



# Impact Based Decision Support Crisis Communications & Challenges



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# Objectives

Decision Support Services (DSS) as a state liaison office

Training initiatives

Examples of state liaison activities

Benefits of DSS

Crisis Communications

NWS Future



# Transparent Communications

## Decision Support Services (DSS)



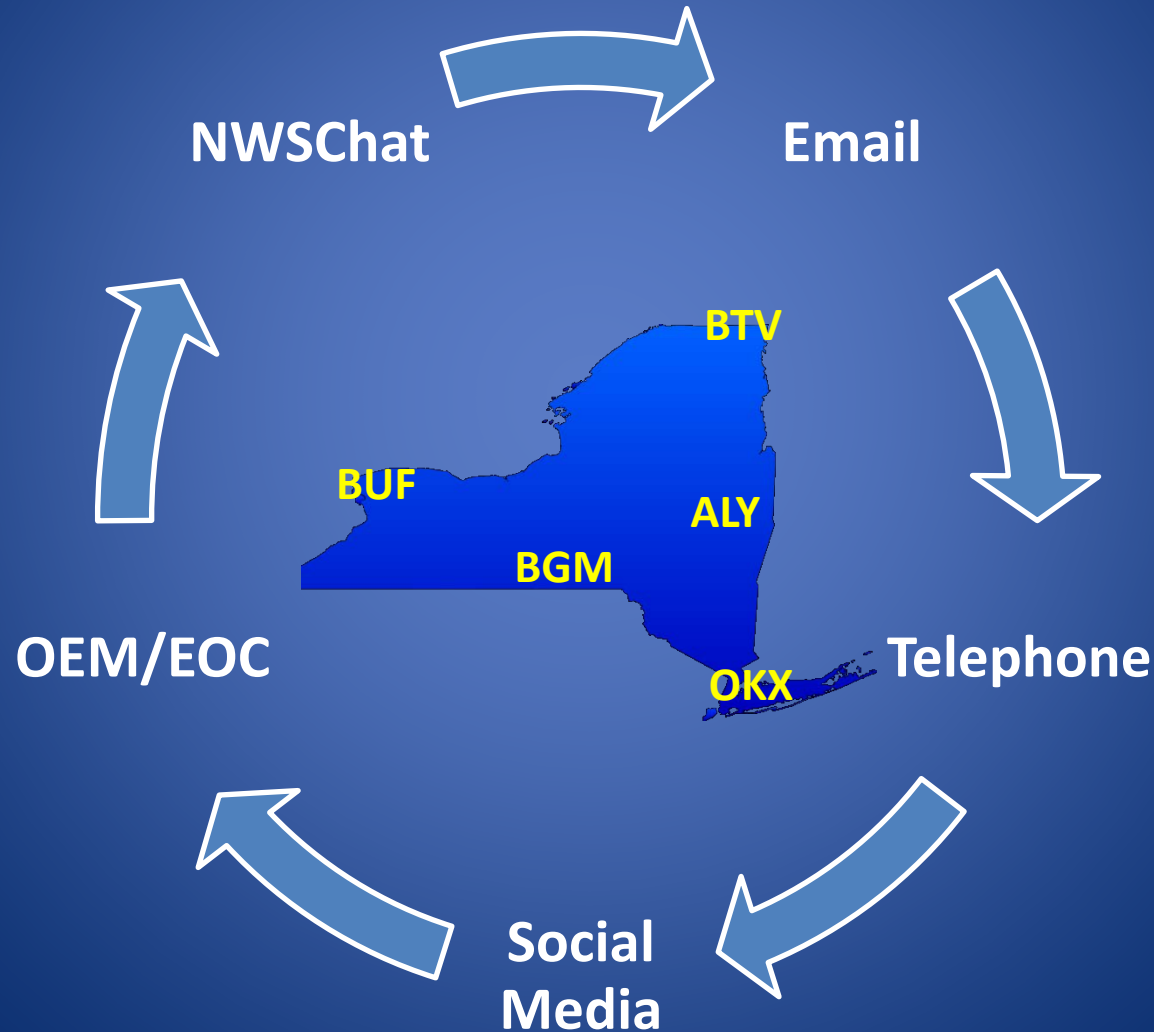


# IDSS Information Cycle





# DSS Communication Channels





# NWS DSS Training Plan



## CHIEF LEARNING OFFICE TRAINING PORTAL

NOAA/ NATIONAL WEATHER SERVICE

[HOME](#)[NWS PERSONNEL](#)[PARTNERS & VOLS](#)[PARTNER ORGS](#)[RESOURCES](#)[NEWS](#)[SEARCH](#)[ABOUT](#)

Local forecast by  
"City, St" or ZIP code

[Location Help](#)

### NWS Impact-Based Decision Support Services PDS

Weather-Ready Nation is about building community resilience in the face of increasing vulnerability to extreme weather. To achieve this goal, it is imperative that the NWS expand its capacity to provide superior impact-based decision support services (IDSS) in all phases of the disaster life cycle. This Professional Development Series (PDS) focuses on identifying professional competencies needed to perform IDSS, along with an inventory of instructional components available to build those skill sets.

[Home](#)[PCU 1](#)[PCU 2](#)[PCU 3](#)[PCU 4](#)[PCU 5](#)[PCU 6](#)[PCU 7](#)[Task Book](#)[Boot Camp](#)[NWS IDSS Portal](#)[Virtual Lab](#)

### [Professional Competency Units \(PCUs\)](#)

#### PCUs 1 - 3

The first three areas of professional competency have been identified as essential for proficiency in the delivery of IDSS for all operational employees. All operational employees will complete these units.

+ [List of operational employees](#)

**Note:** These PCUs were released in September 2017 and are available via the [Commerce Learning Center](#).

#### PCUs 4 - 7

The next four areas of professional competency have been identified as essential for proficiency in the delivery of on-site IDSS. These PCUs are optional - only employees wishing to attain Deployment-Ready qualification will complete these units.

