

Weather-Ready Nation Ambassador Roundtable

April 20, 2022



AMBASSADOR™

WRN

WEATHER-READY NATION

AGENDA:

- 1:00 Welcome (Doug Hilderbrand)
- 1:05 Acting NWS Director Remarks (Mary Erickson)
- 1:20 NWS Service Equity and evolving role of Ambassadors (Dr. Steve Smith)
- 1:35 WRN Ambassador Testimonials
 - Val Sanders (Weathercall) to provide best practices in engaging new/emerging user groups.
 - Carlos Martinez (NCAR) will highlight engagement activities with Houses of Worship/Faith-based organizations
- 2:00 Open Discussion (Facilitated)
- 2:25 Closing Remarks and Actions
- 2:30 Wrap-up (Hilderbrand)

A Few WRN Headlines...

- 12,000+ WRN Ambassador Organizations
- #SafePlaceSelfie Day success
 - 34M Twitter accounts reached
 - 227M tweet views
- National Hurricane Prep Week (May 1-7)
- National Heat Safety Week (May 16-20)
- Summer Weather Safety Campaign (June 1)
- Great Outdoors Campaign (June 21)

And a few more WRN Headlines...

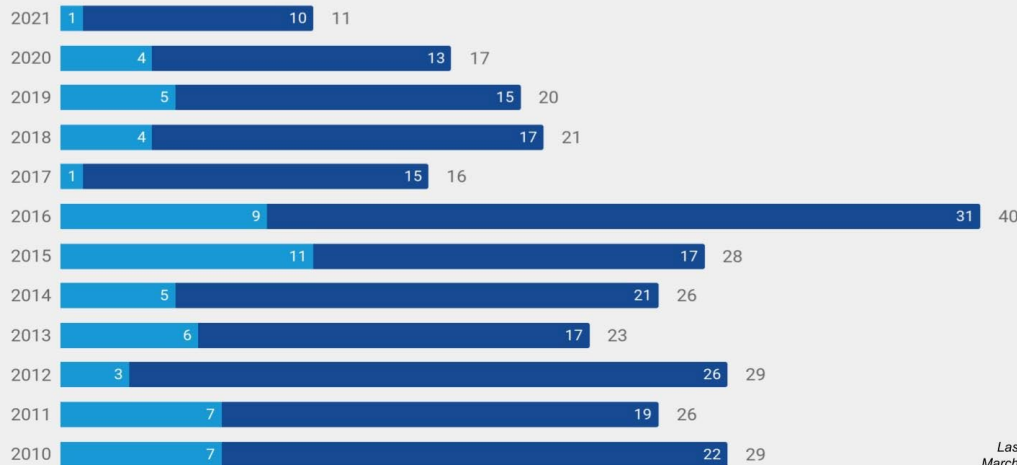
- 2021 Record Low Lightning Fatalities
- 2020 & 2021 Pediatric Heat Vehicle Fatalities Drop Significantly

