connect Public Information Partners** to collaboratively **improve the communication of hurricane messages** unto targeted sub-populations for **a greater societal response.**

PUBLIC MESSAGING

Hurricane Messaging Types:

- Common Messages
- Targeted Messages

Hurricane Messaging Sources:

- National Weather Service
- Emergency Management
- Media & Social Media
- Family, Friends, Neighbors, Workmates, etc.

Hurricane Messaging Coordination:

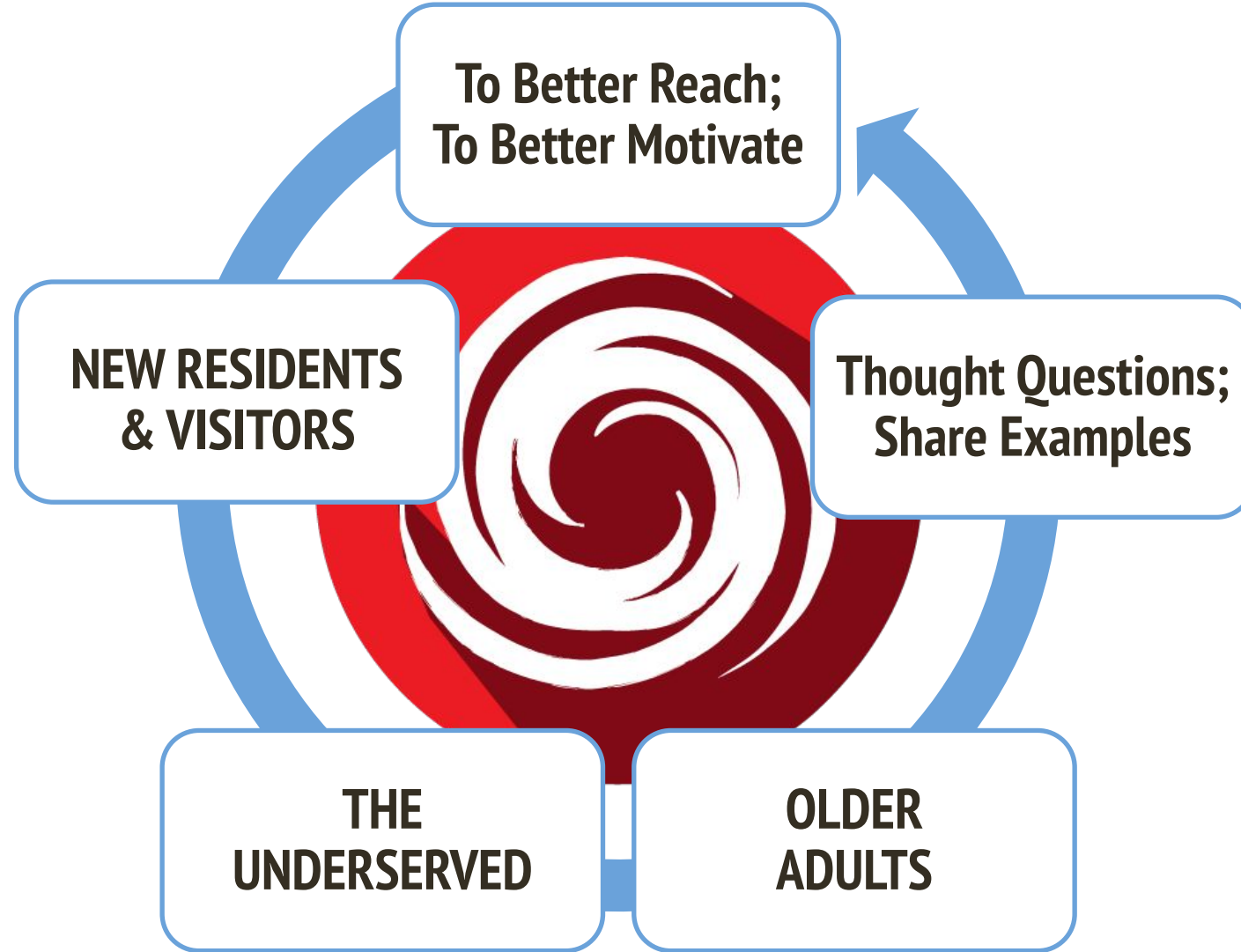
- **Collaborative Partner Campaigns**
 - Shared materials (PSAs, Pamphlets, Videos, Infographics, Social Media)
 - NWSChat/SLACK



Collaborative Partner Campaigns



Collaborative Partner Campaigns



The intent is to help change the outcome of the next hurricane event by working together ...

“To get the right people ...

To do the right things ...

At the right times.”

Coordinated Messaging That Is:



“To get the right people ...

To do the right things ...

At the right times.”

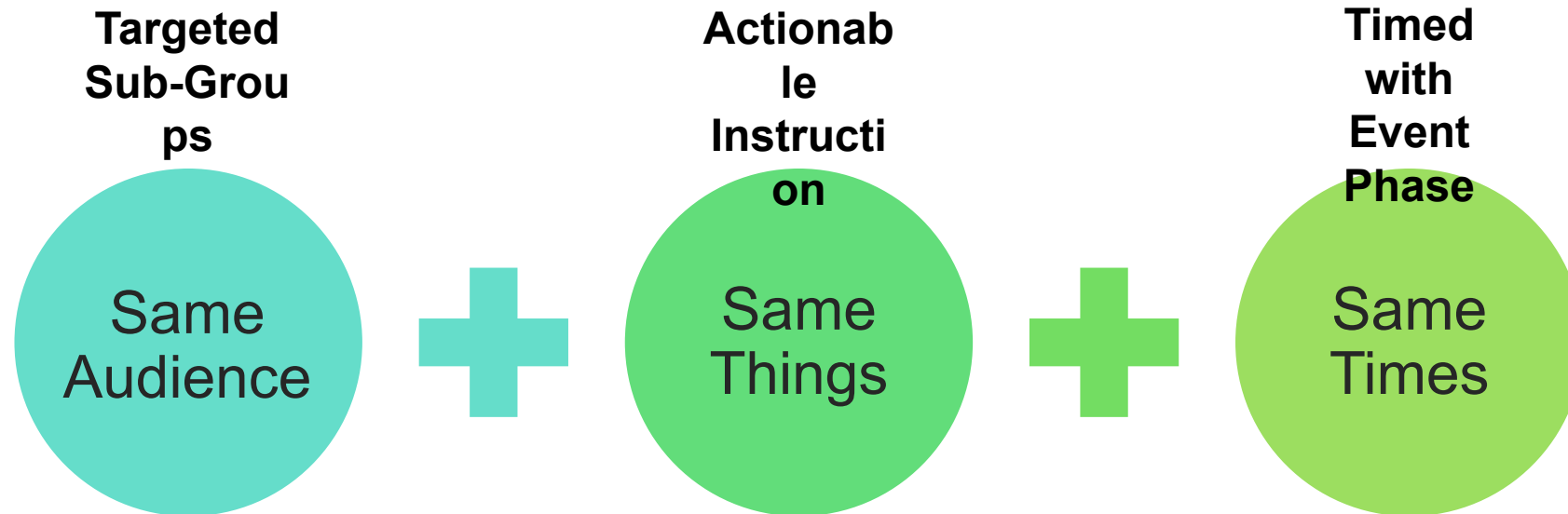
Targeted

Actionable

Timely

Public Safety Messages (TAT)

IMPORTANCE OF PARTNER COORDINATION



Public Safety Messages (TAT)

IMPORTANCE OF PARTNER COORDINATION

Less Confusion



Faster Confirmation



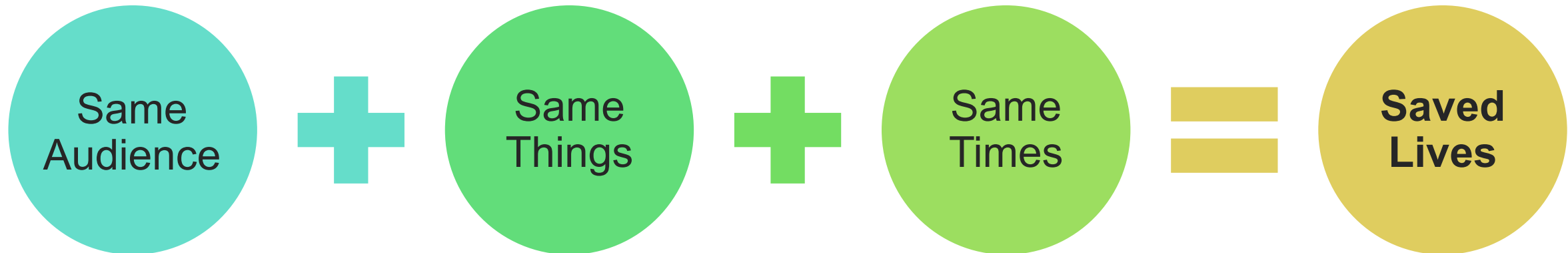
Clearer Instruction



Greater Reach

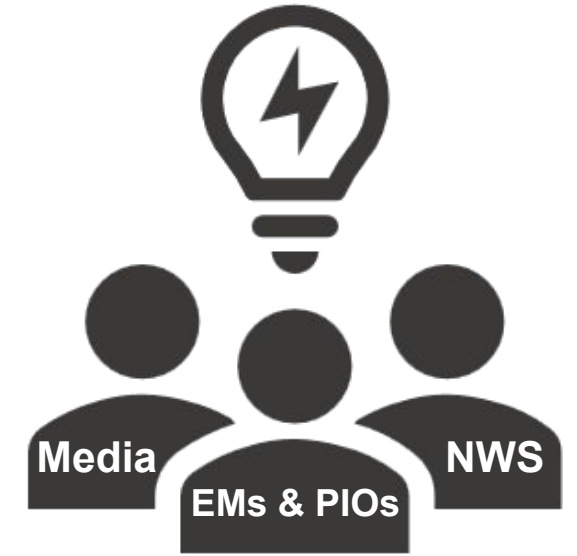


Better Response



TARGETED

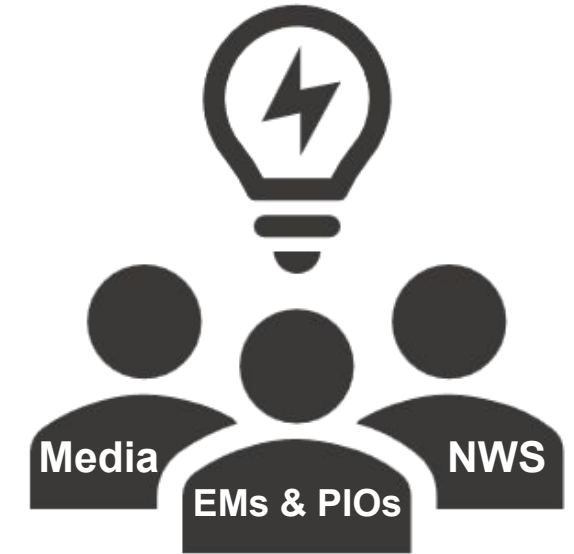
As a partnership, how can we better reach the listed sub-populations?