**Note:** These PCUs were released in December 1, 2017 and are available via the [Commerce Learning Center](#).

### Deployment-Ready Requirements

Those wishing to become Deployment-Ready will complete PCUs 1 - 7, and a [task book](#). They can then be signed off by their supervisor, and put in the priority list for [IDSS Deployment Boot Camp](#).

#### PCUs 8 - 9

The final two areas of professional competence will deal with advanced deployments and endorsements for types of events (fire, tropical, etc.). More information about these areas will be provided in FY18.

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# NWS DSS Training Plan



FEMA

Emergency  
Management  
Institute



## National Incident Management System (NIMS)

**NIMS 2017 Learning Materials:** This content is to provide information to emergency management practitioners on the key changes contained in the new NIMS 2017 document. Content is available at: <https://training.fema.gov/nims/docs/NIMS.2017.Instructor.Student.Learning.Materials.pdf>

EMI works in collaboration with the whole community to provide training in support of the NIMS Training Program. The Preparedness Branch coordinates EMI's NIMS training efforts with the National Integration Center (NIC) to integrate NIMS doctrine and training with whole community needs.

**NIMS and NIMS training program information is detailed at** <https://www.fema.gov/national-incident-management-system>

NIMS online course certificate contact [Independent.Study@fema.dhs.gov](mailto:Independent.Study@fema.dhs.gov)

NIMS resident course certificate contact [netcadmissions@fema.dhs.gov](mailto:netcadmissions@fema.dhs.gov)

[Frequently Asked Course and Training Questions](#)

NIMS Core Curriculum Courses are comprised of ICS, NIMS, and All-Hazards Position Specific (AHPs) courses detailed below:

### ICS and NIMS Courses

- [ICS-100: Introduction to the Incident Command System](#)
- [ICS-200: ICS for Single Resources and Initial Action Incidents](#)
- [ICS-300: Intermediate ICS for Expanding Incidents](#)
- [ICS-400: Advanced ICS for Command and General Staff](#)
- [IS-700: National Incident Management System, An Introduction](#)
- [IS-701: NIMS Multiagency Coordination System \(MACS\)](#)
- [IS-702: NIMS Publication Information Systems](#)
- [IS-703: NIMS Resource Management](#)
- IS-704: NIMS Communication and Information Management (unavailable)
- [IS-706: NIMS Intrastate Mutual Aid – An Introduction](#)
- [IS-800: National Response Framework, An Introduction](#)
- [G-191: Incident Command System/ Emergency Operations Center Interface](#)
- [G-402 Incident Command System \(ICS\) Overview for Executives/Senior Officials](#)
- [G-775: Emergency Operations Center \(EOC\) Management and Operations](#)

<https://training.fema.gov/nims/>

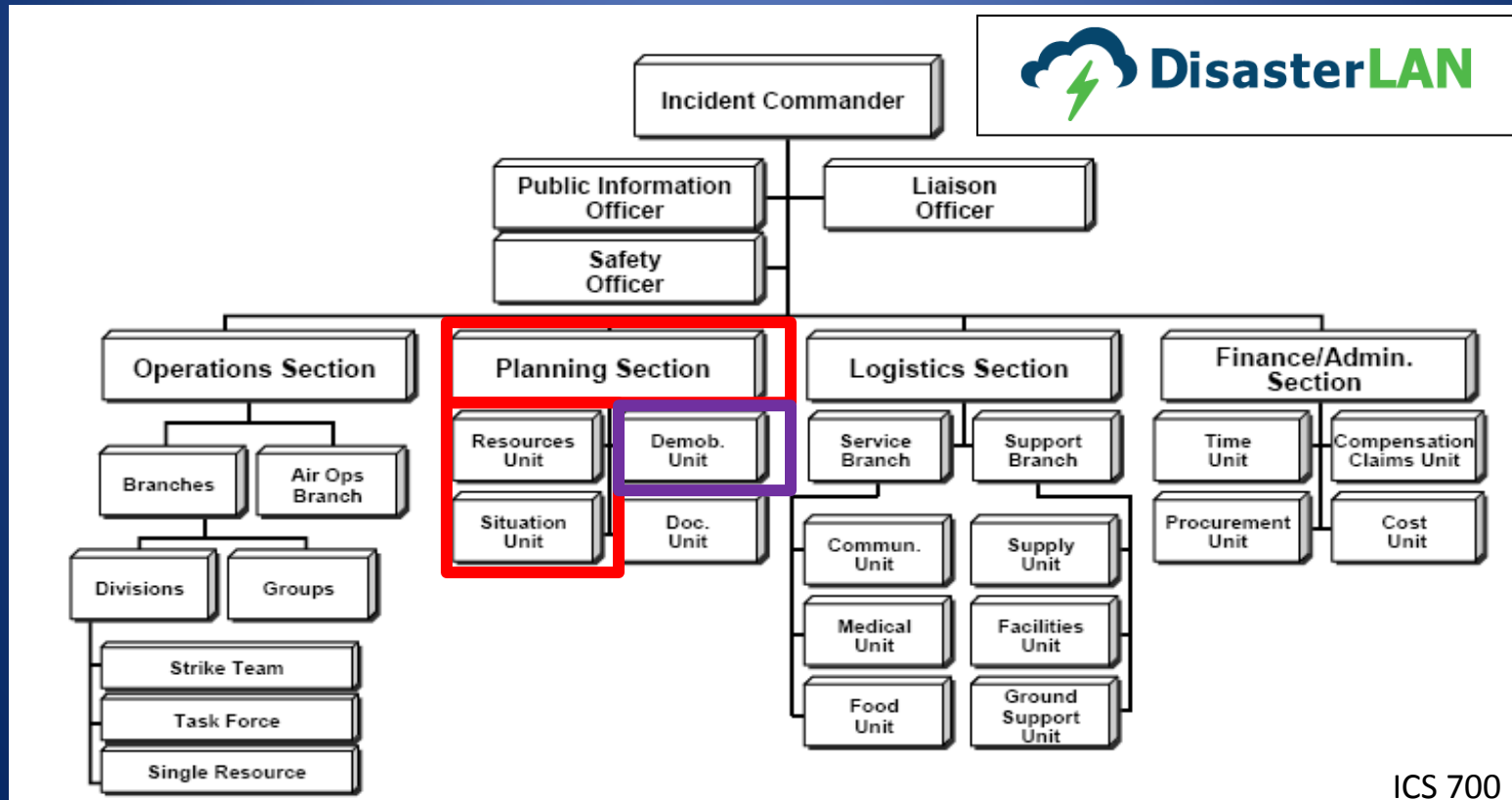
ICS 300/400, G191, G402, and G-775 are coordinated by local Emergency Management Agencies, please contact them directly for course offerings in your area. Contact information for State or Territorial Emergency Management Agencies can be found at <https://training.fema.gov/programs/aps/stolist.aspx>





