

Timmy the Twister

*A Tool for Increasing
Awareness of Severe
Weather Threats!*

National Weather Service
Memphis



Why the Need for a Severe Weather Character!

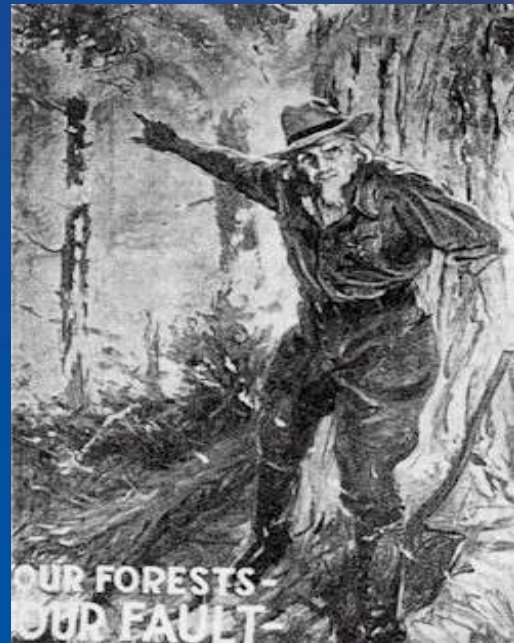
- Nearly 40% of all Tornado Deaths Occur in Mobile Homes.
- The Southeast is perhaps the riskiest location in the country for tornadoes
- Dixie Alley!



Average killed and injured due to Tornadoes each year!

The Inspiration – Fire Prevention

- In 1937 President Roosevelt kicked off a national campaign featuring Uncle Sam as a forest ranger. “Your Forests – Your Fault – Your Loss” was a powerful message for the public.



Smokey Bear

An American Icon!

- The Forest Service chose the name to be Smokey Bear, after “Smokey” Joe Martin, who had been the Assistant Chief of the New York City Fire Department. On August 9, 1944, the first poster of Smokey Bear was produced.



SMOKEY SAYS—
Care will prevent
9 out of 10 forest fires

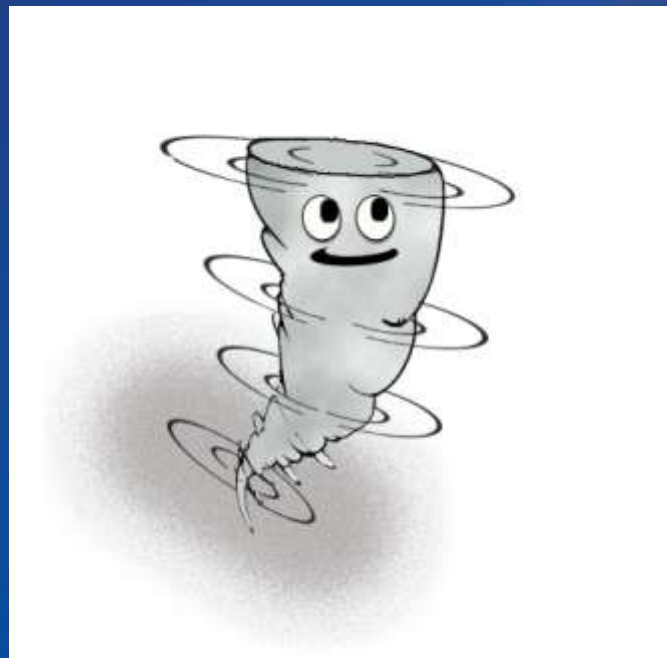


Remember—Only YOU can
PREVENT FOREST FIRES!

Stamp for Smokey's 40th birthday!

Creating The Image for Awareness!

- Life-like image
- The character immediately directs attention to the subject.



The Application



Community Signs



The Application

- Community Signs!
- Hazardous Weather Outlook

THIS HAZARDOUS WEATHER OUTLOOK IS FOR PORTIONS OF EAST ARKANSAS... THE MISSOURI BOOTHEEL...NORTH MISSISSIPPI...AND WEST TENNESSEE.

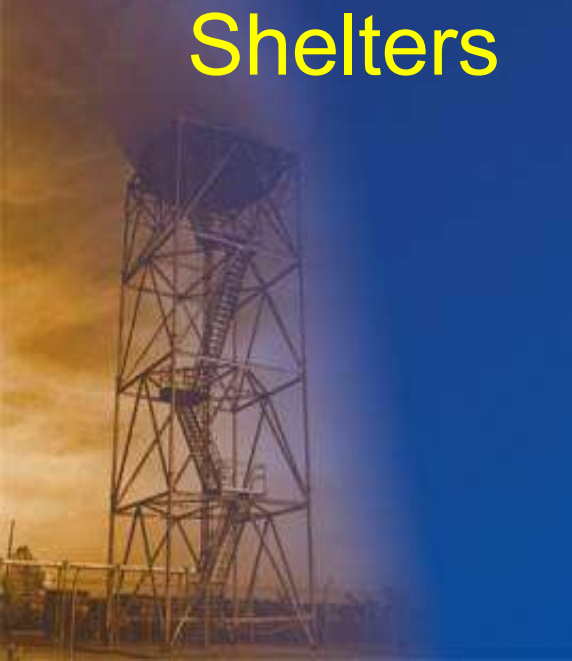
.DAY ONE...A STRONG COLD FRONT IS FORECAST TO CROSS THE REGION THIS AFTERNOON AND EARLY THIS EVENING. THE MID SOUTH IS UNDER A HIGH RISK FOR SEVERE THUNDERSTORMS FROM 2 PM THIS AFTERNOON THROUGH 8 PM TONIGHT. LARGE HAIL...DAMAGING WINDS AND ISOLATED TORNADOES ARE POSSIBLE.