TARGETED

There are many other sub-populations, and folks often fall into more than one.

For example, this includes *“Thinkers vs. Feelers.”*



1.

New Residents & Visitors

- Understand the Risk?
- Local Knowledge?
- Language Barriers?
- Social Connectors?

2.

Underserved

- Healthcare?
- Homeless?
- Personal Resources?
- Speech & Dialects?

3.

Elderly

- ≥ 55, 60, 65+ yrs?
- Health Challenges?
- Fixed Incomes?
- Live Alone?

ACTIONABLE

Tailored instructions whose recommended actions are according community constraints and the event timeline.

Clear

Concise

Relatable

Proportional

Achievable



Evoking a Desired Societal Response



from Morrow / adapted by Sharp

Appropriate Protective Action

Considerations for Public Safety Messaging to evoke Desired Societal Response



Seasonal Readiness



Seasonal Preparations
Monitoring

Gearing Up & Surviving Event



Evolving Threats
Watches & Warnings
Evacuation & Sheltering
Hunker-Down Mode

Response & Recovery



Lingering / New Threats
First Response
Post-Storm Safety
Long-term Recovery

TIMELY

POLL QUESTION

When it comes to evoking a desired societal response during hurricane emergencies, why is it important for community partners to coordinate public safety messages?



When poll is active respond at
PollEv.com/robertmolleda204

Send **robertmolleda204** and your message to **22333**

POLL QUESTION

When it comes to evoking a desired societal response during hurricane emergencies, why is it important for community partners to coordinate public safety messages?

- A. Less Confusion & Faster Confirmation
- B. Clearer Instruction & Greater Reach
- C. Better Response & Saves Lives
- D. All of the above

POLL QUESTION

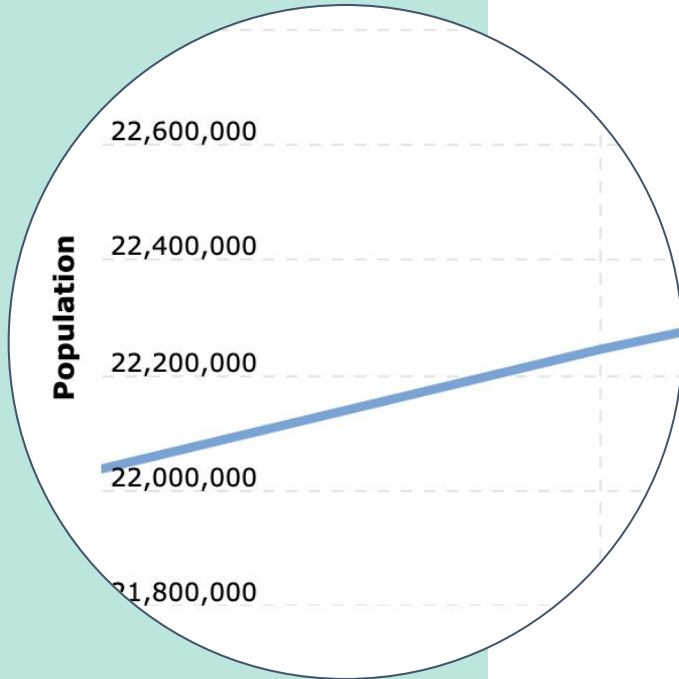
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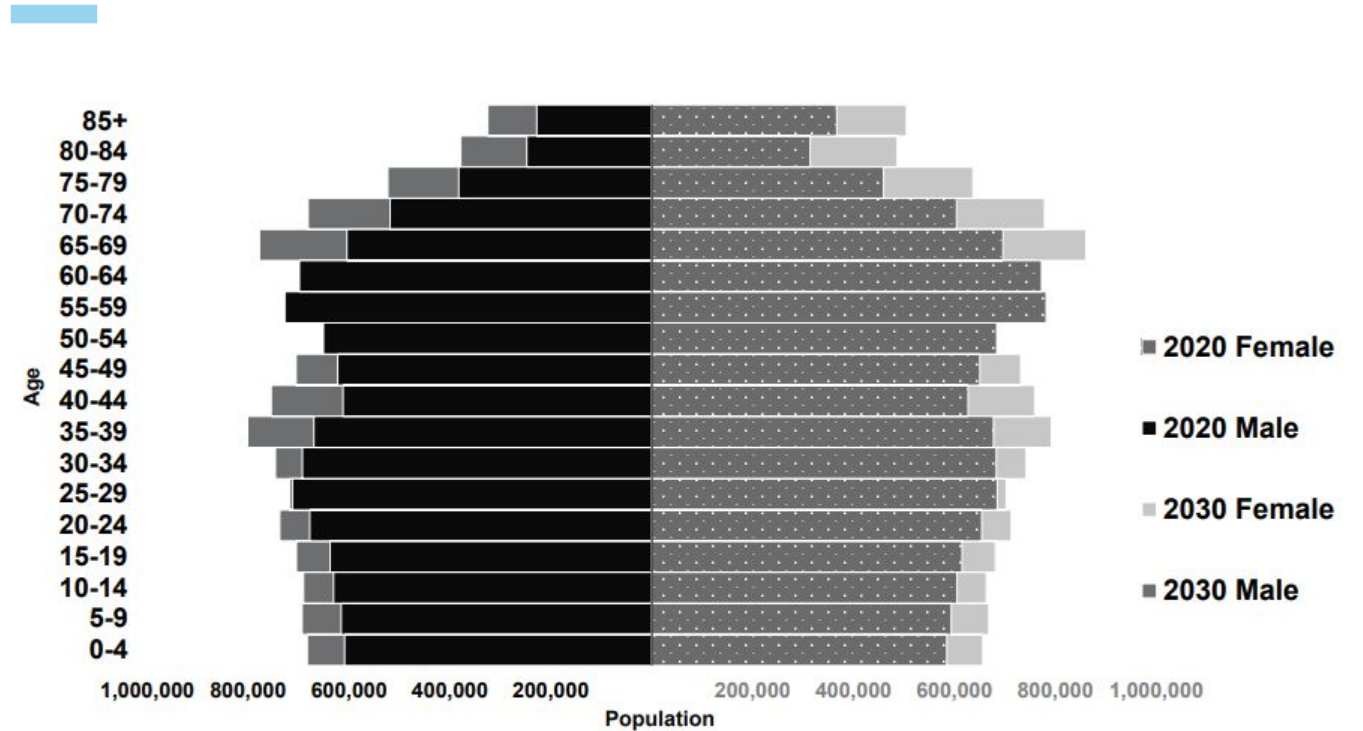
REACHING NEW RESIDENTS & VISITORS



WILL ULRICH, NATIONAL WEATHER SERVICE, MELBOURNE, FL

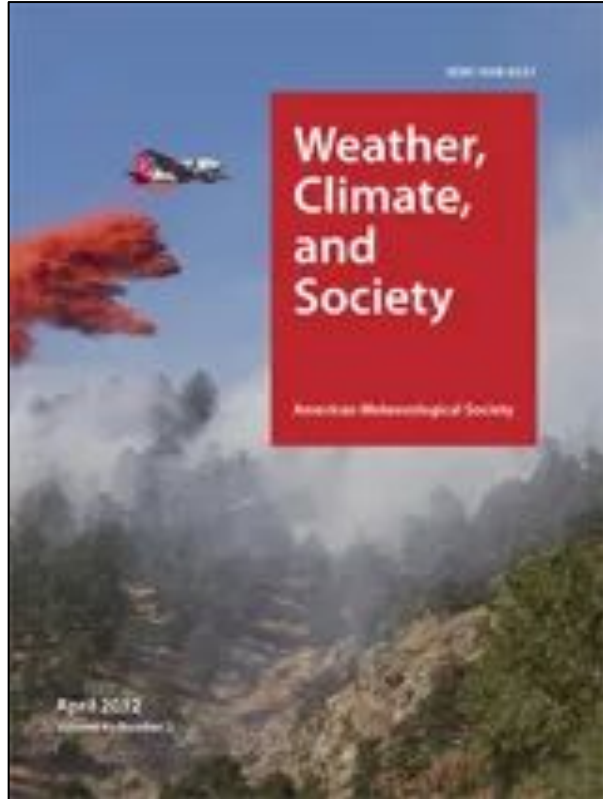


FLORIDA: NEW RESIDENTS



Source: Florida Bureau of Economic and Business Research

Consider *Snowbirds*...nearly 1,000,000 seasonal travelers across the state!



CONSIDERATIONS FOR NEW RESIDENTS



PREPAREDNESS

...“discussed **far fewer details about hurricane preparedness measures or evacuation decisions** and appeared vague on what information they would need to help decide whether or not to evacuate.”



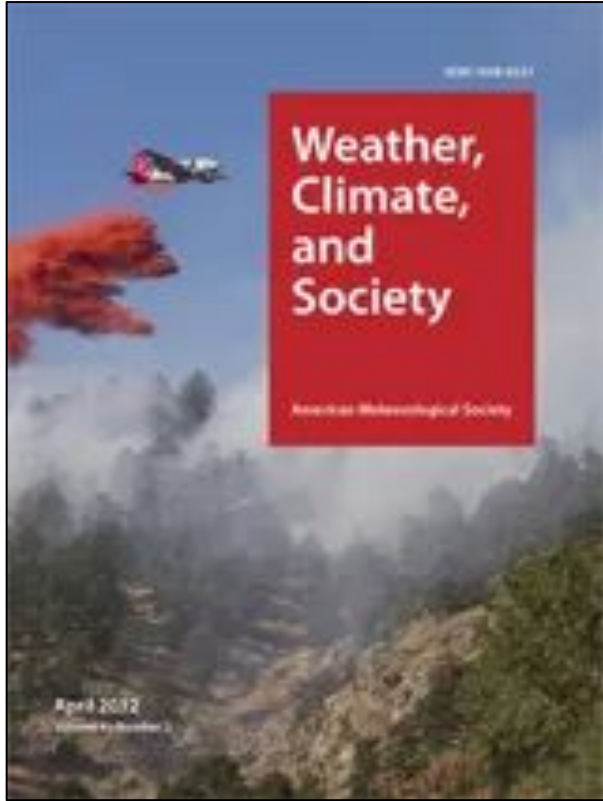
EXPERIENCE

...“discussed hurricanes using **analogies to other hazards** that they had experienced in areas where they had previously lived.”