U.S. Lightning Fatalities, 2010-2021

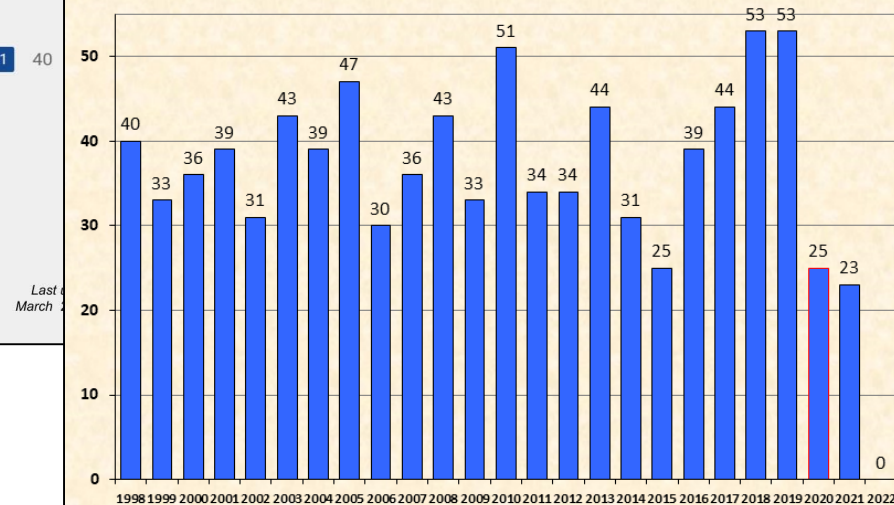
weather.gov/lightning



Female Male



Pediatric Vehicular Heatstroke Deaths



Acting NWS Director Remarks

Mary Erickson



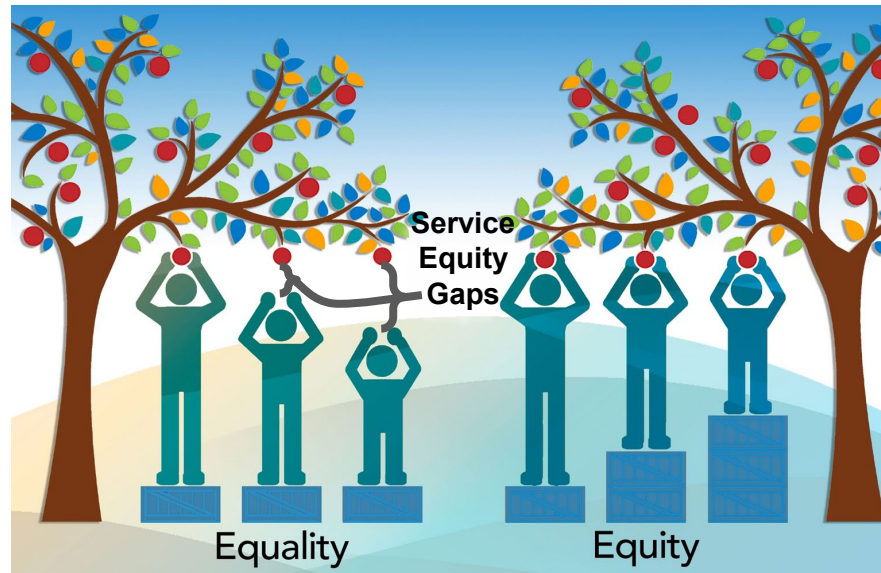
NWS Service Equity

Dr. Steve Smith



Equitable Services for a Weather-Ready Nation

“Building a Weather-Ready Nation, One Community at a Time”



