

Welcoming Feedback on Proposed Changes to Local WFO Tropical Cyclone Watch/Warning Products

By: Jessica Schauer, NWS Tropical Services Program Manager

The National Weather Service welcomes your feedback on proposed changes to local Weather Forecast Office (WFO) tropical cyclone watch/warning text products through June 8. These changes are intended to allow for:

- Future storm surge and coastal flood hazards to be depicted as high resolution polygons ([web page with details](#))
- The issuance of zone-based tropical storm and hurricane watches/warnings from WFOs at the same time that the corresponding National Hurricane Center/Central Pacific Hurricane Center advisory is released ([web page with details](#)).

Please send your feedback to Tropical.Program@noaa.gov or use the anonymous feedback forms provided on the web pages listed above.

Don't Fry! Protect Yourself from the Dangers of the Sun

By: Kimberly McMahon, NWS Public Weather Services Program Manager



The National Council on Skin Cancer Prevention is raising awareness about skin cancer on the Friday before Memorial Day as "Don't FRY Day." You can protect yourself and your loved ones by wearing sun protective clothing, hats, and sunglasses.

The NWS works along with the National Council on Skin Cancer Prevention to promote "Don't Fry Day" which takes place on the Friday before Memorial Day each year, with this year's observance occurring on May 26, 2023. Don't Fry Day encourages sun safety awareness leading into the summer. Sunburns can make you more susceptible to heat illness and dehydration. Heat is one of the leading weather-related killers in the United States resulting in hundreds of fatalities each year.

For those interested in learning more or supporting this initiative, you can find a [comprehensive toolkit](#) that includes additional background information, as well as ready to use social media posts, infographics, talking points, and more. Don't Fry Day is an important day to [revisit key tips to stay safe and healthy in the sun](#), as well as a great opportunity to be reminded of overall heat safety.

Wherever your outdoor summer adventures take you, make sure to take action to enjoy the sun and warm weather safely, and protect yourself and your loved ones from skin cancer and heat related illness.

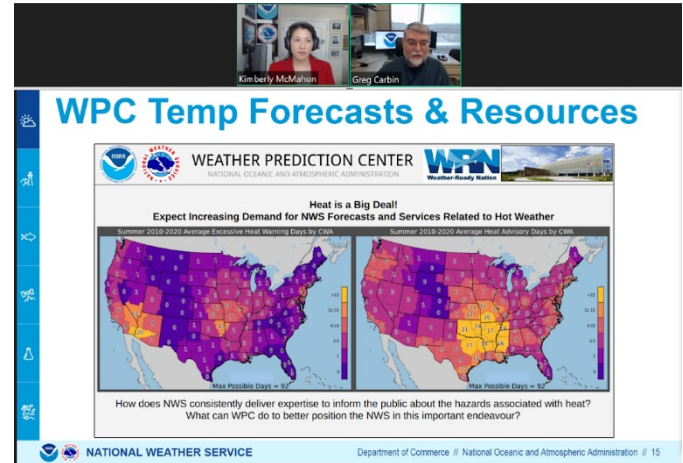
Any questions can be directed to the NWS Public Program: public.program@noaa.gov.

Presentation and Recording of the Inaugural NWS Partners and Users Heat Webinar Now Available

By: Kimberly McMahon, NWS Public Weather Services Program Manager

The National Weather Service Public Weather Services Program hosted its inaugural *NWS Partners and Users Heat Webinar* on April 20, 2023. The webinar was attended by almost 300 partners and users from around the nation!

The NWS Acting Chief Operations Officer, Mike Coyne, provided opening remarks, detailing the dangers and impacts of heat, as well as the important role our partners and users play in furthering our mission to protect life and property before, during, and after heat events. Attendees learned about the current operational heat-related products issued by the Climate Prediction Center, Weather Prediction Center, and local Weather Forecast Offices, as well as future plans and initiatives related to heat from the Public Weather Services Program and National Centers. This information will help our partners and users find and use the necessary weather information to proactively make informed decisions.



Weather Prediction Center Chief of Forecast Operations, Greg Carbin, and NWSHQ Public Weather Services Program Manager, Kim McMahon, discuss the importance of NWS heat products and services across the country.

A copy of the presentation slides as well as a recording of the webinar are publicly available at the Weather-Ready Nation site [here](#). Feel free to share with interested partners and users who were unable to attend the webinar!

WFO Binghamton Reaches Amish Communities in the Finger Lakes of NY

By: NWS Staff



The Town of Ovid, NY lies in the middle of the beautiful Finger Lakes region in Seneca County, NY and has a high population of Amish. For many years, WFO Binghamton fielded numerous phone calls from Amish farmers in this area. Therefore, WFO Binghamton added the Ovid, NY forecast to its phone tree, which includes much larger cities in the WFO Binghamton Forecast area (Greater Syracuse, NY area, population of 474,000 Greater Binghamton area, population of 198,000; and the Scranton/Wilkes Barre, PA area, population of 541,000).