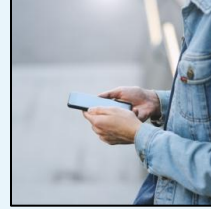
SOURCE: LAZARUS, H., MORROW, B.H., MORSS, R.E., AND LAZO J.K., 2012: **VULNERABILITY BEYOND**

STEREOTYPES: CONTEXT AND AGENCY IN HURRICANE RISK COMMUNICATION. WEATHER, CLIMATE, AND

SOCIETY, 4, 103-109.



CONSIDERATIONS FOR NEW RESIDENTS



SEEKING INFORMATION

...“would seek hurricane information on television, the internet, and radio; however, they **were not specific about the stations (TV) or websites they would check.**”



COMMUNITY

...“would **leverage social networks** (family, friends, neighbors, coworkers, landlords, and community and religious leaders who had lived in the area longer) to learn what to do in the event of a threat.”

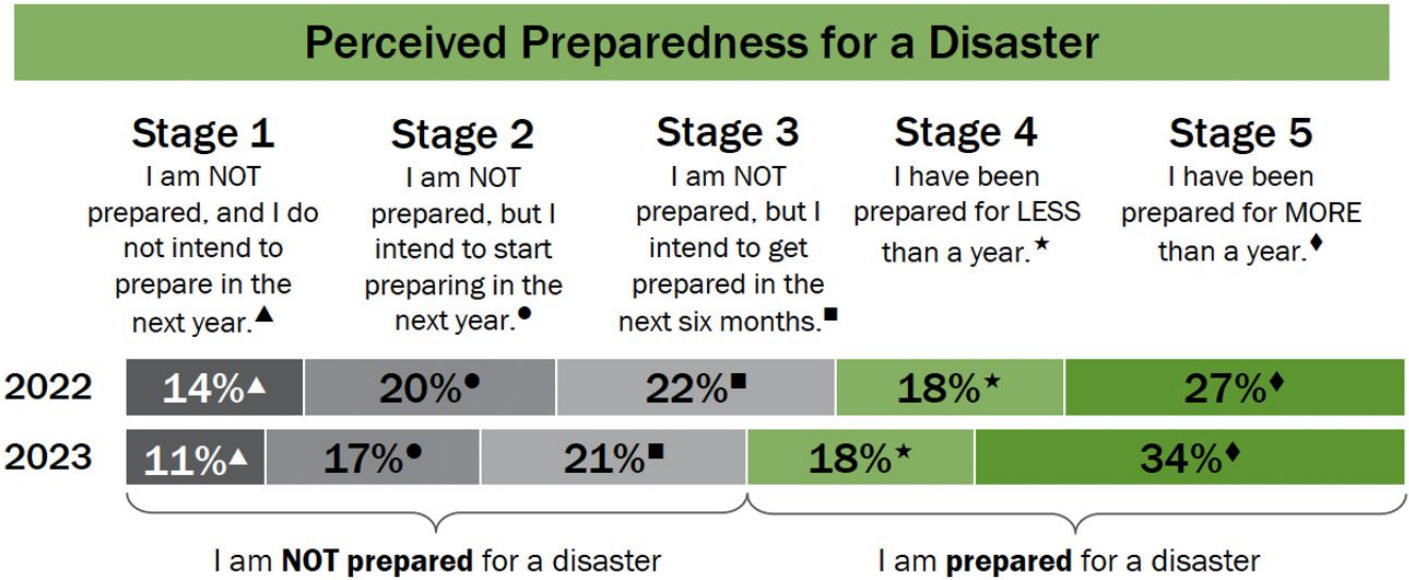
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A SNAPSHOT OF PREPAREDNESS:

THE FEMA HOUSEHOLD SURVEY ON DISASTER PREPAREDNESS



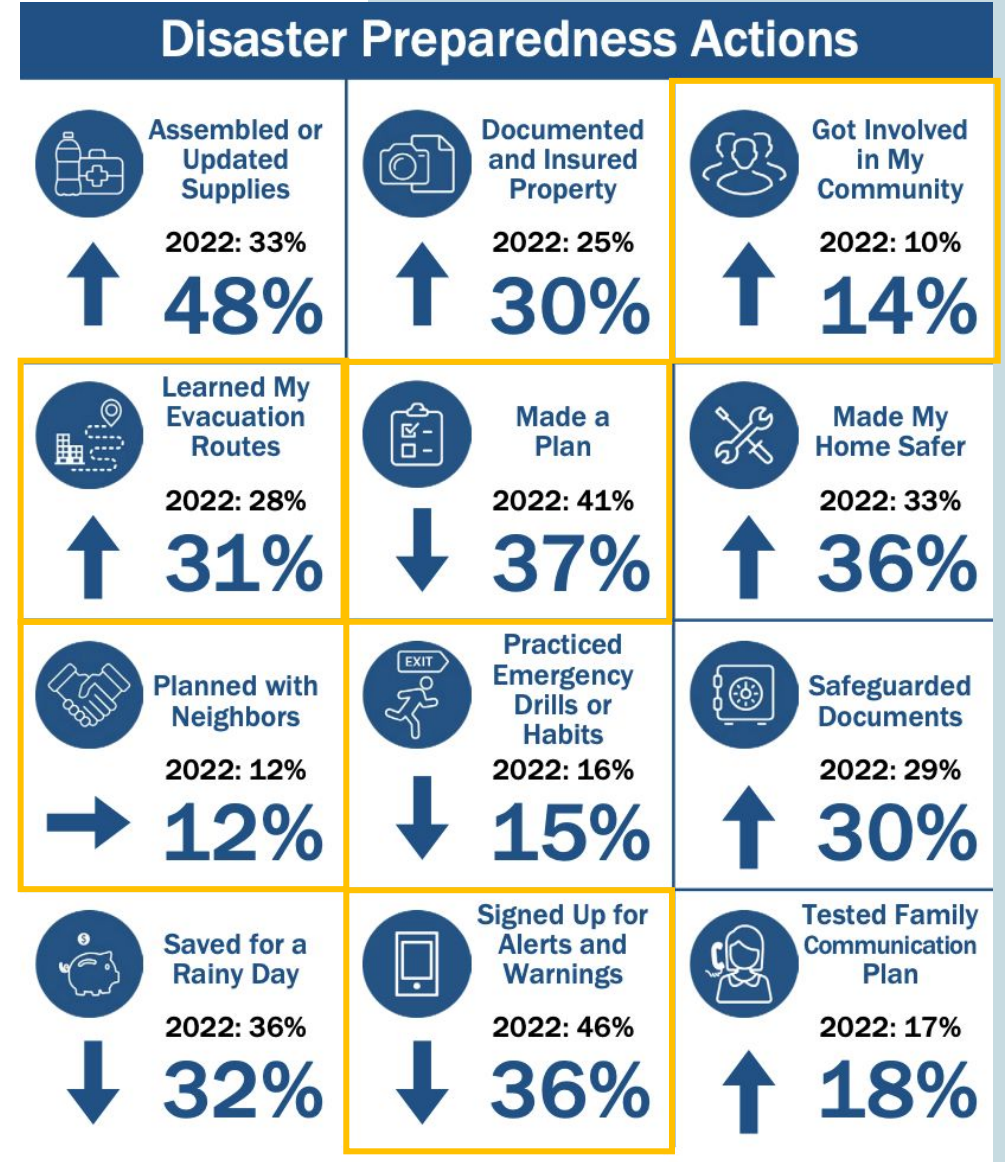
Results from the 2023 survey indicate that slightly more than half of Americans believe they are prepared for a disaster.

TARGETS OF OPPORTUNITY

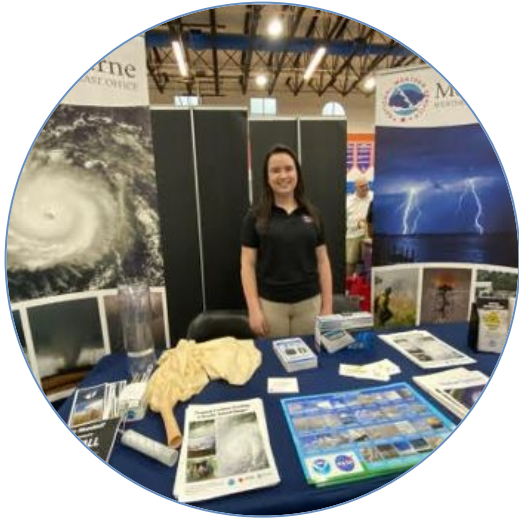
“...people who had received information about how to prepare were five times as likely to take at least three preparedness actions.”

“...remind people that there is more to preparedness than just assembling supplies.”

“...there was a large decrease in the percentage of people who signed up for alerts and warnings.”



REACHING NEW RESIDENTS



HURRICANE
EXPOS



COMMUNITY
OUTREACH



THE HURRICANE
AWARENESS TOUR

It All Starts During The Off Season!



FLORIDA: VISITORS

VISITOR VOLUME TO ORLANDO



Segment	2018	2019	2020	2021	2022	% change YoY	Share of 2019
Domestic	68,555,000	69,297,000	33,626,000	57,226,000	69,141,000	21%	100%
Leisure	57,265,000	58,119,000	28,722,000	49,684,000	61,201,000	23%	105%
Business	11,290,000	11,177,000	4,904,000	7,543,000	7,940,000	5%	71%
Conv/Group Mtg	6,170,000	5,991,000	2,249,000	3,675,000	4,370,000	19%	73%
International	6,488,000	6,498,000	1,651,000	2,075,000	4,902,900	136%	75%
Overseas	4,895,000	4,905,000	1,154,000	1,584,000	3,648,200	130%	74%
Canada	1,211,000	1,223,000	368,000	168,000	860,700	412%	70%
Mexico	382,000	370,000	129,000	323,000	394,000	22%	106%
Total	75,043,000	75,795,000	35,277,000	59,301,000	74,043,900	25%	98%

Sources: DK Shifflet; Tourism Economics; National Travel & Tourism Office (NTTO); Visit Orlando Market Research & Insights
Detail may not add to totals due to rounding.

