

A tall, grey metal pole stands on the left side of the frame, topped with a white, multi-faceted outdoor warning siren. The pole also has a smaller, rectangular device mounted on it lower down. The background is a clear, bright blue sky. On the right side, the branches and green leaves of a tree are visible against the sky. The text "Outdoor Warning Sirens" is centered in the middle of the image in a large, white, sans-serif font with a subtle drop shadow.

Outdoor Warning Sirens

One Message, Multiple Voices



Siren Intent

1) Go inside and seek information

2) You should not be outdoors right now

FAQ:

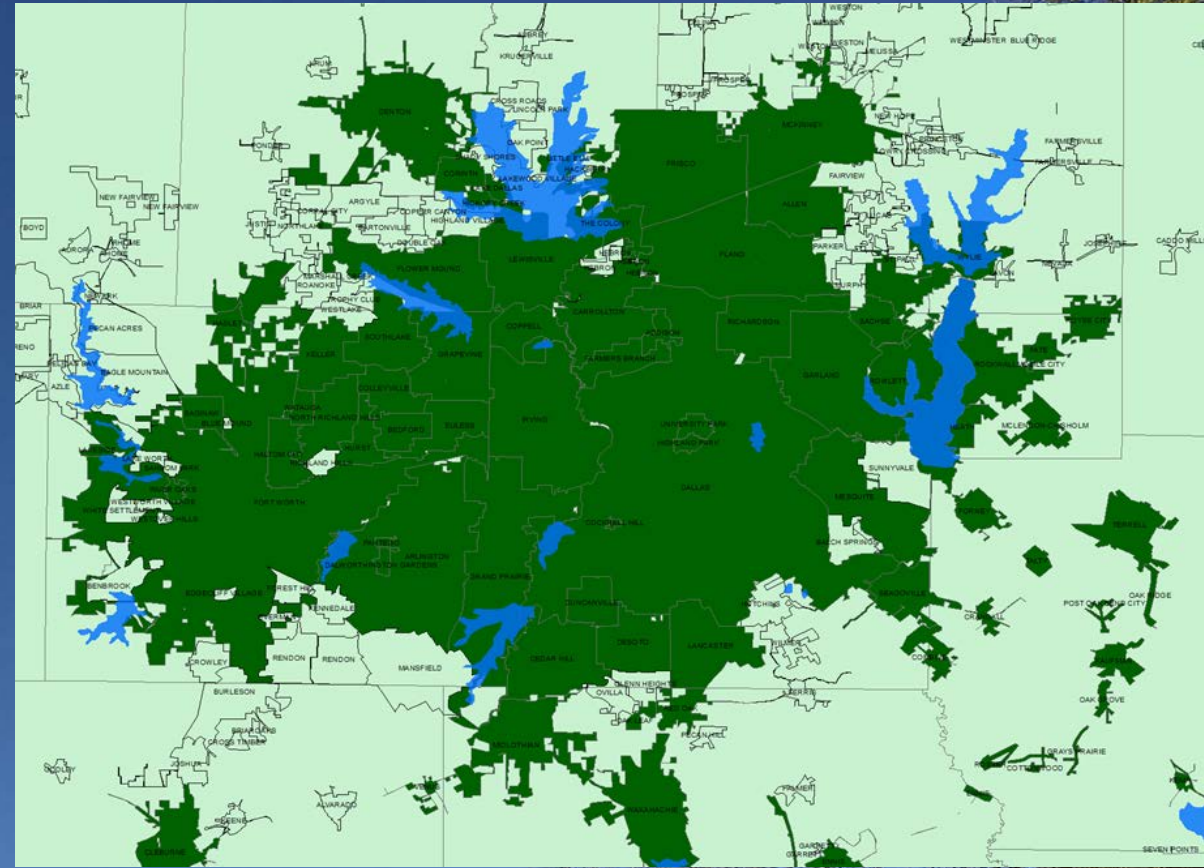
- Designed for people outdoors only
- Designed to get people inside ASAP
- Not designed to be heard indoors
- Not designed to be confirmation of a tornado threat.

DO I HAVE YOUR ATTENTION?



Regional Guidelines

- Tornado
- Winds > 70 mph
- Hail 1.25" or larger
- Other emergency as directed by local officials



The Siren is Step One

- **Warning Process (Donner, 2007: Modified version of Mileti and Sorenson):**

- ❖ **Receive the Warning**-People must physically receive a warning.
- ❖ **Understand the Warning**-Once people receive a warning they must be able to process the message and understand what it means.
- ❖ **Believe the warning is credible**-People must believe that the source of the warning is reliable and the threat could materialize
- ❖ **Confirm the threat**-People must take steps in order to verify that the threat described in the warning is real.
- ❖ **Personalize the threat**-People must believe that the threat is something that can potentially effect them.
- ❖ **Determine whether or not protective action is needed**-People need to decide if they need to take action.
- ❖ **Determine whether protective action is feasible**-People need to decide if they are able to take action.
- ❖ **Decide if you have the Resources to Take Protective Action**- Finally people need to have the resources to actually do what is required

EMC

All

Media / NWS

Media

Disagree With A Siren Decision?