“One-Size” Services

□ Unequal Outcomes

Equitable Services □

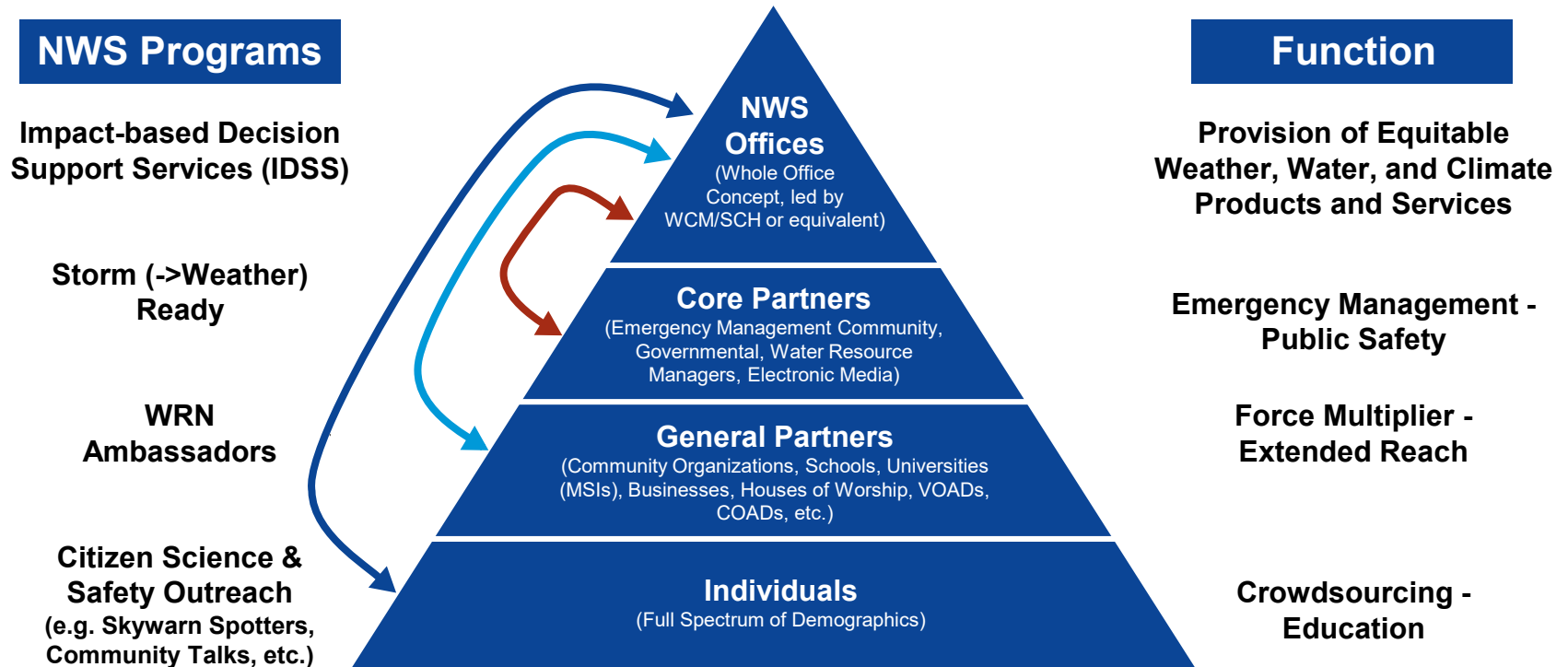
Equality of Outcomes



