FranklinStreet



Delivering the Right Message to Residents & Employees

Emphasize the Dangers of Each Hazard

While wind makes headlines, nearly 90% of all deaths are associated with water (Storm surge, surf, inland flooding).

Focus on What's Important: Communicating Impacts

Focus on the area where impacts will be felt vs. the track. Hurricane impacts occur far from the eye. Avoid describing the storm as weakening while the danger from other hazards remains significant.

Use the Official National Hurricane Center Forecast

Direct attention to the official National Hurricane Center forecast vs. sharing outlier scenarios from one model run or spaghetti plots.

Only Share Reliable Sources

Avoid Sources that try to create hype or make predictions beyond the limits of current science.

Highlight Hazards that Continue After a Storm Passes

Rip currents, flooding, and and heat remain dangerous long after the storm. Health risks associated with debris, downed power lines, and carbon monoxide poisoning are serious concerns during the storm clean up.

Information obtained by Weather Ready Nation