It will happen.

During an event: we must speak with one voice.

You don't need be outside right now because of _____

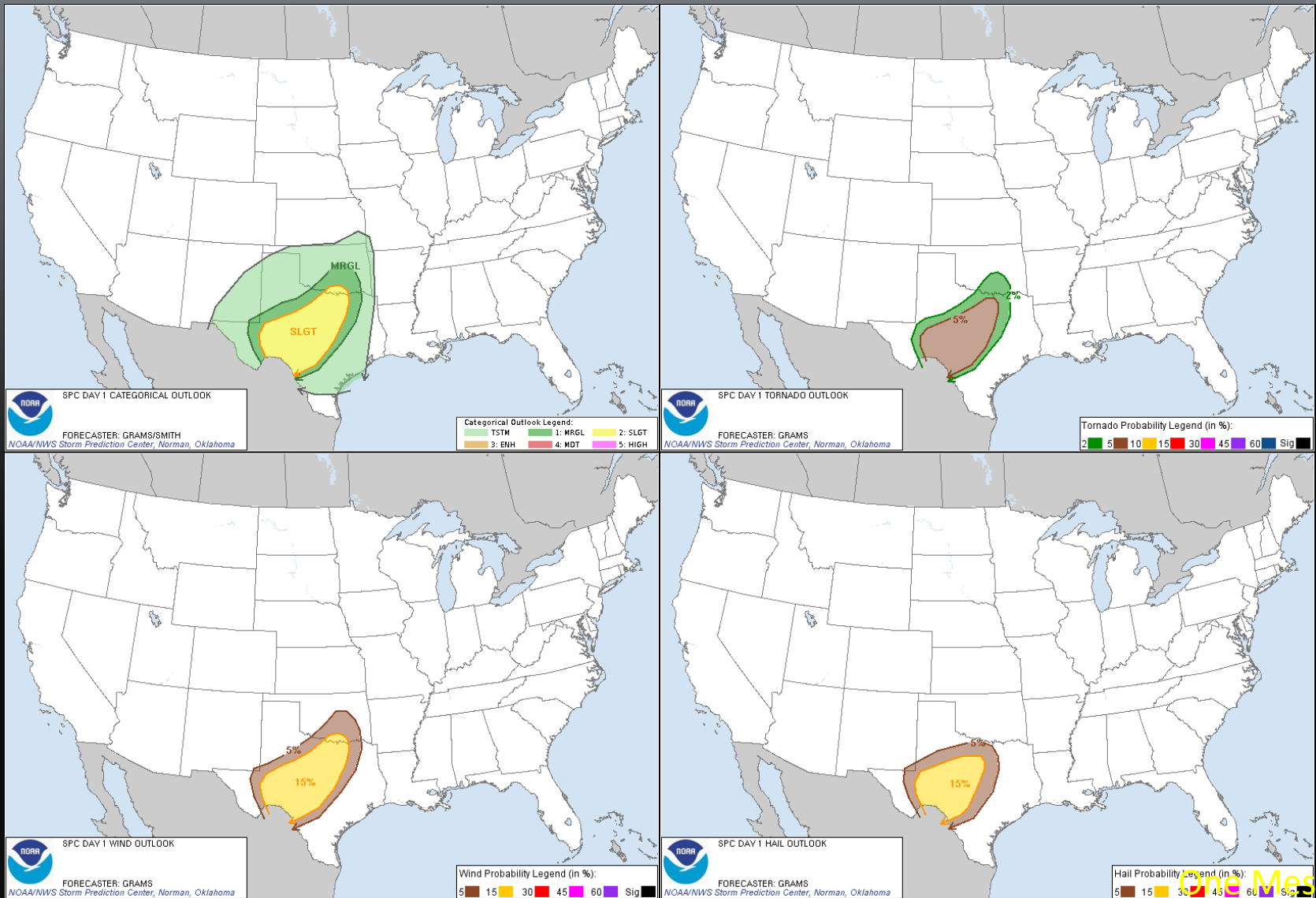
- hail
- tornado
- winds

Messaging Challenges: Rank the Weather Threats

- When you return from break (in 15 mins), sit in your designated Group Number area
- In 10 minutes, as a group, come up with a consensus (as best you can) for a group ranking of the hazards
 - It's okay to individually disagree, we will get to that...
- Write your rankings on the board in each group
- When you finish, you can return to your seat if you wish.

Rank the Weather Threats

Additional Information



Rank the Weather Threats

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

1. **Tornado**

2. **Damaging Winds**

3. **Hail**

4. **Flash Flooding**

5. **Heavy Rain**

6. **Lightning**

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Rank the Weather Threats

Additional Information

