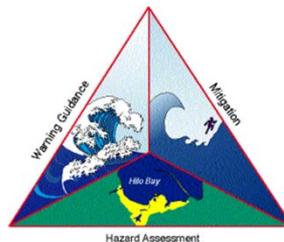


2014 National Tsunami Education and Outreach Plan Update

Christa Rabenold
National Weather Service
Tsunami Program
(Syneren Technologies)

2015 NTHMP Annual Meeting



2014 Projects

- Provide content for NWS Tsunami Safety web pages

NATIONAL WEATHER SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

HOME FORECAST PAST WEATHER WEATHER SAFETY INFORMATION CENTER NEWS SEARCH ABOUT

[Tsunami Safety Home](#) [Understanding Tsunami Alerts](#) [Before a Tsunami](#) [During a Tsunami](#) [After a Tsunami](#)

****Get Tsunami Alerts****

Tsunami Resources

- Tsunami Safety Home
- About Tsunamis
- Tsunami Warning Centers
- Education and Outreach Materials
- Tsunami Preparedness Week
- TsunamiReady Program
- International Tsunami Information Center
- National Tsunami Hazard Mitigation Program

If you live, work or play on the coast, it is important to learn about tsunami safety.

Tsunamis are among Earth's rarest hazards. But, even though tsunamis do not occur very often, and most are small and nondestructive, they pose a major threat to coastal communities, particularly in the Pacific. A tsunami can strike any ocean coast at any time. There is no season for tsunamis. We cannot predict where, when or how destructive the next tsunami will be. However, while tsunamis cannot be prevented, there are things you can do before, during and after a tsunami that could save your life and the lives of your family and friends. Read these pages to learn about tsunamis and what you can do to keep yourself and your loved ones safe in the event of a tsunami.

weather.gov/tsunamisafety

2014 Projects

- Create an expanded NOAA Tsunami Program fact sheet
- Provide direction and content for Tsunami.gov non-operational web pages
- Coordinate updates of COMET tsunami modules
- Coordinate updates for tsunami pages on NWS JetStream Online Weather School
- Create NTHMP fact sheet
- Develop evacuation modeling guidance
- Create a hazard assessment summary/fact sheet to support national-level “know your risk” outreach

2014 Projects

- Provide national-level support for 2015 National Tsunami Preparedness Week
- Support development of the Tsunami Zone website as vehicle for tsunami preparedness activities
- Update Tsunami Awareness and Safety fact sheet
- Create an online compilation of links to tsunami evacuation and inundation maps



2014 Projects

- Create materials that describe how FEMA's Community Rating System can enhance tsunami mitigation and support efforts to achieve TsunamiReady recognition
- Update NTHMP Media Guide
- Update Compendium of Tsunami Education Resources and create independent web page
- Create meteotsunami awareness fact sheet
- Develop resource to help commemorate tsunamis as a way to further tsunami awareness and preparedness

Other Projects

MES High-Priorities

- Evaluation tool for outreach projects/programs

2011 Education and Outreach Plan

- Lead in development of consistent tsunami messaging through consensus process
- Revise “Local Tsunami Education and Outreach Plan” (and rename “Disaster Preparedness Education and Outreach” Guide)

Thank You for Your Time!

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<http://nws.weather.gov/nthmp/documents/2014edplan.pdf>

Definitions

- **Formal Education**—Learning within a structured education system in which children or adults are required to demonstrate proficiency.
- **Informal Education**—Learning outside the established formal system that meets clearly defined objectives through organized education activities.
- **Outreach**—Opportunities designed to build awareness, develop relationships, and inspire action (e.g., pursuit of further learning opportunities, behavioral change). Involves information exchange between provider and target audience. Frequently designed to reach diverse audiences, but can be personal and interactive, designed to identify and appeal to an individual's personal interest or motivation for information.