SOURCE: VISIT ORLANDO

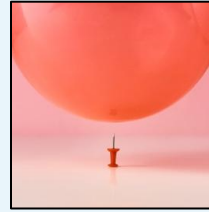


CONSIDERATIONS FOR VISITORS



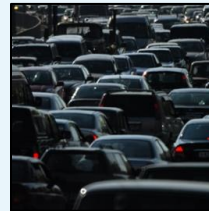
VULNERABILITY

...“**lack knowledge** about the risks presented by hurricanes, **are often in unfamiliar surroundings**, and **lack the normal support systems of their home community.**”



DEFINITION OF RISK

...“in the context of hurricane risk, **some may focus on physical risk** (i.e., being injured), **while others may focus on financial risk** (i.e. not getting a good value for money spent) for the same travel decision.”



MOBILITY

...“those that **used their personal vehicle indicated a higher likelihood to evacuate** than those who did not travel in their own vehicle.”

CONSIDERATIONS FOR VISITORS

...“tourist groups may differ significantly from resident populations.”



Demographic Communities		
60+ Community	People with Disabilities	Not Primarily English-Speaking Households
Lesbian, Gay, Bisexual, Transgender and Queer, Plus (LGBTQ+)	People with Faith-Based Beliefs	People Who Are Socioeconomically Disadvantaged
People Living in Rural Areas	People Who Are of Hispanic, Latino, or Spanish Origin	American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, White, and Two or More Races



FEMA

REACHING VISITORS



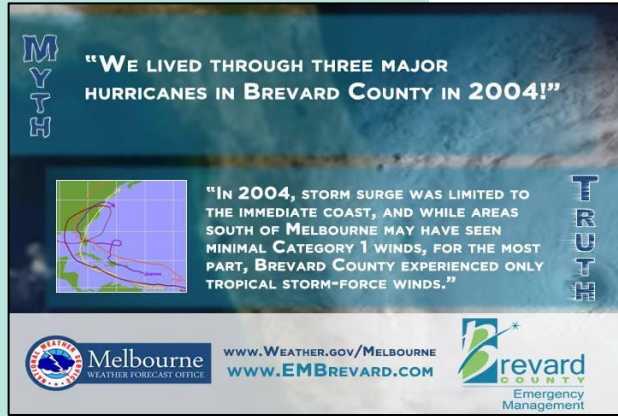
PARTNER ENGAGEMENT



TOURIST DEVELOPMENT
COUNCILS



PUBLIC INFORMATION
PARTNERS



MYTHS & MISCONCEPTIONS CAMPAIGN

- Coordinated effort between **Brevard County Emergency Management** and **National Weather Service Melbourne, FL.**
- Primary objective was to **dispel falsehoods** held by the community at large.
- Initially designed as a set of **social media graphics** in advance of the 2014 hurricane season.

MYTHS & MISCONCEPTIONS

“Brevard County doesn’t get hurricanes. That’s why they put the Kennedy Space Center here!”

“A forecast for a below normal season means we don’t have to prepare!”

“If I decide to evacuate, I have to leave Brevard County and drive to Orlando or Georgia...”

“Taping your windows before a hurricane will protect them...”

“Causeways are closed before storms...”

“The winds of a hurricane are why people should evacuate...”

“I can’t afford to build a disaster supply kit - they are too expensive!”

“If I live in an area outside of the cone of uncertainty, we don’t have to worry. We’re safe!”



MYTHS & MISCONCEPTIONS #1



MYTHS & MISCONCEPTIONS #2



Insert Video #2 Into This Box

MYTHS & MISCONCEPTIONS #3



Insert Video #3 Into This Box

POLL QUESTION

What are some common myths or misconceptions held within your community?



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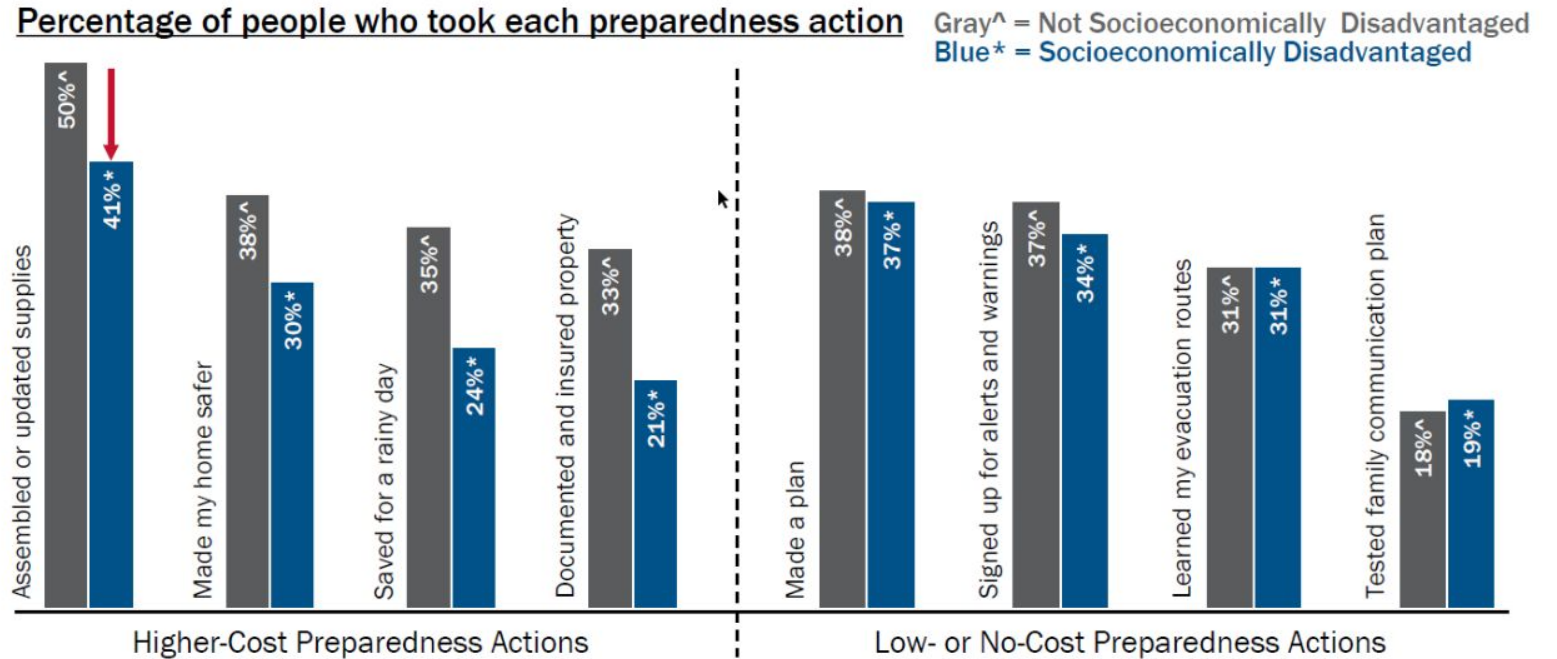


REACHING THE UNDERSERVED

JENNIFER HUBBARD, NATIONAL WEATHER SERVICE, TAMPA BAY, FL

Cost Barriers May Prevent People Who Are Socioeconomically Disadvantaged From Taking Important Preparedness Actions

People who are socioeconomically disadvantaged were **less likely** than those who are not socioeconomically disadvantaged to have taken higher-cost preparedness actions but were about as likely to have taken low- or no-cost preparedness actions.



Opportunity: Leverage community resources to help those who are socioeconomically disadvantaged overcome cost barriers to **close the gap** in taking higher-cost preparedness actions.



FEMA

Data from the 2023 National Household Survey on Disaster Preparedness

University & Emergency Management Partnerships

Partnership Between...

NWS WCM - Dan Noah, retired

FSU Professor & Advisor - Antoinette Kruze

Lee County Emergency Management - Deborah Quimby, retired & Britton Holdaway



Train-the-Trainer Scenario:

NWS & Local EMs Train students (social workers & nurses)

- ✓ Available resources
- ✓ How to receive tropical forecast information
- ✓ How to receive tropical safety messages

Included special need evacuations & mental health programs

Students then shared training info as applicable & appropriate as part of their residency with their patients/client caseload who were lower-income/disabled

Many were Hurricane Ian survivors

University & Emergency Management Partnerships



- Part of a 7 week rotation where different hazards/disasters were discussed each week with their clients
- Included a discussion with the client regarding how they would do things differently for the next storm
- Shared information with a low-income community from their talks



- ✓ Need to reach out directly to these communities Meet them where they are
- ✓ Set-up meetings, organize talks in their communities
- ✓ The preparedness stage & education of available resources is where you can get the biggest return.
- ✓ Cross share information for this purpose

Teach

Where to access shelter registration info, encourage registering in advance and what to bring if they need to evacuate

▼ Shelters

- Special Needs Program

Public Shelters

Pet Shelter

Shared Resources







Social Media Graphics:

Highlight Low Cost/No Cost options during preparedness drives & well ahead of any potential storm impacts

AFFORDABLE DISASTER PREP TIP

Pick up at least **one non-perishable food item** on every grocery trip to build your disaster supply kit over time

Items can include but are not limited to:

-  Canned fruits, vegetables & meats
-  Bottled water
-  Non-perishable pasteurized milk
-  Protein or fruit bars
-  Dry cereal or granola
-  Peanut butter



FLORIDADISASTER.ORG/KIT



Assemble Disaster Supplies

Disaster Supplies On A Budget: Things You Can Find At A Dollar Store



Canned/dried foods



Cleaning supplies



Flashlight



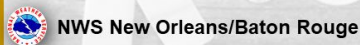
Bandages and other first aid supplies



Extra batteries



Whistle



Assemble Disaster Supplies

Disaster Supplies On A Budget: Use What You Have



Save empty gallon jugs or 2-liters. Clean them with bleach and fill them with water



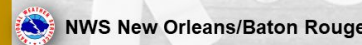
Assemble a first aid kit using bandages, antiseptic and other materials you have on hand



When grocery shopping, keep in mind how long food lasts, and focus on non-perishable foods during hurricane season



You don't need to buy any special cleaning supplies. Just make sure you have enough on hand for an emergency



Preparedness



Event
Response



Post Event

Spur communities into appropriate action during the event

Educate how to utilize Low Cost/No Cost options for evacuation & sheltering



Shared Resources

During the storm, highlight resources they do have to remain informed of what is happening and where.

