2017 Tsunami Preparedness Campaigns

Call #6 - September 12, 2017

Participants
Nic Arcos (NOAA/National Centers for Environmental Information)
Ryan Aylward (NOAA/NWS/Eureka)
Jason Ballmann (Southern California Earthquake Center)
Paul Huang (NOAA/NWS/National Tsunami Warning Center)
Yvette LaDuke (California Office of Emergency Services)
John Marquis (Southern California Earthquake Center)
Kevin Miller (California Office of Emergency Services)
Cindy Pridmore (California Geological Survey)
Christa Rabenold (NOAA/NWS/HQ)
Adena Reed (California Office of Emergency Services)
Liz Vanacore (Puerto Rico Seismic Network)
Christa von Hillebrandt (NOAA/NWS/Caribbean Tsunami Warning Program)
Keily Yemm (Washington Emergency Management Division)

World Tsunami Awareness Day

November 5 is World Tsunami Awareness Day (WTAD). UNISDR is encouraging promotion of this recognition day. Activities don’t have to be specific to Nov. 5. This is the second year. The focus of this year’s campaign is reducing the number of people affected by disasters, which is a target of the Sendai Framework for Disaster Risk Reduction. #TsunamiDay2017

Jason Ballmann (Southern California Earthquake Center) shared some information about why November 5 was chosen as the date. Learn more here. Emails will be sent to Tsunami Zone participants about World Tsunami Awareness Day, and information will be added to the site.

Christa von Hillebrandt (NOAA/NWS/Caribbean Tsunami Warning Program) reminded us that the event actually occurred on December 24, 1854, but November 5 represents the date of the event on the Japanese calendar (and a much easier date for messaging purposes). The CaribeWave ‘18 handbook should be ready for WTAD. The CTWP will be supporting Tsunami Ready (international) recognition activities for Grenada and Haiti around WTAD. Christa also noted that UNESCO/IOC has sent a letter to tsunami national contacts asking what they are planning to do to recognize World Tsunami Awareness Day. Christa Rabenold (NOAA/NWS HQ) pointed out that Mike Angove (NOAA/NWS HQ) is the tsunami national contact for the United States, and he may wish to reach out to our partners to collect information about their planned activities when he returns from his detail at the National Tsunami Warning Center later this month.

Nic Arcos (NOAA/National Centers for Environmental Information) mentioned that NCEI will highlight the day and details about the event (including the date discrepancy) on their website.

Christa Rabenold (NOAA/NWS HQ) informed the group about NWS HQ’s plans, which include a NOAA Story Map from NOAA Communications, social media (Facebook and Twitter), an NWS Owlie Skywarn educational blog, articles in TsunInfo Alert and NWS Aware, and website announcements on the Tsunami Safety and NTHMP websites and tsunami.gov. She will also update the NTHMP social media WTAD shareables and share with the group. There had been discussion of a video for the UN event in

Tsunami Education - http://www.tsunamieducation.org/wiki/
New York, but this will not be possible due to time constraints.

Keily Yemm (Washington Emergency Management Division) shared that they are including WTAD in their ShakeOut activities. These include outreach and an email to their business list and a video contest. The winning video will be played at the UN event in New York.

Ryan Aylward (NOAA/NWS/Eureka) mentioned that they will be conducting a tsunami communications test in mid-October for the northern California Coast. They’ll be supporting WTAD through their outreach activities.

Regular Partner Updates

Christa Rabenold (NOAA/NWS HQ/Tsunami Program) reminded the group that NWS Communications is including tsunamis in its fall safety campaign (September-November) to better align NWS’s efforts with WTAD and ShakeOut. Tsunamis are also part of the spring campaign (March-May). The material is largely the same as previous campaigns, but it’s been updated where needed, and some of the graphics have been tweaked to be more consistent with overall campaign look (there are a few new graphics). NWS Communications will post tsunami messages throughout the campaign – when there’s not a hurricane emergency. She also mentioned that she is leading the effort to update the NTHMP National Media Tsunami Guide to make it more of a general resource. Last updated in 2011, the old guide is no longer available online as it is sorely out of date. There is a collaboration call scheduled for September 20 at 5pm Eastern. If anyone else is interested in participating, they should email christa.rabenold@noaa.gov and ask to be added to the calendar invitation.

