2015 Tsunami Preparedness Campaigns

Call #3 - December 17, 2014

Participants
Christopher Brenchley (NOAA/NWS/Pacific Region)
Juan Camacho (Commonwealth of the Northern Marianas Emergency Management Office)
Emily Dicken (Emergency Management British Columbia, EMBC)
Gerard Fryer (NOAA/NWS/Pacific Tsunami Warning Center, PTWC)
Lewis Kozlosky (NOAA/NWS/HQ)
Jeff Lorens (NOAA/NWS/Western Region)
Elinor Lutu-McMoore (NOAA/NWS/Pago Pago)
Alina Nieves (NOAA/NWS/Corpus Christi)
Erv Petty (Alaska Division of Homeland Security and Emergency Management)
Christa Rabenold (NOAA/NWS/HQ)
Jeri Siegel (California Office of Emergency Services)
Walter Snell (NOAA/NWS/San Juan)
Harvey Thurm (NOAA/NWS/Eastern Region)
Bill Ward (NOAA/NWS/Pacific Region)
Walt Zaleski (NOAA/NWS/Southern Region)

National Weather Service HQ Updates

Christa Rabenold (NOAA/NWS/HQ) shared the following:

- The NWS Winter Safety Campaign is underway. This year, the campaign includes tsunamis given the upcoming 10th anniversary of the Indian Ocean. A social media plan and a web story are available here.
- Planning has begun for the NWS Spring Safety Campaign. Materials should be available mid-February for comment. Once we know what is available, we can discuss if there are additional items that NWS HQ can produce to help states, territories, and warning coordination meteorologists with their efforts.
- The new NWS Tsunami Safety web pages are live. An easy to remember redirect is www.weather.gov/tsunamisafety.
- A previously unreleased NWS tsunami video has been updated and posted online.
- A new Ocean Today video largely about PMEL's work since 2004 is available online.
- NOAA's media event about the 10th anniversary and advancements and future research was recorded and is available here. Event resources are posted here.

Other Federal Updates

- Gerard Fryer (PTWC) shared information about the City and County of Honolulu's new Extreme Tsunami Evacuation Zones. The final 2 of 18 public meetings are being held this week. The plan is to release new maps around April, which coincides with Tsunami Awareness Month in Hawaii. The other counties are paying close attention and will likely follow suit. The draft maps and more information can be found here.
- Christa Rabenold mentioned that the participant handbooks for the March exercises are now available. Gerard Fryer mentioned that the handbook for February's Pacific Wave is still in development and is scheduled to be available early-mid January.
TsunamiZone Update

- Jeri Siegel (CA) updated the group on TsunamiZone. An initial meeting was held on December 5. The U.S. Virgin Islands and American Samoa have expressed interest in joining the effort. There are NTHMP funds available if other states or territories are interested. For maintenance purposes, it will be one site with pages for each partner vs. multiple sites. Discussions are moving forward on building out the current content, including others, and how to reach a broader audience.

Initial Plans for Tsunami Preparedness Campaigns

- Juan Camacho (CNMI) shared that CNMI is working on evacuation zone maps, updates for social media, a back to back safety card, and tsunami signage. Three videos are available on CNMI EMO's YouTube channel. They are also planning to participate in February's Pacific Wave exercise.
- Elinor Lutu-McMoore (NOAA/NWS/Pago Pago) shared that American Samoa will be participating in February's Pacific Wave exercise. It will be a full-scale government exercise and will include coastal schools. There is a series of meetings going on. The government has decided to observe the last week in September as Tsunami Awareness Week to conclude National Preparedness Month and kickoff October's ShakeOut activities. It also coincides with the anniversary of the 2009 tsunami. American Samoa is also planning to be a part of TsunamiZone.org.
- Emily Dicken (BC) shared that British Columbia is moving forward with its campaign. A lot of their work dovetails on the work being done in the U.S. Most of their efforts revolve around social media and reamplifying tweets. Their own campaign will be used to build up energy for May's emergency preparedness month, which has the theme of "Building Disaster Resilient Communities" and emphasizes knowing your neighbor #weareallinittogether. Short 30-second cartoon videos will be posted to the EmergencyInfoBC YouTube channel.
- Walt Zaleski (NWS/Southern Region) introduced himself to the group as the regional warning coordination meteorologist for the NWS Southern Region. He has redistributed the winter campaign materials throughout the region. He is preparing for the exercises in March. Jacksonville, FL, and San Juan, PR, in particular, do a good job with tsunami outreach. This year, Gulf of Mexico offices are trying to get more involved. Walt, provided these links: CARIBE WAVE/LANTEX 2015 Exercise, Caribbean Tsunami Warning Program, and WFO Jacksonville (JAX).
- Walter Snell (NOAA/NWS/San Juan) shared that they are planning for LANTEX and will probably create Facebook graphics and graphicast tabs (one for each day of the week). They will probably also do a tsunami drill for staff.
- Alina Nieves (NOAA/NWS/Corpus Christi) shared that they have been posting tsunami messages on social media this month and posted the NWS video to their website. They are preparing for LANTEX and will be working with teachers and students along the coast, which is different than what they have done in the past.
- Harvey Thurm (NOAA/NWS/Eastern Region) shared that he has forwarded the winter campaign materials to relevant parties within the NWS Eastern Region and will continue to serve as a conduit and share feedback.
- Erv Petty (AK) shared that Alaska is still in the early planning stages. The week will be toned down from last year. They are hoping to have a recognition event for a new TsunamiReady community.

NWS HQ Support for Tsunami Preparedness Campaigns

- Christa Rabenold discussed the materials that NWS HQ had provided for Tsunami Preparedness Week in 2014 and asked for feedback on what was useful, what wasn't, and thoughts for 2015. She also asked if there was a preferred number of social media messages or themes of
particular interest. There was limited feedback. Themes addressed seem to be appropriate. The Tsunami Preparedness Week website is available [here](http://www.tsunamieducation.org/wiki/).

- Elinor Lutu-McMoore asked about whether NWS could print brochures that had been translated for American Samoa. Christa Rabenold informed her that NWS is moving away from printing brochures to posting them online where people can access them and print them themselves. She offered to post the brochure on the appropriate NWS page.
- Christa Rabenold asked what type of promotional items would be of interest if funds were available. Ideas included a [tsunami whistle](http://www.tsunamieducation.org/wiki/), reusable shopping bags (like those distributed in CA last year), and beach umbrellas.

**Other Items of Interest**

There are two television specials scheduled for later this month about the Indian Ocean tsunami:

- 12/21 8pm EST - [Smithsonian](http://www.tsunamieducation.org/wiki/) (PTWC and PMEL colleagues were interviewed for this special)
- 12/26 9pm EST - [National Geographic](http://www.tsunamieducation.org/wiki/)

The next call is scheduled for Wednesday, January 21, 2-3pm EST.