# NYSOEM On Site Support

For major events (partial or full activations)  
Usually embedded in the **Planning Section**\*







# State Liaison DSS Briefings...



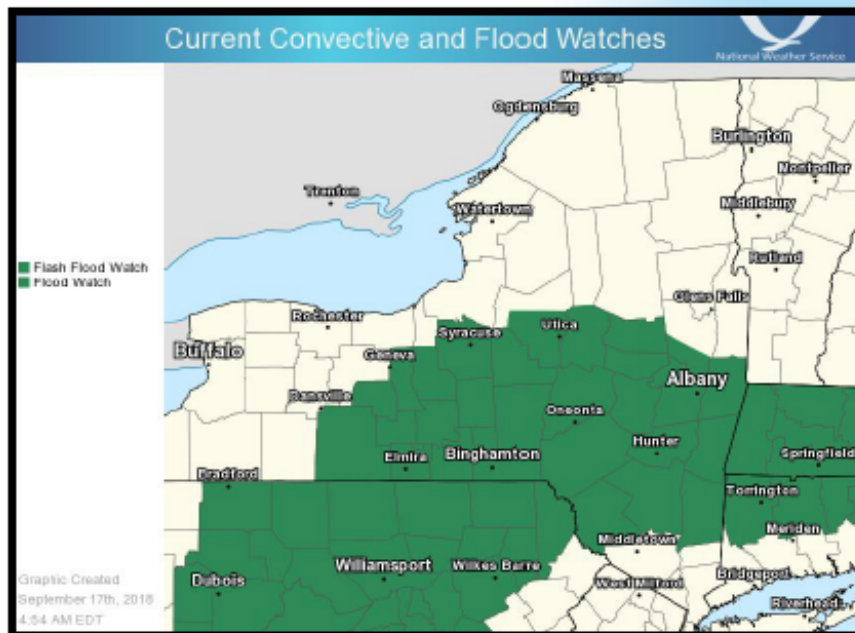
**NATIONAL WEATHER SERVICE**  
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION



## Flash Flood Watch in effect Late Tonight through Late Tuesday Night

### What Has Changed?

- ✓ Flash Flood Watch issued tonight through Tuesday



**Decision Support Briefing # 1**

**As of: 530 AM Monday, September 17, 2018**

Weather Forecast Office  
**Albany, NY**



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Follow us on YouTube

Presentation Created  
9/17/2018 5:25 AM

**Alb.stormreport@noaa.gov**



# What Should The Briefing Contain?

Start with an Overview

Focus on the “3 W’s” of impacts

What are the *impacts*

When will the *impacts* occur

Where will the *impacts* occur

Always important to incorporate confidence as well

Use probabilistic guidance when available!