NATIONAL WEATHER SERVICE

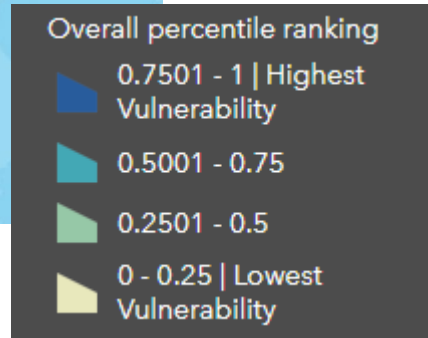
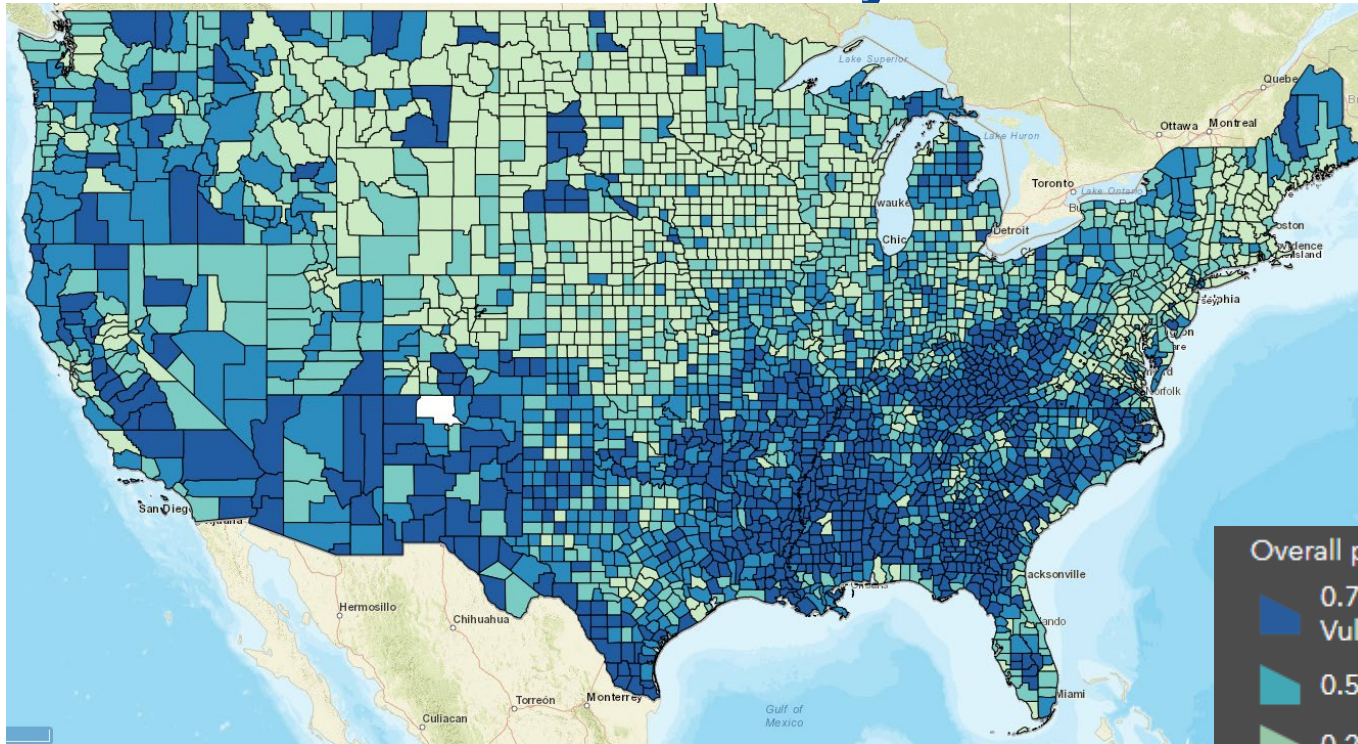
Whole Community Engagement Model

