

360-character Tsunami WEA Messages

[Read this page first](#) for the full context of this project

[See a summary of proposed messages for discussion here](#)

Background Constraints

1. A 360-character message may include an embedded URL; however, the NWS is *not recommending* we use that because of the demand that would place on server(s) hosting linked information. We have already seen, for example, that when a relatively small tsunami event occurred on January 23, 2018 in Alaska, that the [tsunami.gov website](http://tsunami.gov) became very sluggish and did not provide real-time, updated information.
2. At this time, wireless carriers are resisting providing images (maps, polygons) for display on mobile device screens in a WEA message because their networks cannot handle the load.
3. It would be exceptionally complicated to automate tsunami WEAs by impact area, such as one for the West Coast different from one for Alaska or the Caribbean, so we are not proposing to do that at this time.
4. However, we can consider developing two WEA messages – one for a near-field event where a tsunami may be on shore in minutes, versus a distant event where a tsunami will not arrive for 2 to 8 hours.
5. For now, though, let's look at developing one single draft longer WEA message to use for survey purposes. As we move on toward further message development in the future (before launch of longer messages), we can consider through discussion with stakeholders to have more than one message.

There has been a lot of social science research on WEA (or short-text) messages. The top-line recommendations are that WEA messages need to include all of these elements to be effective with the public:

1. Source (providing authority of message, not source of tsunami)
2. Hazard
3. Local Personalization
4. Consequences
5. Protective Action
6. Protective Action Time – how long to take protective actions
7. How Action Reduces Consequences
8. Expiration Time

And also more directly interesting research titled [Hazards and Protective Actions Sequence Matrix: Comprehensive Testing of Imminent Threat Public Messages for Mobile Devices](#) that shows (Page 7) the recommended message sequences for tsunamis changes:

1. Listen: for more information
2. Avoid: do not enter area
3. Act: evacuate/leave area or evacuate/vertically
4. Refrain: do not return after
5. End: resume normal activity

What is suggested for draft 360-character tsunami WEA message?

Note: what appears as a dotted underscore in the draft message below show where the social science recommended message features are included. Hover over the line to see a pop-up with the message element.

Draft longer WEA message (331 characters)

NWS warns source a tsunami--a series of potentially flooding waves and strong currents--hazard will impact the coast Local Personalization causing damaging and dangerous flooding. Consequences Get off the beach. Protective Action Move inland to areas that local officials designate for safety. Protective Action Stay there Protective Action until you are advised it is safe to return. Expiration Time Listen to local TV or radio for more information. Protective Action

What isn't there -

- Protective action time - how long to take protective actions
- How actions reduce consequences - is it superfluous to say something like "taking these actions will save your life?" How else can this be addressed?

Draft of the same longer message in Spanish:

El Servicio Nacional de Meteorología ha emitido un Aviso de Tsunami. Hay un peligro de inundaciones y fuertes resacas a lo largo de la costa poniendo en peligro la vida y propiedad. Salga de la playa y zonas marítimas. Diríjase a áreas que los funcionarios locales han designado para su seguridad. Quédese allí hasta que notifiquen que es seguro regresar. Escuche la televisión o la radio local para más información.

Please suggest edits, wording, rewording, and provide comments in the discussion box below. The discussion is moderated just to keep spammers off. All posts from Tsunami Stakeholders will be posted within 24 hours of submitting. Also, it is permissible for one person to enter more than one comment, for example by topic. Others may reply to individual comments so discussions can be threaded by topic area.

NOTE: Discussion has been turned off. Comments submitted before the conference call to develop the draft message appear below. The comment period has closed.

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