

2015 Tsunami Preparedness Campaigns

Call #2 - November 19, 2014

Participants

Gerard Fryer (NOAA/NWS/Pacific Tsunami Warning Center, PTWC)
Katie Garrett (NOAA/NWS/HQ)
Logan Johnson (NOAA/NWS/Monterey)
Lewis Koslosky (NOAA/NWS/HQ)
Jeff Lorens (NOAA/NWS/Western Region)
Kevin Miller (California Office of Emergency Services)
Brandee Nishimura (Hawaii State Civil Defense)
Erv Petty (Alaska Division of Homeland Security and Emergency Management)
Christa Rabenold (NOAA/NWS/HQ)
Kevin Richards (Hawaii State Civil Defense)
Ryan Sandler (NOAA/NWS/Medford)
Jeri Siegel (California Office of Emergency Services)
Walter Snell (NOAA/NWS/San Juan)
Alex Tardy (NOAA/NWS/San Diego)
Harvey Thurm (NOAA/NWS/Eastern Region)
Brynee' Walker (Washington State Emergency Management)
Paul Whitmore (NOAA/NWS/National Tsunami Warning Center, NTWC)

National Weather Service Seasonal Campaigns

Katie Garrett (NOAA/NWS/HQ) from the team heading up the NWS seasonal campaign initiative joined the call to provide more information on the NWS's shift to seasonal versus weekly campaigns as introduced by Christa Rabenold (NOAA/NWS/HQ) on the last call. She noted that the change was based on feedback from the field that the timing for the weeks as previously recognized did not always meet local needs. Campaign materials will be designed so that they can be useful at any time.

It was reiterated that going forward, tsunamis will be included in the spring campaign (March, April, and May). The NWS HQ Tsunami Program will continue to provide focused support for activities the last week in March. Given that December marks 10 years since the Indian Ocean tsunami, tsunamis will also be included in this year's Winter campaign, which begins December 1. Once available, materials (e.g., social media messages, web stories, etc.) will be shared with partners for their use.

National Weather Service HQ Updates

Christa Rabenold shared that the NWS Tsunami Safety web pages will be launched as part of the winter seasonal campaign. In addition NOAA/NWS Public Affairs is hosting a media event to recognize the 10th anniversary of the Indian Ocean tsunami and discuss the advancements made since 2004. The event will be introduced by Dr. Uccellini and feature Stuart Weinstein (NOAA/NWS/PTWC), Mike Angove (NOAA/NWS/HQ), Dwayne Meadows (NOAA/NMFS - personal story), Vasily Titov (NOAA/OAR/PMEL), and Paula Dunbar (NOAA/NESDIS/NGDC).

Initial Plans for Tsunami Preparedness Campaigns

- Kevin Richards (HI) shared that there is a lot going on in Hawaii in April (Tsunami Awareness

Month) and that a lot of it is being driven by NOAA, including the anniversary of the Pacific Tsunami Warning and Mitigation System, which will be recognized at the Intergovernmental Coordination Group for the Pacific Tsunami Warning and Mitigation System meeting and the two-day symposium that will precede it. Among the activities for the statewide campaign include activities with the Pacific Tsunami Museum. In addition, the PRiMO (Pacific Risk Management 'Ohana) meeting will be held in Honolulu in March.

- Kevin Miller (CA) shared that California is still getting rolling with their planning for Tsunami Preparedness Week (March 22-28) and the associated overflights. There will be a face to face meeting with the 20 coastal counties at the end of January. A conference call is planned for December 5 to discuss TsunamiZone.org, the Great Shakeout-based website that focuses on tsunami preparedness activities. States and territories interested in TsunamiZone.org should contact Kevin.Miller@caloes.ca.gov or christa.rabenold@noaa.gov.
- Erv Petty (AK) shared that Alaska is planning Tsunami Preparedness Week activities for March 22-28. It will be toned down from last year's activities. There will be outreach activities and hopefully a recognition event for a new TsunamiReady community. They also plan to work with the National Tsunami Warning Center on an open house event with the state's earthquake simulator.
- Alex Tardy (NOAA/NWS/San Diego) mentioned that San Diego County will likely do something this year but it may be smaller and more localized than last year.
- Christa Rabenold noted that she had reached out to USGS to see if they had Tsunami Walk templates for 2015. If so, she will post them to the Tsunami Preparedness Week website.
- Christa Rabenold mentioned that the agenda for December's call would include a discussion about the types of materials that NWS HQ can create to help support local efforts. As part of this discussion: Kevin Richards asked about the availability of a Science on a Sphere that could be loaned to the Pacific Tsunami Museum for April (or longer). Gerard Fryer (NOAA/NWS/NTWC) and Christa Rabenold said they would look into it and get back to him. Kevin Miller asked about the potential for NWS to provide promotional items as they have in the past (coasters, bags). We do not know if there are funds available, and there are limitations (see below) on what is allowed, but we are open to ideas. Jeff Lorens (NOAA/NWS/Western Region) noted that some NWS Weather Forecast Offices may have access to TsunamiReady funds that could support purchase of promotional items (that carry a safety message). If interested, states/territories are encouraged to speak with their local NWS warning coordination meteorologist.

Homework for Next Call

- Think about how NWS HQ has supported preparedness campaigns in previous years. What was useful, what was not? And, what else could NWS HQ contract support and NOAA/NWS Communications (as part of the spring seasonal campaign) do to help (through staff time).
- Think about, if money were available, what type of promotional item might be useful given the constraints on these types of items.

The next call is scheduled for Wednesday, December 17 2-3pm EST.

Note: Promotional items that *may* pass muster: Brochures, maps, posters, coloring books, bookmarks, pens, pencils, and other similar nominal-value items for public education purposes. This includes small, nominal-value bags (like recyclable paper or plastic bags) used to carry educational materials and to provide visual display of tsunami safety information, including a web URL.