“Weather Ready Communities”



New Context: Social Vulnerability

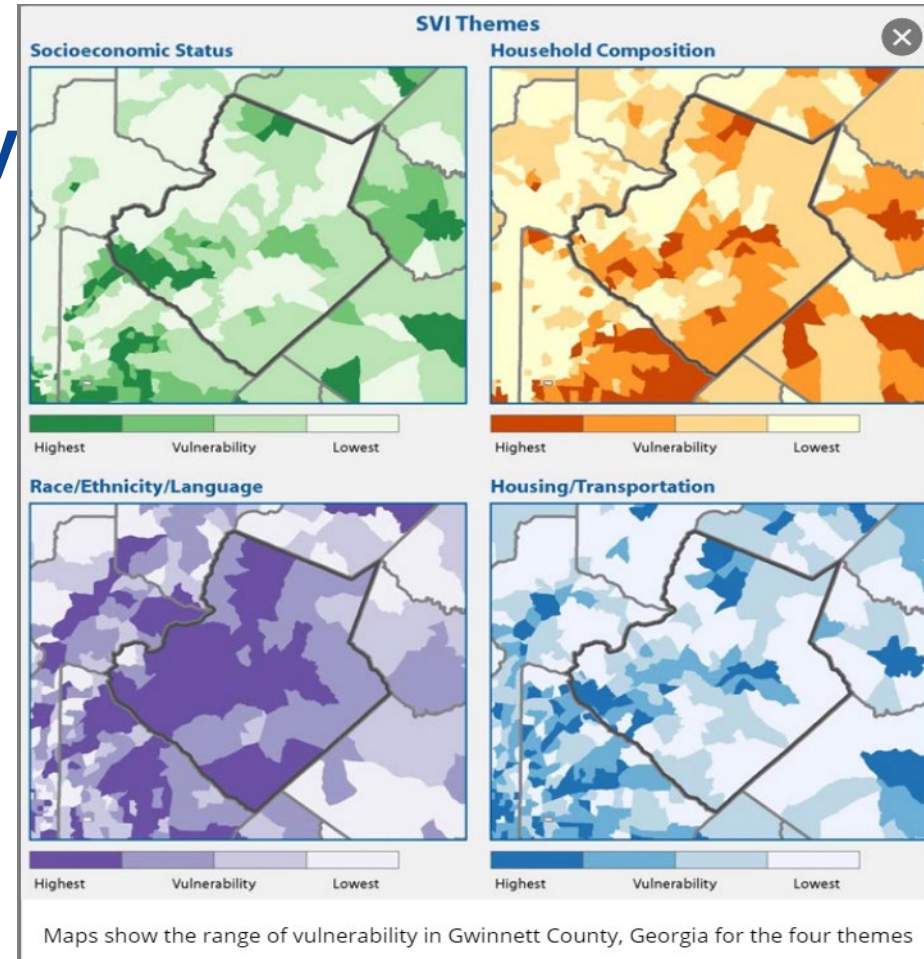
Social Vulnerability Index



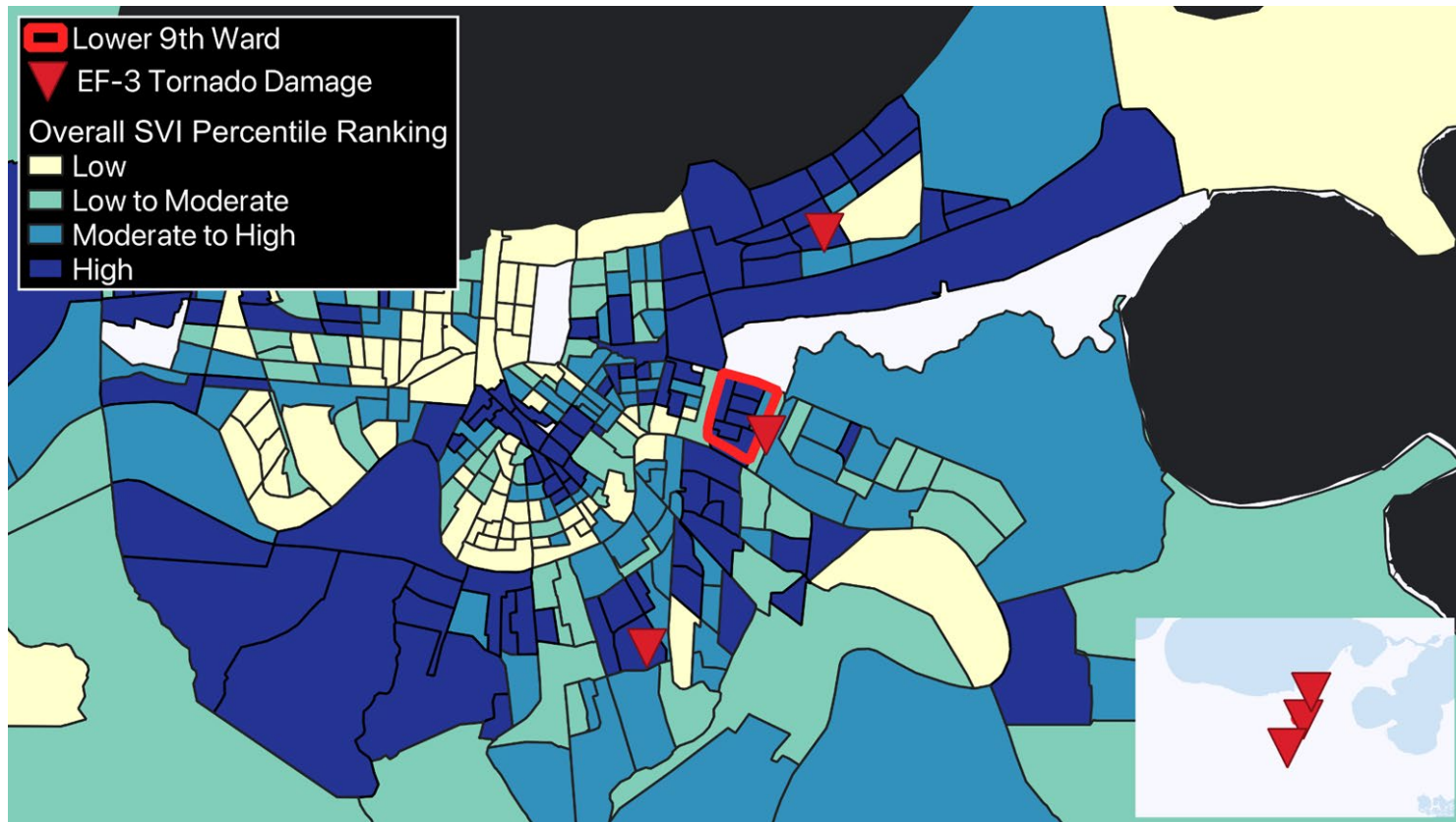
What is Social Vulnerability

Every community must prepare for and respond to hazardous events, whether a natural disaster like a tornado or disease outbreak, or a human-made event such as a harmful chemical spill. A number of factors, including poverty, lack of access to transportation, and crowded housing may weaken a community's ability to prevent human suffering and financial loss in a disaster. These factors are known as social vulnerability.

CDC - Social Vulnerability Index (SVI)



Arabi Tornado





***2022 Weather Ready Nation
Ambassador's Online Meeting***

Who is WeatherCall?

- Degreed meteorologists, telecommunication experts, risk managers, & **experienced RV-ers**
- First company to create consumer-facing severe weather warning service utilizing “Storm Based Warnings” in 2007.
- Tens of MILLIONS of SITE-SPECIFIC convective storm warning notifications delivered to consumers and enterprise-class clients (manufacturing, retail, schools, healthcare, transportation, etc.)*



Two markets with higher risks:



- Manufactured Housing
- RV/Camping

Weather-Related Fatalities



- The explosive growth of the RV industry and manufactured housing industries virtually guarantees fatalities will increase because of more people in unanchored or improperly anchored buildings.
- You cannot stop dangerous weather from happening. You CAN influence the IMPACT it will have with mitigation tools.
- Keeping an RV **away** from areas forecasted for convective weather is the only way to assure safety.
- Providing state-of-the-art, COMMUNITY BASED storm notification has proven to be affective in the mfg. housing space.

OR????



Could a Weather-Ready Nation initiative be crafted to make it beneficial to do the right thing?