ARE YOU RECEIVING WEATHER ALERTS?

- WEATHER APP ALERTS
- INTERNET
- TV OR RADIO
- FAMILY, FRIENDS & COWORKERS
- OUTDOOR SIRENS

VISIT ALERTFLORIDA.COM TO SIGN UP FOR ALERTS IN YOUR AREA

Your Mobile Device Could Save Your Life

There are multiple ways to **receive warnings** at your fingertips

- text messaging service
- social media
- weather apps
- mobile.weather.gov
- from your family and friends
- wireless emergency alerts - WEA

mobile.weather.gov



Continue to share programs in the recovery stage as well as ideas for continued Low Cost/No Cost Options for recovery

Share County & Federal Resource Links through various platforms

4 Ways to Apply for Disaster Assistance

<p>ONLINE</p>  <p>DisasterAssistance.gov</p>	<p>FEMA APP</p>  <p>Download the FEMA APP</p>
<p>CALL</p>  <p>800-621-3362</p>	<p>IN PERSON</p>  <p>At one of our Disaster Recovery Centers fema.gov/drc</p>

 **FEMA**

Shared Resources

Social Media Graphics:

Highlight options that community may not be aware of including:

- ✓ Simple methods of getting info
- ✓ Cost-saving tips for recovery



**Renters With Damage
May Apply For Assistance**



MAKE A MITIGATION BUDGET

- Search for local incentives that match up with your projects
- Explore grant funding opportunities
- Consider flood or hazard insurance
- Connect with your Local Mitigation Strategy Work Group



**STATE ASSISTANCE INFORMATION LINE
1-800-342-3557**



FLORIDADISASTER.ORG/STORMINFO



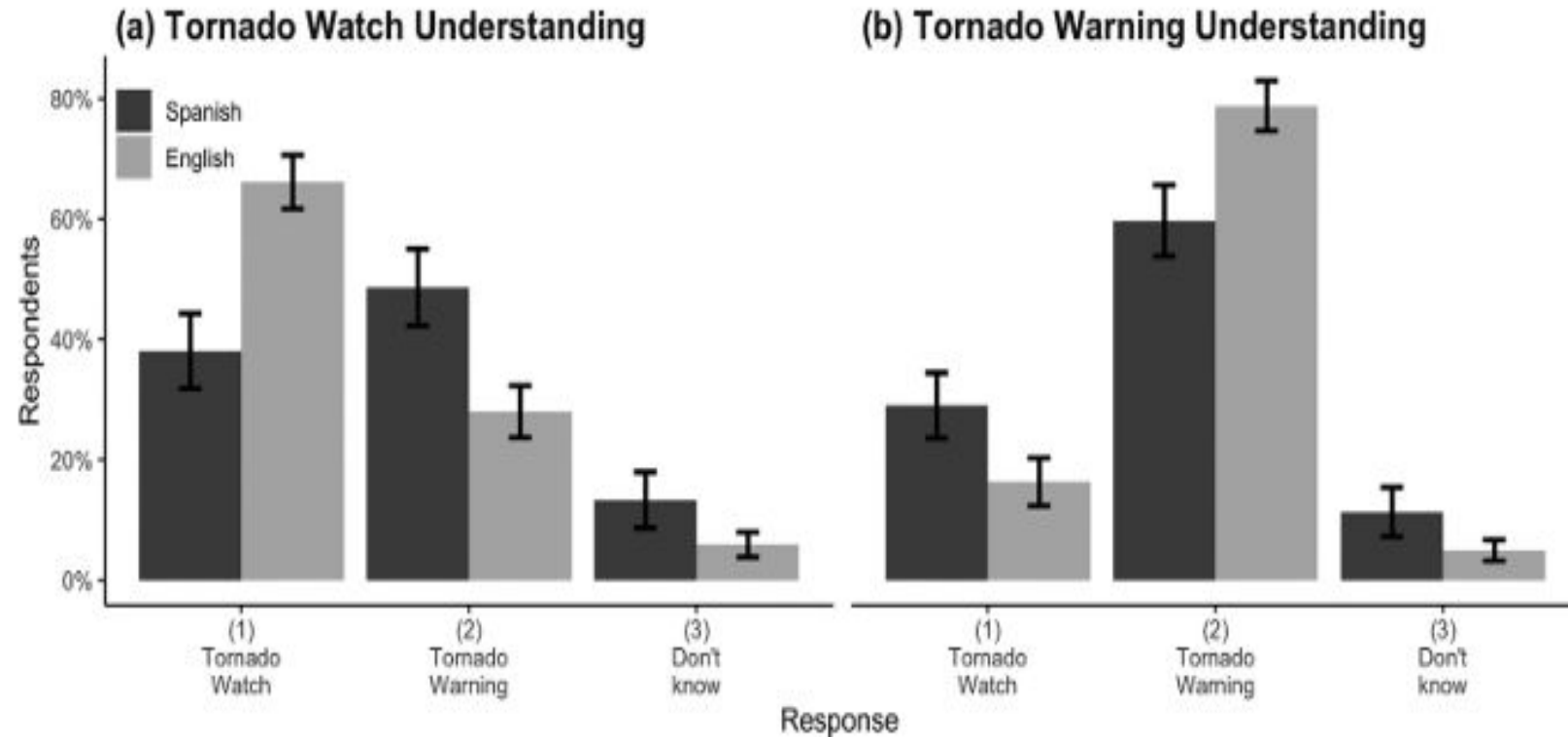
**REACHING ACROSS
LANGUAGE BARRIERS**

Words Matter!



The purpose of a watch/warning is to motivate people into action of life-saving activities.

If the words used in translations do not have the same level of urgency or understanding - or if agencies are using translated words interchangeably for different threat levels - then confusion will arise.



Media Partnerships

Hurricane Season Preparedness Specials with Spanish Media

- Tampa Hoy
- Univision
- Telemundo



Public Safety videos in partnership with Spanish Media

- 1921 Tarpon Springs Hurricane Anniversary Project



Media Partnerships



- Training one-on-one with weather and social media reporters
- IWT trainings each year on new changes for the hurricane season
- Preparedness Week activities and Outreach (HAT) in Spanish

Media Partnerships

Event Support

- Translating briefings into Spanish □ Public & Government Partner Press Briefings
- Utilizing Spanish graphics for public messaging/social media
- Spanish media interviews – both National level media (Spanish CNN) & Local Spanish



NWS Initiatives: AI Translations

The following disclaimer will be on all AI translated products:

DISCLAIMER: This product has been processed automatically using a translation program and may contain omissions and errors. The National Weather Service cannot guarantee the accuracy of the converted text. If there is any doubt, the English text is always the authorized version.

These Spanish translations be available at hurricanes.gov

A few additional language translations available at <https://www.weather.gov/translate/>

Using AI translation techniques, for the Atlantic basin NHC will issue operational Spanish translated products of:

- Tropical Cyclone Public Advisory (TCP)
- Tropical Weather Outlooks

And Experimental Spanish translated products of:

- Tropical Cyclone Discussion (TCD)
- Key Messages
- Tropical Cyclone Update (TCU)

Preparedness



Event Response



Post Event

Have preparedness, educational info & social media graphics in native language

Ensures understanding of risks & encourages appropriate action.

ENTENDIENDO EL CONO DE PRONÓSTICO

emitido por el Centro Nacional de Huracanes

La temporada de huracanes comienza el 1 de junio y continúa hasta el 30 de noviembre

✓ **¿Qué SÍ nos dice?**

La trayectoria probable del centro del ciclón tropical dentro de 5 días.

Alrededor de dos tercios del tiempo, el centro de la tormenta permanecerá en el cono.

✗ **¡Lo que NO nos dice!**

El tamaño de la tormenta; no nos muestra qué tan grande es o se volverá la tormenta.

Los impactos dentro y fuera del cono; los impactos NO se limitan al área dentro del cono.

D Depresión Tropical
vientos sostenidos menores a 39 mph

S Tormenta Tropical
vientos sostenidos entre 39 - 79 mph

H Huracán (Cat 1-2)
vientos sostenidos entre 74 - 110 mph

M Huracán Mayor (Cat 3+)
vientos sostenidos mayores a 110 mph

NATIONAL WEATHER SERVICE Tampa Bay, FL

¿QUÉ SON LOS GRÁFICOS HTI?

"HURRICANE THREATS AND IMPACTS"

RECUERDE: ¡Los peligros se extienden mucho más allá del cono de pronóstico! Los gráficos de HTI muestran la extensión geográfica de los peligros asociados; su nivel de amenaza e impactos potenciales.

Figura 1. Ejemplo de Gráficos HTI para los peligros sobre viento, marejada ciclónica, lluvia inundable y tornado del Huracán Irma (2017).

Peligros descritos:

- ✓ Viento
- ✓ Marejada ciclónica
- ✓ Lluvia torrencial
- ✓ Tornados

¡Provee el peor escenario razonable!

La escala de colores corresponde a los niveles de amenaza:

Nivel de amenaza aumenta →

Viento: 39 - 57 mph Marejada ciclónica: > 1' Lluvia: localizada Tornados: unos pocos	Viento: 58 - 73 mph Marejada ciclónica: > 3' Lluvia: moderada Tornados: varios	Viento: 74 - 110 mph Marejada ciclónica: > 6' Lluvia: mayor Tornados: muchos	Viento: > 110 mph Marejada ciclónica: > 9' Lluvia: extrema Tornados: "outbreak"
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NATIONAL WEATHER SERVICE Tampa Bay, FL

weather.gov/tbw

Shared Resources: Informational Brochures

VIGILANCIAS Y AVISOS

Escuche atentamente las instrucciones de los funcionarios locales en la televisión, radio o celulares. Desaloje si se le indica que lo haga.

VIGILANCIAS:

- **Vigilancia de huracán:** Condiciones de huracán (vientos sostenidos de 74 mph o más) son posibles dentro de su zona. Debido a que puede que no sea seguro prepararse para un huracán una vez que los vientos alcanzan la fuerza de tormenta tropical, el NHC emite alertas de huracán 48 horas antes de los vientos con fuerza de tormenta tropical.
- **Vigilancia de tormenta tropical:** Condiciones de tormenta tropical (vientos sostenidos de 39 a 73 mph) son posibles en el área especificada dentro de 48 horas.
- **Vigilancia de marejada ciclónica:** La posibilidad de inundaciones amenazantes para la vida debido al aumento del agua que se desplaza hacia el interior desde la costa en algún lugar del área especificada, generalmente dentro de 48 horas.

