2018 Tsunami Preparedness Campaigns

Call #1 - November 14, 2017

Participants
Nic Arcos (NOAA/National Centers for Environmental Information)
Ted Buehner (NOAA/NWS/Seattle)
Tammy Fukuji (NOAA/NWS/International Tsunami Information Center)
Glorymar Gomez (Puerto Rico Seismic Network)
Paul Huang (NOAA/NWS/National Tsunami Warning Center)
John Marquis (Southern California Earthquake Center)
Christa Rabenold (NOAA/NWS/HQ)
Adena Reed (California Office of Emergency Services)
Keily Yemm (Washington Emergency Management Division)
Walt Zaleski (NOAA/NWS/Southern Region)

Partner Updates

Christa Rabenold (NOAA/NWS/HQ) reported on NWS World Tsunami Awareness Day activities. Highlights included articles in internal and external newsletters, social media, and web announcements and articles. Interestingly, two of the strongest NWS supporters of World Tsunami Awareness Day on social media were the Mobile and Corpus Christi offices in the NWS Southern Region. The Corpus Christi office also produced a video, and Alina Nieves translated the WTAD social media shareables into Spanish and shared them with us. Christa also reiterated that tsunamis will be included in the NWS’s Spring Safety Campaign (March-May). Social media messages are being refreshed. Materials will be shared when available.

Walt Zaleski (NOAA/NWS/Southern Region) also applauded the World Tsunami Awareness Day efforts of the Southern Region offices (especially given their strong tropical weather focus), mentioning Mobile’s involvement with the TsunamiReady program and Corpus Christi’s work with NTHMP partner Juan Horillo (Texas A&M). Walt also noted that he shared the social media shareables with tsunami focal points in the region. He also provided positive comments on the NWS’s “How a Tsunami Works” and “Tsunami Alerts” graphics based on feedback from his non-technical staff (effective, simple, and easy to comprehend). Versions of these graphics are available on the NWS Fall Safety Campaign site.

Glorymar Gomez (Puerto Rico Seismic Network) reported that after Maria they are trying to get things moving again. They are still planning for the 100-year anniversary of the 1918 tsunami, which is being used as the scenario for CaribeWave 18. The year-long exposition, which was supposed to start in October, has been delayed until 1918. Stay tuned for more information about related activities and the schedule.

Adena Reed (California Office of Emergency Services) shared that CalOES posted information about World Tsunami Awareness Day on their Intranet and Internet pages and directed visitors to Tsunamizone.org.

Nic Arcos (NOAA/National Centers for Environmental Information) reported on NCEI’s World Tsunami Awareness Activities, which included a web announcement, social media, and a news article about the inspiration behind the day (the 1854 tsunami). This article will be updated annually.

Tsunami Education - http://www.tsunamieducation.org/wiki/
Tammy Fukuji (NOAA/NWS/International Tsunami Information Center) shared that the ITIC also promoted World Tsunami Awareness Day on their website and in social media. Graphics shared included source posters, historic posters, and the new 2007 Solomon Islands tsunami video (a 1998 Papua New Guinea tsunami video was also recently shared.) In October, Laura Kong went to Samoa for a UNDP school drill. 1,400 students and teachers from 6 schools practiced evacuation. Other countries are also conducting drills as part of this program. Other events include trainings in Columbia and Indonesia and another planned for Peru.

Keily Yemm (Washington Emergency Management Division) reported that they promoted World Tsunami Awareness Day on social media and in the press release that went out about their NWS/NTHMP grants. The release resulted in a number of articles in local newspapers. They also used a Next Door App poll to hold a conversation about tsunamis with neighborhoods. Washington has the ability to reach all neighborhoods in the state with this tool. For ShakeOut, they held a video contest for kids (junior high and high school) focused on earthquakes with cash prizes from CREW. They had a great response. Kids really seemed to understand and embrace the message (watch the videos here). Washington plans to promote it more next year and include tsunamis. In 2018, they are planning to do an exercise the first week in April. A Road Show to six coastal locations will follow the next week.

Ted Buehner (NOAA/NWS/Seattle) noted that the Seattle, Medford, and Portland offices supported the ShakeOut with a National Tsunami Warning Center test message to initiate ShakeOut drills and as the monthly EAS tests. On the coast, some schools practiced tsunami evacuation following their earthquake drill. Ted and Keily also discussed siren activation during the drill: 63 sirens were involved, it went off pretty well, and there wasn’t a lot of confusion this year. In regard to World Tsunami Awareness Day, the office put a headline on their website and did some social media. They didn’t get a whole lot of coverage. Part of that was likely due to the fact that it fell on a Sunday this year.

TsunamiZone Updates

John Marquis (Southern California Earthquake Center) asked us to provide them with dates for next year’s campaigns for the TsunamiZone.org. He also reminded us that they are able to create pages for other states and territories. Please send dates or requests for page development to info@tsunamizone.org.

Other News

The NOAA Office of Education has issued a competitive funding opportunity for projects designed to support the education of the public and/or K-12 students so they are knowledgeable of the ways in which their community can become more resilient to extreme weather events and/or other environmental hazards, and become involved in achieving that resilience. Eligible applicants are limited to institutions of higher education; K-12 public and independent schools and school systems, other nonprofits, including informal education institutions such as museums, zoos, and aquariums; state and local government agencies; and Indian tribal governments in the United States. The deadline for pre-applications (which are required) to this funding opportunity is 11:59 pm EST on December 19, 2017. Please share this funding announcement with your eligible partners in education.

Next Call
Tuesday, January 9, 2018, 2pm EST