.DAYS TWO THROUGH SEVEN...SATURDAY THROUGH THURSDAY THERE IS NO SEVERE WEATHER EXPECTED.

.SPOTTER INFORMATION STATEMENT... SPOTTER ACTIVATION IS LIKELY AFTER 2 PM THIS AFTERNOON THROUGH 8 PM TONIGHT.

Daily Severe Weather Awareness

- Pontotoc, Mississippi – At City Hall on Main Street!
- Devastating Tornado F3 on February 24, 2001
- 40 community Shelters and 400 individual Shelters



Impact of the Message

- Small Town – Word of Mouth
- According to the Mayor of Pontotoc, Bill Rutledge “if we had any doubt about people noticing the sign we sure found out when the high risk for severe weather was posted...the public response was tremendous”.
- Also Added Ecu, Mississippi and Adding Caruthersville, Missouri



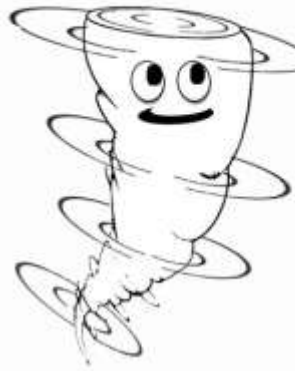
Other Applications

- C
- T
- A

Cut out these shapes and help Timmy make his daily weather forecast by choosing one for each box on the right.



Timmy the Twister
Needs your help



Monday

Tuesday

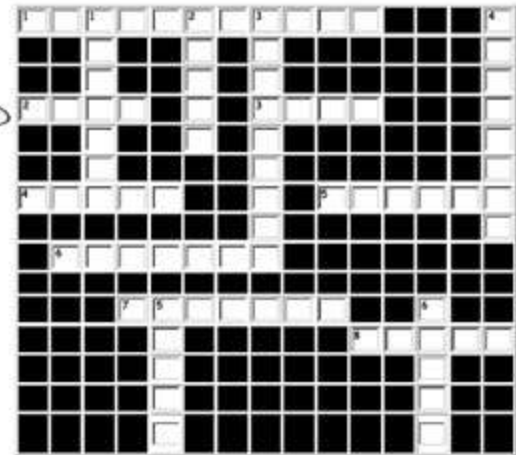
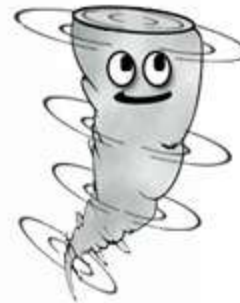
Wednesday

Thursday



Do you know today's

Timmy The Twister Cross Word Puzzle



ACROSS

- The study of weather
- A tornado produces alot of this moving air
- Precipitation in the form of ice balls
- An atmospheric disturbance
- A tornado produces this when it comes into contact with something
- A term used to indicate that a tornado is occurring or will occur
- Another term for a tornado
- A loud noise officials use to warn you of a tornado

DOWN

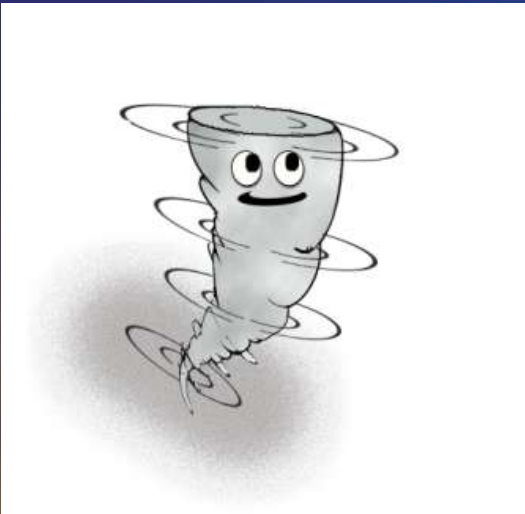
- A funnel shaped cloud with violent wind
- A tool scientists use to forecast severe weather
- A bolt of atmospheric electricity
- A prediction of future weather
- A term used to indicate that conditions are right for a possible tornado
- A test to teach you what to do in case of a tornado

Conclusion

- Create Character that has Name Brand Recognition
- Create methods to display easily that reach a lot of people
- Teach Children



Thank You!!



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