I believe it could but will take some bold thinking and hard work.



***Working with Spiritual/Faith-based
Communities and Organizations to Build
a Weather-Ready Nation***

**WRN Roundtable
Carlos Martinez**

Foster a space for members to exchange ideas, thoughts, challenges related to their profession and faith/spirituality



COMMITTEE ON SPIRITUALITY,
MULTIFAITH OUTREACH, AND SCIENCE

AMS ● BRAID

Facilitate dialogue and be a bridge between the Weather, Water, Climate enterprise and faith/spiritual communities



Webinars

Join the Board on Representation, Accessibility, Inclusion, and Diversity (BRAID) for a free webinar:

Collaboration Opportunities Between the AMS and Spiritual/Faith-Based Organizations to Build a Weather-Ready Nation

1 June 2022

2PM Eastern Time

(1800 UTC)

ametsoc.org/WebinarSpiritual

Presenter:



Doug Hilderbrand
National Weather
Service HQ



Bruce Jones
Midland Radio



**Dr. Carlos Javier
Martinez**
NCAR/AMS COSMOS

Co-sponsored by:



Interfaith Power & Light
A Religious Response to Global Warming



**Rev. Susan
Hendershot**
Interfaith Power & Light



**Director Marcus T.
Coleman Jr.**
DHS Center for Faith-
Based and Neighborhood
Partnerships

AMS 2023 (Denver, Colorado) Annual Meeting Sessions

- **Weather-Ready Nation Symposium**
 - *Intersection of spiritual/faith-based communities and building a Weather-Ready Nation*
- **Joint-Session with WWC, Societal Applications, and DEI Symposiums**
 - *Research, Initiatives, and Partnerships in the Weather, Water, and Climate Enterprise and Spiritual/Faith-based communities and organizations*



COSMOS

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MULTIFAITH OUTREACH, AND SCIENCE

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For more information:
Feel free to email me at carlosm@ucar.edu

Discussion

Comments/Questions on the presentations?

Challenges?

Best Practices?