Use regional-based graphics

GIS allows for greater customization and appealing graphics

Enhanced Digital Display (EDD) and GIS

# Crisis Communications

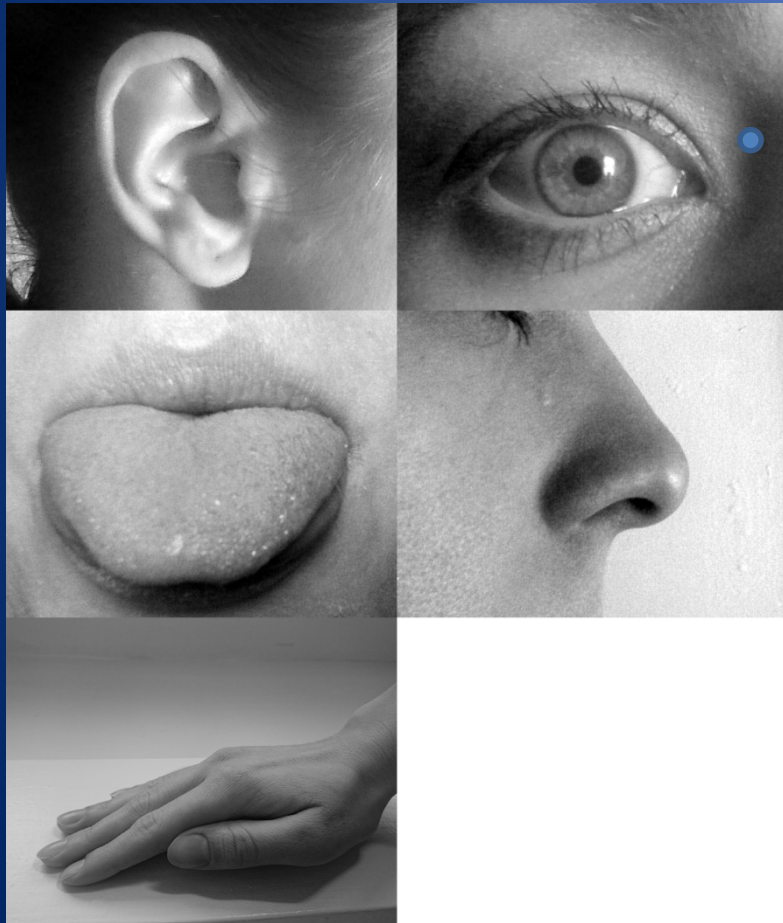
- ✓ Meet and develop partnerships
- ✓ Clear and Concise
- ✓ Stay in your lane
- ✓ Only speak facts
- ✓ No science jargon or acronym's
- ✓ Prepare two key points to communicate
- ✓ Show empathy
- ✓ PRACTICE!