Kevin Miller and Yvette Duke (California Office of Emergency Services) reported out for Cal OES and confirmed the live code test in the three northern counties. It will be an end-to-end test that includes the emergency alert system, television scrolling, and sirens during ShakeOut week. (They’re hoping for better weather than they’ve had when they’ve done this in the spring in past years.) They will have a booth and share tsunami and WTAD information at this weekend’s WeatherReady Fest in Santa Ana. Kevin and Rick Wilson (California Geological Survey) will receive the California Emergency Services Association (CESA) Special Recognition Award on behalf of the California Tsunami Program for their work on the Tsunami Evacuation Response Playbooks at next month’s CESA conference. Yvette is working on updating the Cal OES tsunami web page. There is a meeting this week with the Redwood Coast Tsunami Work Group to discuss additional activities. A symposium for the emergency management communities in California and Oregon is being held in Medford, Oregon, to discuss the potential impacts to southern Cascadia from an earthquake and tsunami.

Ryan Aylward (NOAA/NWS/Eureka) mentioned that they are having a TsunamiReady recognition ceremony for Manila the week of ShakeOut. He also noted that the change in the timing of the communications test to coincide with ShakeOut allows for communities to test response to official warnings as well as natural warnings.

Cindy Pridmore (California Geological Survey) shared that they had a booth at the recent California Day of Preparedness event in Old Sacramento, which had over 5,000 attendees. There was lots of talk about tsunamis. More local events are coming up. They are working to spread the word about tsunamis to inland communities. Next month CGS will be participating in the California Science Education Conference, which attracts ~2,000 teachers. They will have a booth, and Cindy will be conducting a workshop for teachers with Lori Dengler.

Jason Ballmann (Southern California Earthquake Center) mentioned that they are always looking for ways to extend ShakeOut activities beyond the simple drill and incorporate tsunamis. Jason is also working with the GeoHazards Messaging Collaboratory, a group of hazards communications
professionals (including representatives from the U.S. Geological Survey and the U.S. tsunami warning centers) to better communicate threat information to the media. The first webinar was about post-earthquake information. The next one is focused on tsunami alerts.

Liz Vanacore (Puerto Rico Seismic Network) shared that next month a museum exhibition about the 1918 earthquake and tsunami will be opening. It will tour around the island for the next year. It will start in Mayaguez and include lectures. Other public outreach events are planned for October, including ShakeOut activities.

Paul Huang (NOAA/NWS/National Tsunami Warning Center) shared that on September 2, Alaska U.S. Senator Dan Sullivan visited the center during Friday afternoon visitor hours. The senator expressed that he was happy with the work the center is doing and supports continuing its funding. On September 9, the center held an event recognizing its 50th anniversary. More than 200 people attended, including one “old-timer” who worked at the center in 1967 and traveled from Michigan (??) for the event. September 18-22, Oceans ‘17 is being held in Anchorage. Paul is chair of a special tsunami session that will also feature Mike Angove (NOAA/NWS HQ/Tsunami Program) and Paul Whitmore (formerly of NOAA/NWS/National Tsunami Warning Center). The emphasis of the session will be on new technologies and instruments. Also during this time, the center will host 33 Japanese experts.

Christa von Hillebrandt (NOAA/NWS/Caribbean Tsunami Warning Program) noted that the Seismological Society of America and the Latin American and Caribbean Seismological Commission will be holding a joint conference April 23-26, 2018, in San Juan, Puerto Rico. Organizers are currently accepting session proposals. There will probably be a big tsunami session. CaribeWave ‘18 is scheduled for March 15.

TsunamiZone Updates

Jason Ballmann and John Marquis (Southern California Earthquake Center) provided updates on the Tsunami Zone. Work is beginning to update the site for 2018 to begin accepting registrations. Registration for 2017 will still be available through the end of the year. They would like to know the dates that states and territories will be conducting their campaigns in 2018 so these dates can be added to the home page. There is interest in updating some of the resources, especially the graphics and flyers. Some of these materials are still California-centric and need to be made more generic. The triumvirate graphic has already been updated to be consistent with the new ShakeOut graphic. It is available for download in a variety of formats. Any updates, questions, or new state/territory page requests should be sent to info@tsunamizone.org.

Other
Starting with the next call, we'll be focusing on 2018 plans, so notes and other related information will be on a new 2018 page.

Next Call
Tuesday, November 14, 2-3pm Eastern