The area around and including Ovid is mostly rural Amish farms and has a population of about 30,000. Despite being one order of magnitude smaller than our bigger cities, our phone statistics show that Ovid received twice the number of phone calls than Binghamton and four times more than both the Syracuse and Scranton/Wilkes Barre areas over the past year. The Seneca County emergency manager Melissa Taylor said “the Amish population heavily relies on NWS Binghamton’s forecasts, and our phone service is a big benefit to this underserved and hard to reach population.”

This simple act of adding a largely Amish town to our phone tree shows that it doesn’t take a lot of extra work to reach our underserved and hard to reach populations.

The NWS Detroit Underserved and Vulnerable Communities (UVC) Program Reaches One-Year Milestone

By: Steve Considine, Senior Forecaster and UVC Program Leader at NWS Detroit

This spring marked one year since NWS Detroit initiated a program solely devoted to enhancing services to underserved and vulnerable communities. It is estimated around 1.5 million people within the NWS Detroit forecast area are a part of these communities. The initiatives developed in this first year have been specifically geared toward the economically disadvantaged and those who do not speak English.

Informational Guides

Detroit specific informational guides with respect to flooding and urban heat islands were sent to Detroit Emergency Management and the American Red Cross. A mobile/manufactured home safety campaign was also conducted during the 2023 Michigan Severe Weather Awareness week. There are around 480 mobile/manufactured home parks in rural, suburban and urban portions of the WFO Detroit forecast area. The mobile/manufactured home safety campaign included distribution of NWS mobile home tornado safety material through social media and county specific information sent to every county emergency manager in the NWS Detroit forecast area.

Skywarn Engagement

Increasing community engagement is another main component of the NWS Detroit UVC program. To fully promote the NWS to underserved communities, it is important to be seen and heard within the local communities. Receiving weather reports from underserved communities has long been a challenge. Even getting participation in Skywarn from these communities has been difficult. This year, NWS Detroit was able to form a partnership with the Detroit Public Library, which has agreed to host both severe and winter Skywarn/safety presentations. WFO Detroit, the Detroit Public Library, and the Detroit Department of Homeland Security/Emergency Management have actively promoted these presentations. This resulted in a respectable size of attendees at the Spring 2023 Skywarn presentation in Detroit. Another aspect of community engagement has involved sending fall and spring newsletters to the city of Detroit and neighboring communities, area non-profits, aid agencies, and local places of worship. The purpose of these newsletters is to educate the community about NWS Detroit products and services, to highlight recent high impact weather events and to promote upcoming NWS Detroit outreach events in the area and other UVC initiatives. Similar newsletters are going to be done for Flint and Saginaw starting next fall.

Multicultural Communities Ambassadors

The other major component of the UVC program has been to form partnerships with organizations that work directly with UVCs. This will be a long-term endeavor in the coming years. The organizations that work with UVCs within the NWS Detroit forecast area range from very small (e.g., local places of worship) to those on the national level (e.g., United Way and NAACP). This amounts to dozens if not hundreds of organizations across the NWS Detroit forecast area. To most effectively forge partnerships with so many organizations, NWS Detroit has created a local subset of the Weather Ready Nation Ambassador Initiative called the Multicultural Communities (MC) Ambassador. The MC Ambassadors receive our weather messages and are provided a means to directly contact NWS Detroit 24/7. The ambassadors are also given a directory of where to find key National Weather Service forecast information. An added layer of service to these organizations is that the NWS Detroit UVC Program Leader sends weather safety/preparedness material to each MC Ambassadors from time-to-time and serves as a direct liaison between each MC Ambassador and the communities they serve. The MC Ambassadors are encouraged to distribute weather forecast and safety material to their communities and/or other agencies that serve those communities.



NWS Detroit began the MC Ambassador initiative in February 2023. Our first Ambassador, Centro Multicultural La Familia, is a nonprofit organization based in Pontiac, MI that serves the local Hispanic communities and runs a Spanish language radio station. The radio station has been broadcasting weather information they receive from us in Spanish. This organization has also become a full-fledged WRN Ambassador. Another organization we have teamed up with is Cafecito Caliente, a non-profit that focuses on Hispanic leadership across Michigan. Metro Detroit has the largest Arab population in the United States. Arabicdetroit.com and Radio CINA 102.3 FM provide local news and weather in Arabic to metro Detroit. They have agreed to help communicate high impact weather forecasts and safety information in Arabic to the many people of metro Detroit of Arab descent who have limited English proficiency. Finally, the City of Detroit Department of Neighborhoods has joined the MC Ambassador initiative. This is a department within the city that provides a direct link between the city and block clubs, community groups, business owners, faith and school leaders, and everyday residents of the city of Detroit. The expectation is for these organizations to also become full-fledged WRN Ambassadors as our partnership grows.



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