AVISOS:

- **Aviso de huracán:** condiciones de huracán (vientos sostenidos de 74 mph o más) se esperan en algún lugar dentro del área especificada. NHC emite aviso de huracán 36 horas antes de los vientos con fuerza de tormenta tropical para darle tiempo de completar sus preparativos.
- **Aviso de tormenta tropical:** Condiciones de tormenta tropical (vientos sostenidos de 39 a 73 mph) en su área dentro de 36 horas.
- **Aviso de marejada ciclónica:** Peligro de inundación amenazante a la vida por el aumento del agua que se mueve hacia el interior desde la costa en algún lugar dentro del área especificada, generalmente dentro de 36 horas.
- **Aviso de vientos extremos:** vientos sostenidos extremos de un huracán de mayor intensidad (115 mph o más), por lo general asociados con la pared del ojo, se espera que comiencen dentro de una hora. Refúgiense inmediatamente.

WIRELESS
EMERGENCY
ALERTS
CAPABLE



Aprenda más sobre seguridad contra huracanes en:
weather.gov/safety/hurricane



NOAA PA 201856

SERVICIO
NACIONAL DE
METEOROLOGÍA



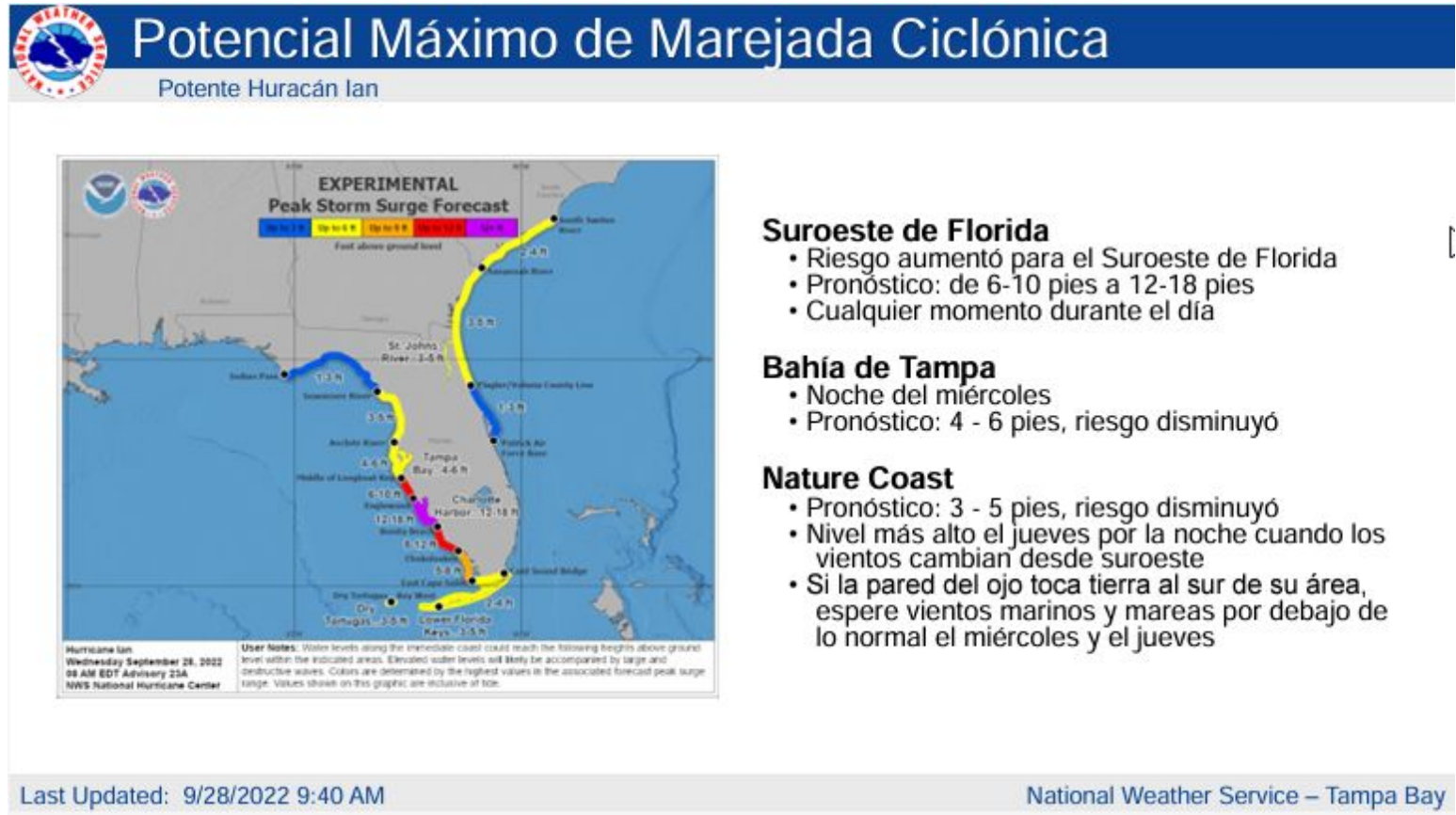
SEGURIDAD
CONTRA
HURACANES

POR USTED Y
SU FAMILIA





Continued availability of translated information, including the partner briefings, ensures consistent messaging



Shared Resources – NWSChat 2.0



Huracán Ian – Posibles Impactos

Servicio Nacional de Meteorología – Bahía de Tampa (Ruskin) – Impactos continuarán hasta el jueves

Viento



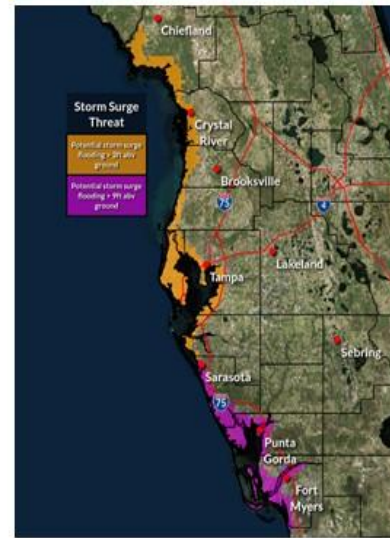
- Potencial para vientos de 110 mph.
- Colapso de paredes y techos en algunos edificios.
- Destrucción de casas móviles.
- Numerosos árboles caídos y escombros bloqueando caminos y puentes.
- Múltiples apagones.

Inundación



- Cantidades comunes entre 10" - 15", con máximos sobre 20".
- Inundaciones significativas en o cerca de niveles históricos.
- Inundaciones cubriendo carreteras.
- Desbordamiento de desagües.
- Inundaciones pueden afectar estructuras y provocar evacuaciones.

Marejada Ciclónica



- 5 – 10 pies rutas de escape bajas severamente inundadas. Es posible que el agua entre varias millas tierra adentro. Erosión extrema en las playas.
- Muchos tramos grandes de carreteras cercanas a la costa arrasados.
- Daños extensos a marinas, muelles y embarcaderos.

Tornado



- Tornados y trombas marinas aisladas.
- Algunos lugares podrían ver techos desprendidos de edificios, casas móviles arrancadas de los cimientos y ramas de árboles grandes arrancadas.
- Interrupciones aisladas de energía y comunicación.

Preparedness

Event
Response

Post Event

Post-storm Safety Info

Continue to ensure that they are being instructed in their native language so that they're taking appropriate actions.

Después de la tormenta: **LIMPIEZA**



No se presione

Forzar el cuerpo puede llevar a ataques al corazón u otras condiciones serias. Haga la limpieza lentamente, tomando muchos descansos.



Tenga cuidado con las motosierras

Utilice equipo de protección. Mantenga una distancia segura de los transeúntes. Evite el contacto con líneas eléctricas caídas para prevenir choques eléctricos. Si no tiene entrenamiento para utilizarlas, deje las herramientas eléctricas para los expertos.



Manténgase a salvo del calor

Manténgase hidratado. Utilice ropa ligera y holgada. Tome descansos en áreas con sombra o aire acondicionado. Haga la limpieza durante las horas más frescas si es posible.



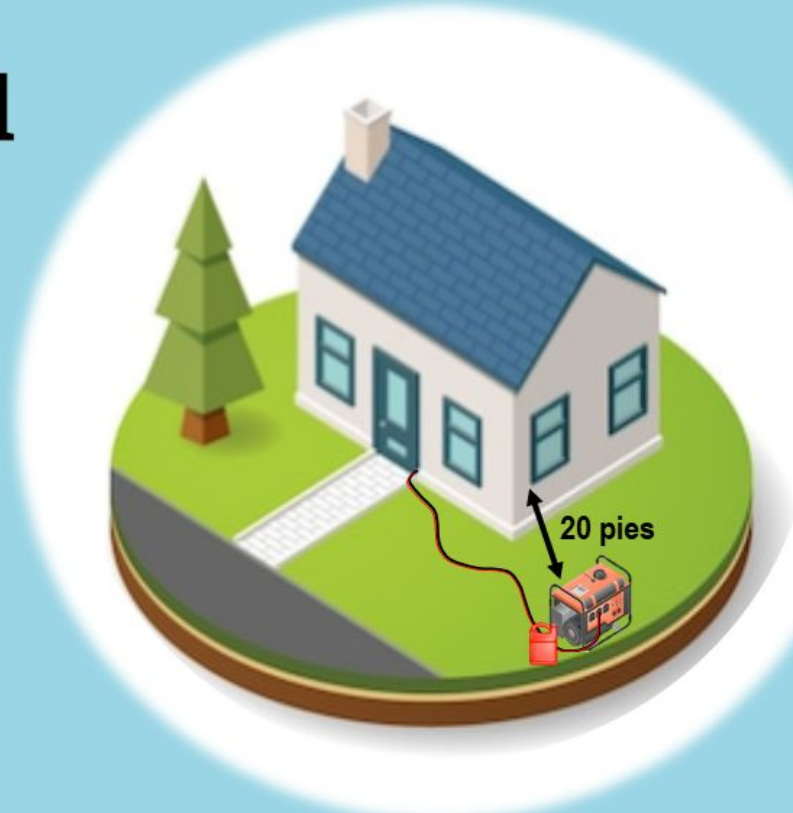
weather.gov



Shared Resources

Seguridad durante el uso de generadores

Los generadores y el combustible siempre deben usarse al aire libre y al menos a **20 pies (6 metros)** de distancia de ventanas, puertas y garajes adjuntos.



