

# Getting the Right Message to the Customer



# Moderators

- Betty Hearn Morrow, SocResearch Miami
- Bryan Norcross, CBS4, Miami

# Panelists

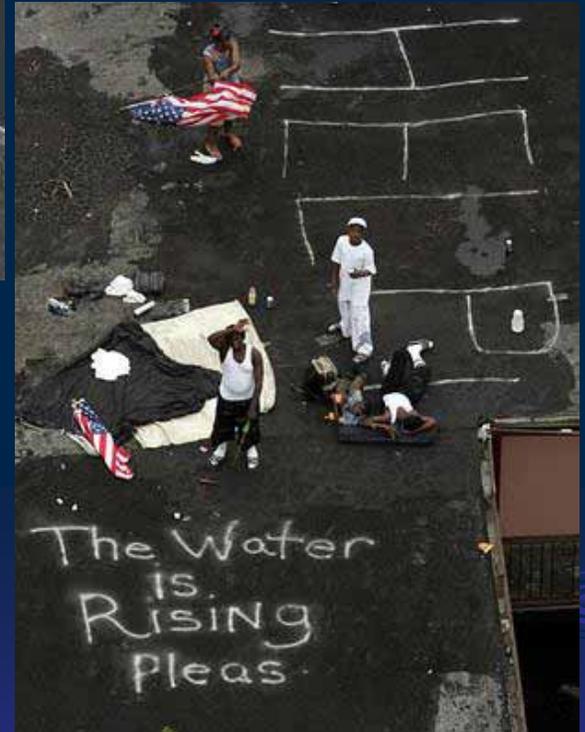
- Paul Trotter, Southern Region Weather Forecast Office, New Orleans/Baton Rouge
- Brenda Phillips, Center for Study of Disasters and Extreme Events, Oklahoma State University
- Velma Deleveaux, Booz Allen Hamilton
- Naomi Moye, Abraham's Group

# Discussion Questions:

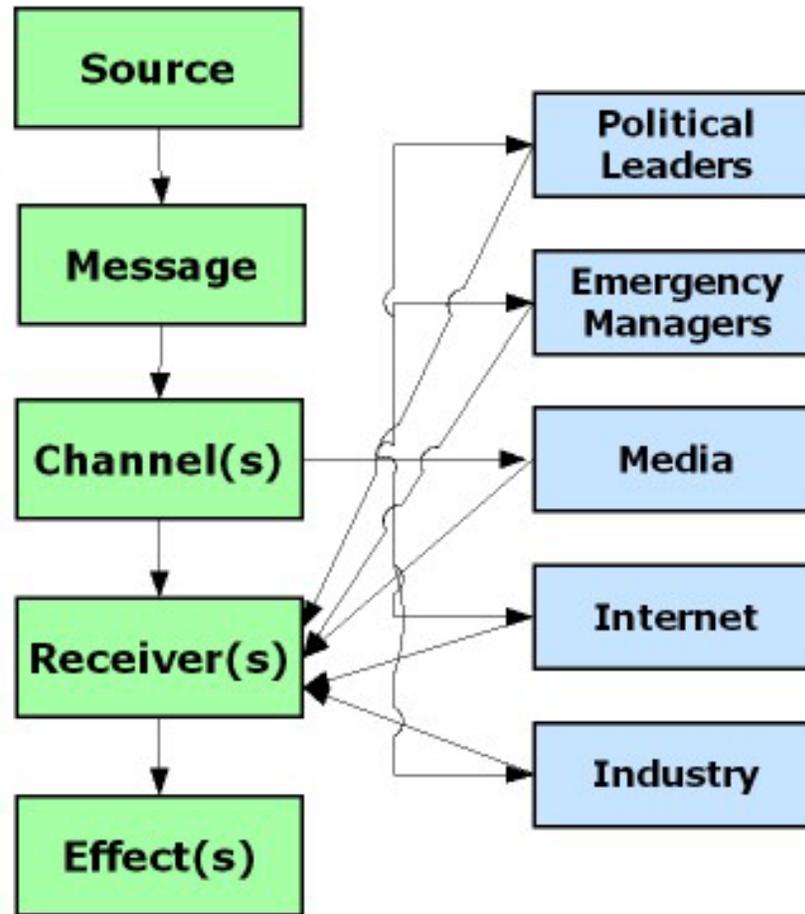
- 1) How can we help people relate to the impact of the wind, storm surge, and precipitation predictions to make informed decisions?
- 2) What do the behavioral surveys and other feedback systems tell us about the warnings?
- 3) What worked well in 2005?
- 4) Were there any innovative approaches that should be considered for adoption as protocols?
- 5) What, if anything, might have improved appropriate preparation and evacuation response actions?
- 6) In general, how might the NWS hurricane messages be more effective?

The forecast was good.

Was the message heard and understood?



# Classical Communication Model



Adapted from Lindell, Michael K. and Ronald W. Perry. 2004. *Communicating Environmental Risk in Multiethnic Communities*. Sage. Thousand Oaks, CA.

# RISK COMMUNICATION: A MULTISTATE SOCIAL PROCESS

SENDING

RECEIVING

UNDERSTANDING

BELIEVING

PERSONALIZING

Adapted from Tierney, K., M.K. Lindell and R. Perry. 2001

March 20, 2009

# Impacts & Actions

- Are they talking about our area?
- What could happen here?
- Are we REALLY in danger?
- What would be the best way to stay safe?
- How can we protect our property?
- What's really feasible for us?
- What are the pros and cons?

# IN ORDER FOR WARNINGS TO RESULT IN APPROPRIATE RESPONSE:

- They must come from credible sources.
- They must be received.
- They must be understood.
- They must have personal meaning.
- They should include action statements.
- They often require confirmation.
- The appropriate response must be possible!

# Some Issues Identified in Exploratory Work:

- Watches and warnings not well understood
- May need a third category for imminent threat
- Necessity for action not always clear
- People gathering information from multiple sources before making their decisions

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