# Information Gathering

## The 5 Senses

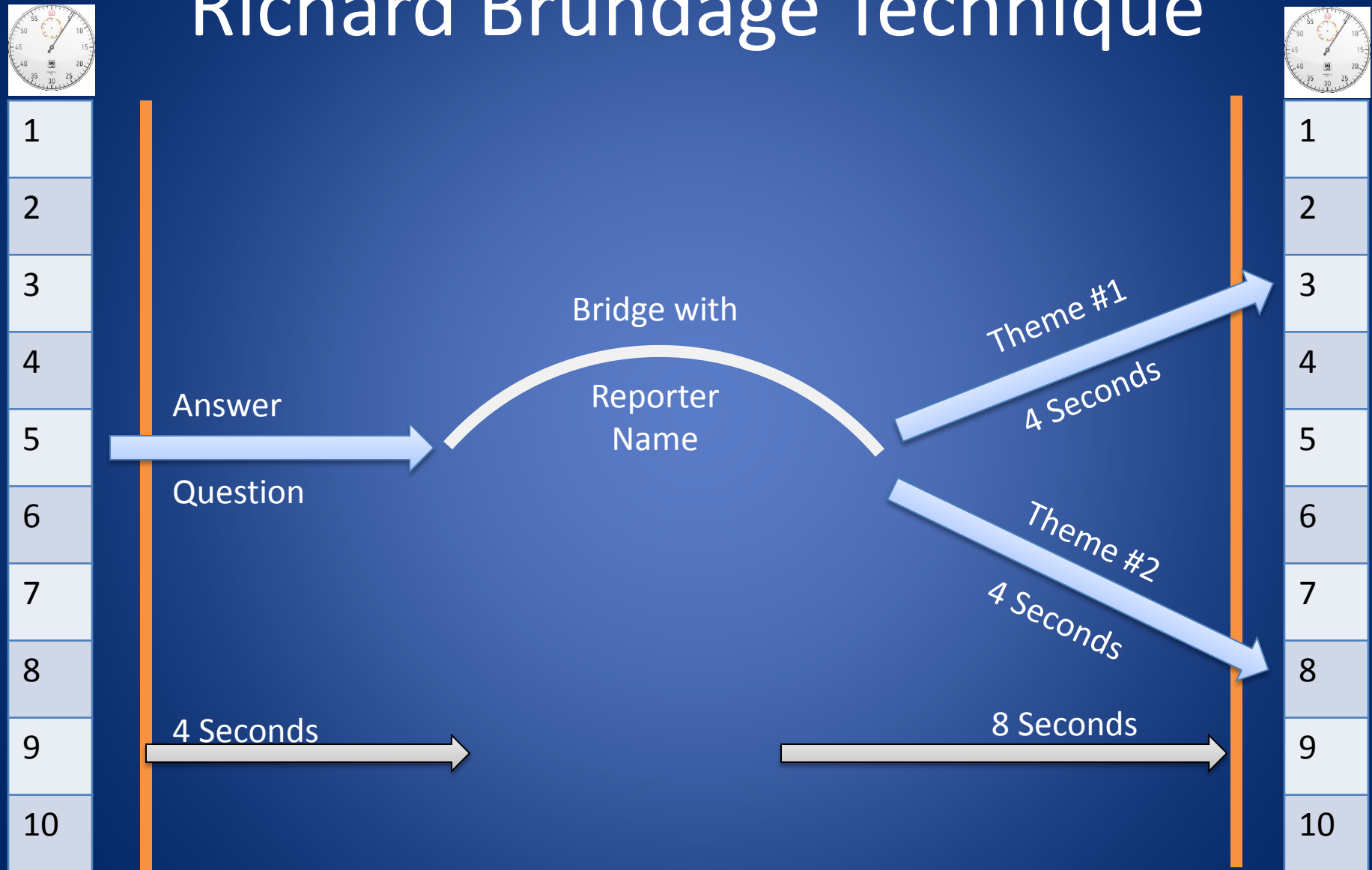
87% of your audience will determine your credibility by body language alone!