NWS New Orleans/Baton Rouge
www.weather.gov/neworleans

POLL QUESTION

How often does your agency/business provide public information in both English and another language?



When poll is active respond at
PollEv.com/robertmolleda204

Send **robertmolleda204** and your message to **22333**

POLL QUESTION

How often does your agency/business provide public information in both English and another language?

- A. Always
- B. Sometimes
- C. Never

REACHING OLDER ADULTS















ANGIE ENYEDI, NATIONAL WEATHER SERVICE, JACKSONVILLE, FL

Preparedness Summary: 60+ Community

* = 60+ Years Old

^ = 18-59 Years Old

Preparedness Actions		
 <p>47%* 48%^</p> <p>Assembled or Updated Supplies</p>	 <p>30%* 30%^</p> <p>Documented and Insured Property</p>	 <p>5%* 17%^</p> <p>Got Involved in My Community</p>
 <p>23%* 34%^</p> <p>Learned My Evacuation Routes</p>	 <p>28%* 41%^</p> <p>Made a Plan</p>	 <p>34%* 37%^</p> <p>Made My Home Safer</p>
 <p>6%* 14%^</p> <p>Planned with Neighbors</p>	 <p>5%* 20%^</p> <p>Practiced Emergency Drills or Habits</p>	 <p>38%* 26%^</p> <p>Safeguarded Documents</p>
 <p>37%* 30%^</p> <p>Saved for a Rainy Day</p>	 <p>37%* 36%^</p> <p>Signed Up for Alerts and Warnings</p>	 <p>10%* 21%^</p> <p>Tested Family Communication Plan</p>

Reach out to Older Adult Communities & Social Groups

Provide Guides to Creating & Executing Communication & Evacuation Plans

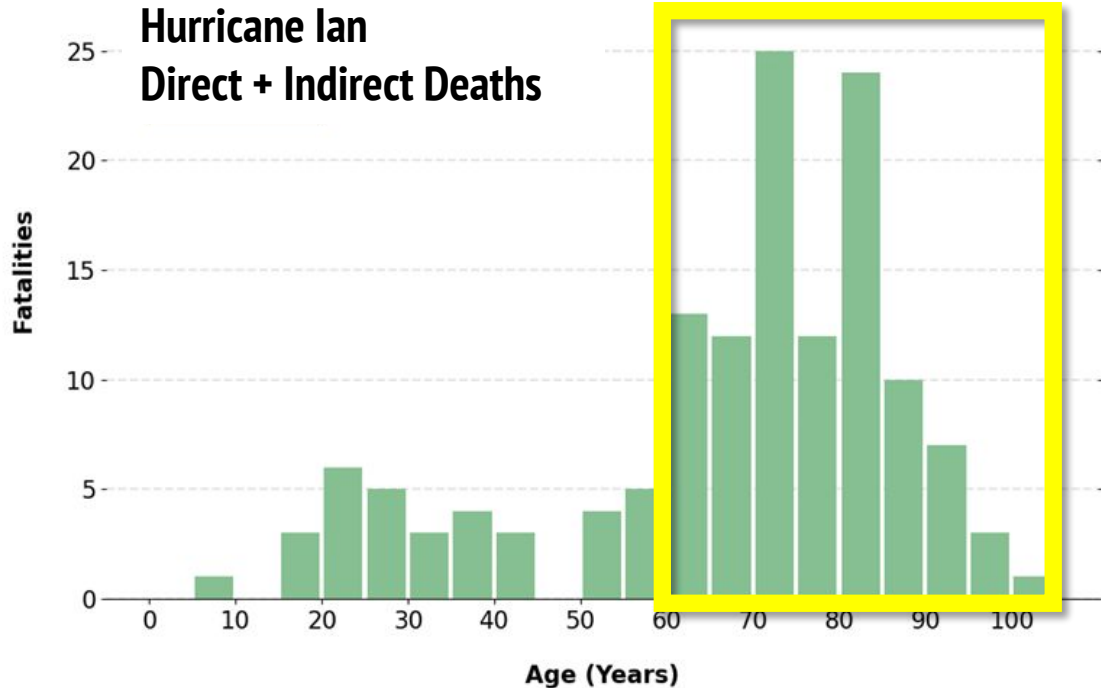
Encourage Family, Friends & Neighbors to Reach Out to Each Other

Targets of Educational & Messaging Opportunity

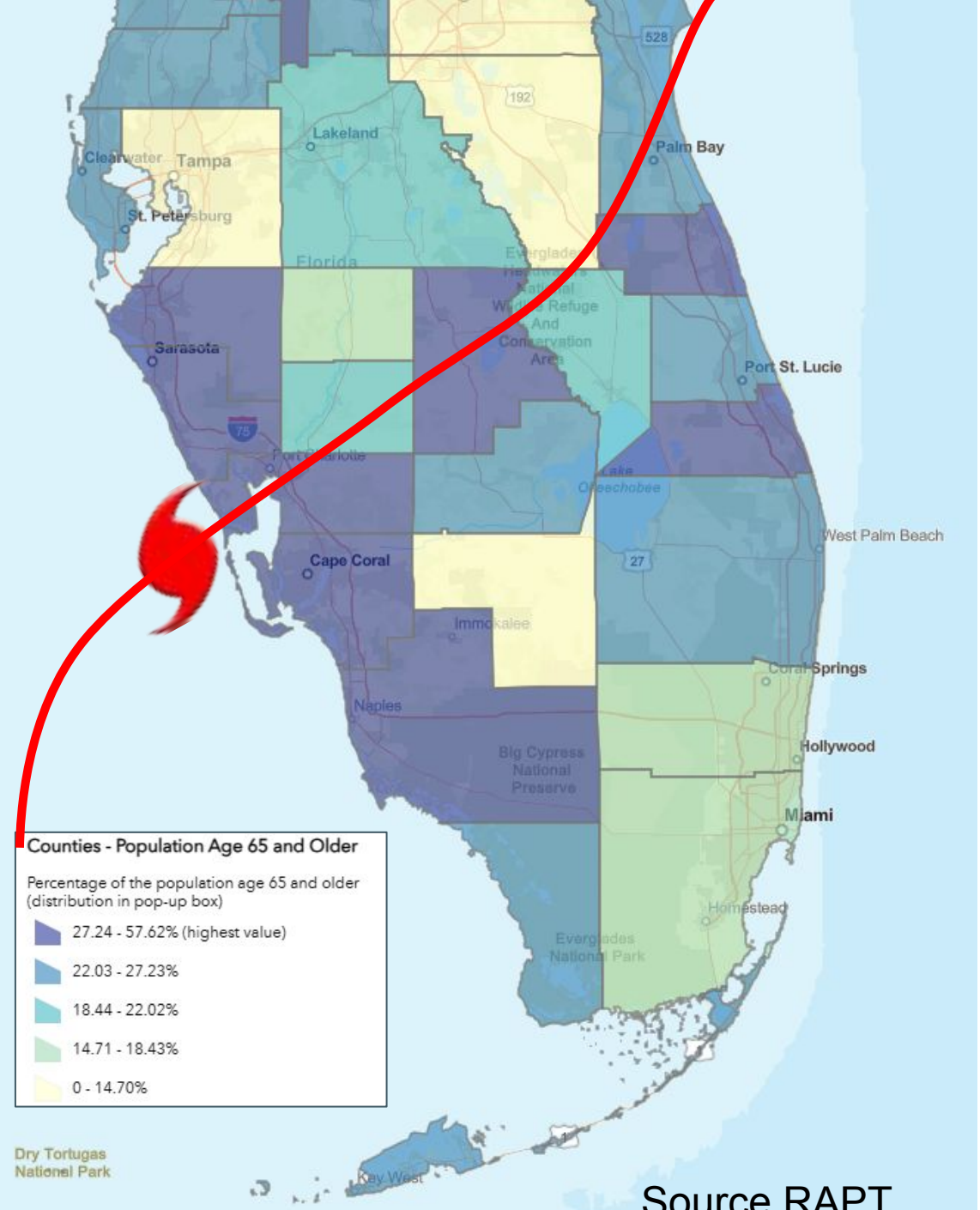
CASE SCENARIO

Hurricane Ian 2022

About 60% of fatalities > 60 years old
90 deaths indirect (medical, heat, CO, accidents)



Source NOAA/NHC



HOW TO REACH OLDER ADULTS



Traditional Media (TV & Print)



Direct Phone Calls



Community
Events/Gatherings

Source World Health
Organization &
Local EM & Media Insights

How much of my medical supplies should I stock?

How and when should I register for special needs sheltering assistance?

Where do I go & how do I get there?

How do I know if I need to go?

What do I do about my pet?

Preparedness



Event Response



Post Event

**Our Goal:
Motivate to Prepare.**

Personal Engagement
& distribute Pamphlets
(direct QR Codes)

Visit Community Center, social
groups, assisted living & 55+
community visits

SCAN WITH PHONE

1. Scan the QR Code with your Phone or go to <https://tinyurl.com/2mzwn9ft>
2. Choose Phone App Type (Google or Apple)
3. Download the free FEMA App
4. Add your Location - Receive Weather Alerts, Shelter Information & Preparation Guidance

www.ready.gov/older-adults

Stay Weather Aware

The National Hurricane Center, your local National Weather Service & your county Emergency Management work together to keep you updated with the latest tropical weather forecasts. Monitor weather forecasts and learn safety recommendations from these trusted information sources during threatening tropical events.

National Hurricane Center
www.nhc.noaa.gov

Local National Weather Service
www.weather.gov/jax

Local Emergency Management
www.jaxready.com

Tropical Readiness

Know your Evacuation Zone: Visit this website and find your Florida county evacuation zone: <https://www.floridadisaster.org/knowyourzone/> When local officials request evacuation of your zone during a threatening tropical storm or hurricane, EVACUATE to a storm shelter or to a family or friend's home. Make your plan now.

Register for Shelter Assistance: If you or a loved one relies on medical support or needs assistance evacuating, each county has a special medical needs registry for evacuation & shelter assistance. Visit your county emergency management website and look for the "Special Medical Needs Evacuation Registry."

Medical Supply Availability: In addition to food & water, have enough medicine and needed medical supplies for 1 month. Talk to your medical provider.

SPECIAL NEEDS REGISTRY

*Including Medically
Dependent Residents*

Do you or a loved one...



Need evacuation or sheltering assistance during a disaster?



Medically depend on electricity or oxygen.



Have physical, medical, cognitive, or sensory disabilities?



OPEN UP YOUR CAMERA AND SCAN THE QR CODE TO SIGN UP FOR THE SPECIAL NEEDS REGISTRY IN YOUR AREA, OR VISIT FLORIDADISASTER.ORG/SNR.



FLORIDA



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Our Goal: Speak to Older Adults

Trusted Local News

Social Media – Facebook

- ✓ Static Graphics over Videos
- ✓ Relatable Images
- ✓ Non-cluttered graphics
- ✓ Large, limited text
- ✓ Spell it out



FEMA

Hurricane Preparedness

Help Your Neighbor



Help your neighbors prepare



Help your neighbors evacuate



Check-in after the storm passes



Our Goal: Motivate to Respond

Showcase empathy with simple, step by step, **ACHIEVABLE** recommend actions.

Example: Call this # for assistance to a shelter



FEMA



Our Goal: Motivate to Evacuate

Encourage Family, friends & neighbors to reach out, especially for those living independently



FEMA

Preparedness



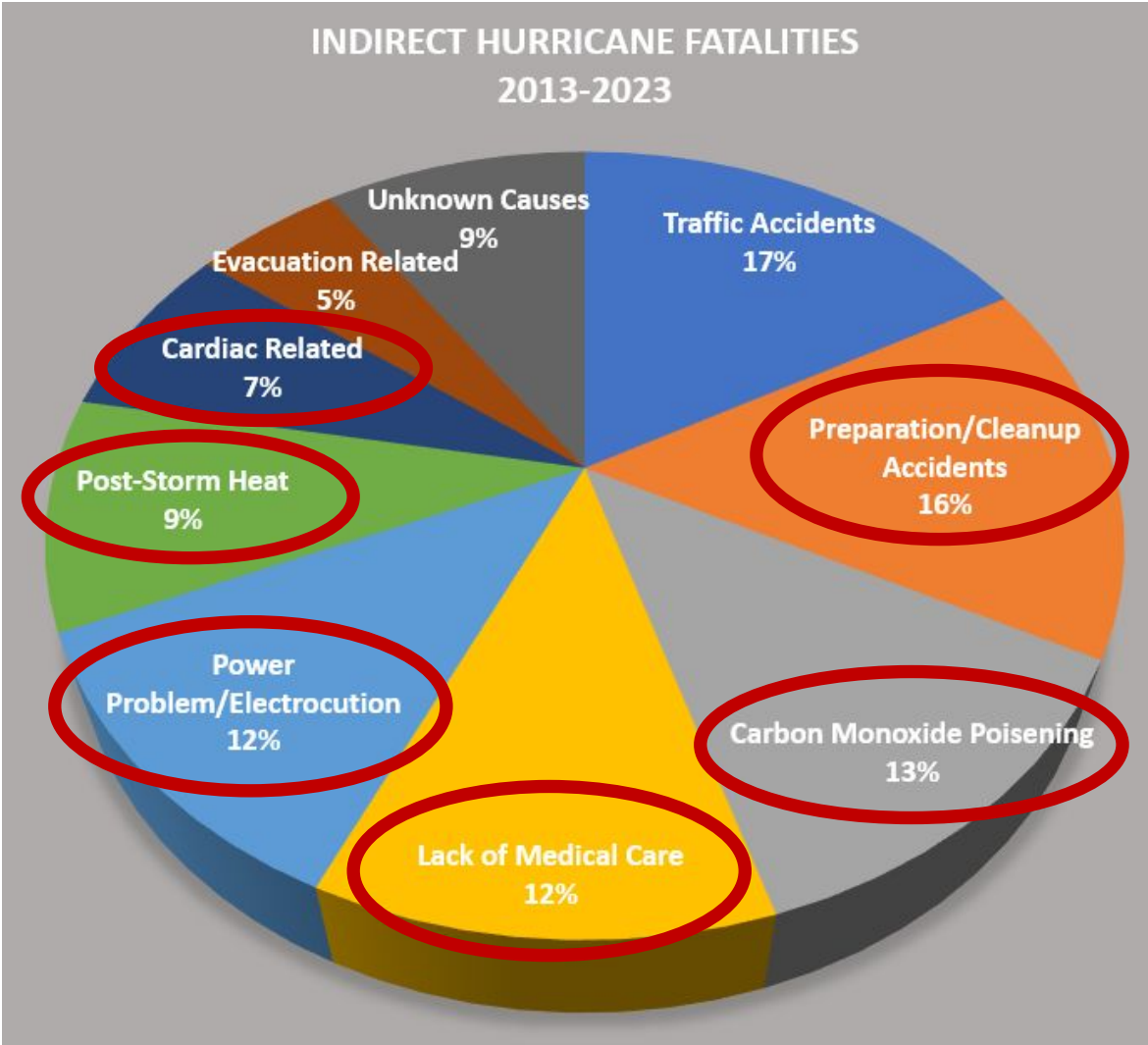
Event Response



Post Event

**Our Goal:
Make Aware of Continued
Hazards**

Continue hazard messaging during recovery stage via media & Facebook



After the Storm: **CLEANING UP**



Don't push yourself

Straining the body can lead to heart attacks and other serious issues. Perform cleanups slowly, taking lots of breaks.



Be careful with chainsaws

Wear protective gear. Keep a safe distance from bystanders. Avoid contact with fallen power lines to prevent electric shock. If you aren't trained to use them, leave power tools to the experts.



72

Stay safe in the heat

Stay hydrated. Wear light, loose-fitting clothing. Take breaks in shaded areas or in air conditioning. Cleanup during cooler hours if possible.



weather.gov



UNIFIED (T.A.T.) MESSAGING



NWS - Jacksonville - Angela Enyedi Partners, in the wake of Hurricane XX, hot and humid conditions will make recovery and clean-up efforts oppressive with many without power to cool off. Below are a couple of public friendly graphics to help message heat & generator safety.

3 files ▾

HEAT SAFETY

Drinks may have trouble regulating body temperature. Some conditions alter this.

STROKE SIGNS

Increasing headache, confusion, nausea, dizziness
Temperature > 103 °F
Red, dry or damp skin
Weak or strong pulse, fainting, loss of consciousness

CALL 911 IMMEDIATELY

If having signs of heat stroke - it can be fatal

- Drink Water & Sports Drinks & Electrolytes
- Limit Outdoor Activities
- Dress Comfortably

After the Storm: CLEANING UP

Don't push yourself
Straining the body can lead to heart attacks and other serious issues. Perform cleanups slowly, taking lots of breaks.

Be careful with chainsaws
Wear protective gear. Keep a safe distance from bystanders. Avoid contact with fallen power lines to prevent electric shock. If you aren't trained to use them, leave power tools to the experts.

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weather.gov

Precaución Después de las Tormentas

weather.gov/hurricane

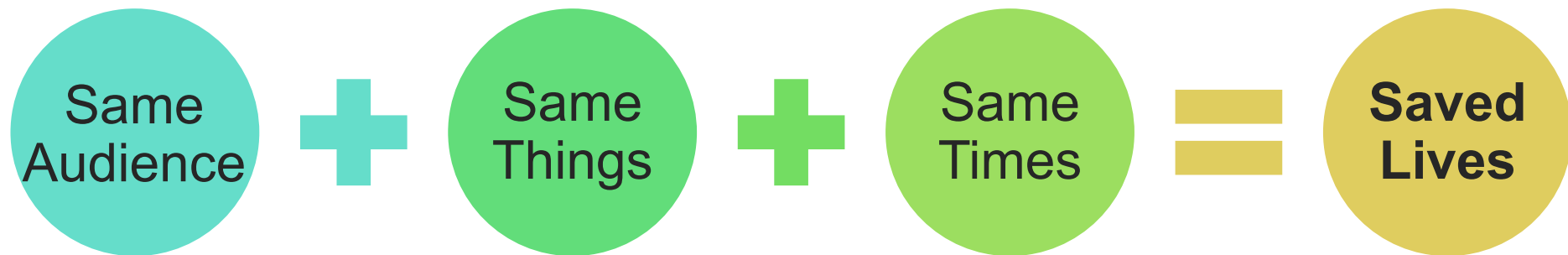
Si fue evacuado, solo regrese a su casa cuando le indiquen que es seguro.

Manténgase atento, ya que los riesgos permanecen: calor, tendido eléctrico caído, inundaciones y más.

Limpie de manera segura: no se esfuerce demasiado y verifique que sus vecinos estén bien.

Sólo utilice los generadores al aire libre, con al menos 20 pies de distancia de su residencia.

Prepárese para la probabilidad de que no estén disponibles la ayuda y las comunicaciones.



OLDER ADULT MESSAGING TAKE-AWAYS

EVENT STAGE	PREPARE	RESPONSE	POST EVENT
MESSAGE CONTENT	<ol style="list-style-type: none"> 1. Make Evacuation Plan (include Pets) 2. Register for County Special Medical Needs Evacuation & Shelter Assistance 3. Stock Medicine/Supplies 	<ol style="list-style-type: none"> 1. Call for Evacuation Assistance 2. Family, friends neighbors to motivate evacuation 	<ol style="list-style-type: none"> 1. Hazards Continue – Heat, Over-exertion, lack of medical care 2. Signs of medical stress & what to do
HOW TO REACH	<ul style="list-style-type: none"> ✓ Face-to-Face Visits ✓ Facebook ✓ Simple, relatable graphics ✓ Direct Text (instructional) 	<ul style="list-style-type: none"> ✓ Trusted Local Media ✓ Facebook ✓ Family, friends, neighbors 	

POLL QUESTION

Of the below topics, which is a common tropical weather question or concern your team addresses from older adults?



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POLL QUESTION

Of the below topics, which is a common tropical weather question or concern your team addresses from older adults?

- A. Medical Need Questions
- B. Evacuation Guidance
- C. Shelter Information
- D. Other – Please Share!



LET'S HEAR FROM YOU!

Consider These Thought Questions:



LET'S HEAR FROM YOU!

Examples to Share?



*“To get the right people ...
To do the right things ...
At the right times.”*

TEAMING UP WITH PUBLIC INFORMATION PARTNERS

David Sharp & Will Ulrich (NWS Melbourne, FL)

Jennifer Hubbard (NWS Tampa Bay, FL) & Angela Enyedi (NWS Jacksonville, FL)