Percentage	
1%	Taste
1.5%	Touch
3.5%	Smell
7%	Hearing
87%	Seeing

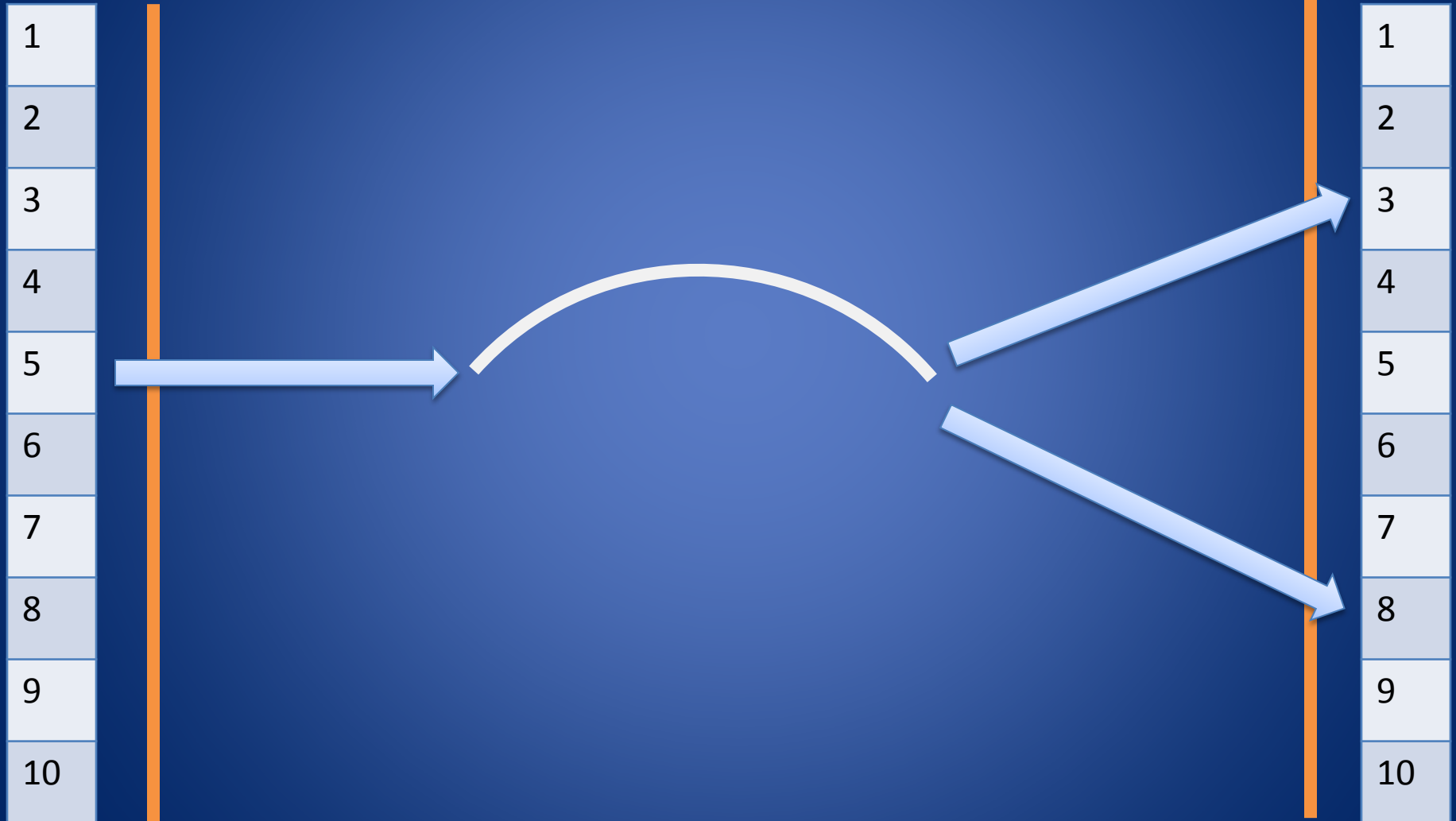


# Richard Brundage Technique



Total Sound Bite Running Time = 12 seconds

# Exercise Time



# Alan Alda Center for Communicating Science



## Goal

Introduce DSS  
Crisis Communications  
Training Opportunities

## Why Would They Care?

Future NWS Plans  
Career Opportunities  
Passion for communications  
Love of Weather

start  
here

## Who Is Your Audience?

Brilliant SUNY  
Albany Students

## How Will You Achieve It?

Show them the NWS Plans  
Be passionate about  
communications  
Engage them with examples  
Hand out free food

## Obstacles

What is in the way of you achieving your goal?

Will they like  
communications of  
science?  
Do they want to expand  
their science education?





# Recent DSS Activations



*Downtown Schenectady – July 2018*



*Blizzard Warnings for Long Island - January 2014*



*Record High Wind Event – February 24, 2019*







# State Liaison DSS Benefits

Consolidated and coordinated message allows for 1 forecast voice

On-site deployments to state EOC allow for person to person interactions with various state agencies

Personally interact with agency and media representatives and share information to the public and other NWS offices (regional and national)

Co-learning opportunities with FEMA and State Officials



# Summary

- ✓ DSS critical to fulfilling the WRN initiative
- ✓ Communication Transparency
- ✓ Co-learning Incident Command Courses
- ✓ Building Core Partnerships
- ✓ Integration within Emergency Management
- ✓ Deployments (physical and virtual)
- ✓ Crisis Communications

**From the Governor's Office during Hurricane Sandy:  
"Brian, thank you for taking a complex science and  
breaking it down to simplistic standards"**





Thank You!!



Questions?



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