Impact Based Decision Support Crisis Communications & Challenges

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NWS Albany

SUNY Albany – May 3, 2021

Objectives

Impact based Decision Support Services (IDSS)
   State liaison office

Training initiatives

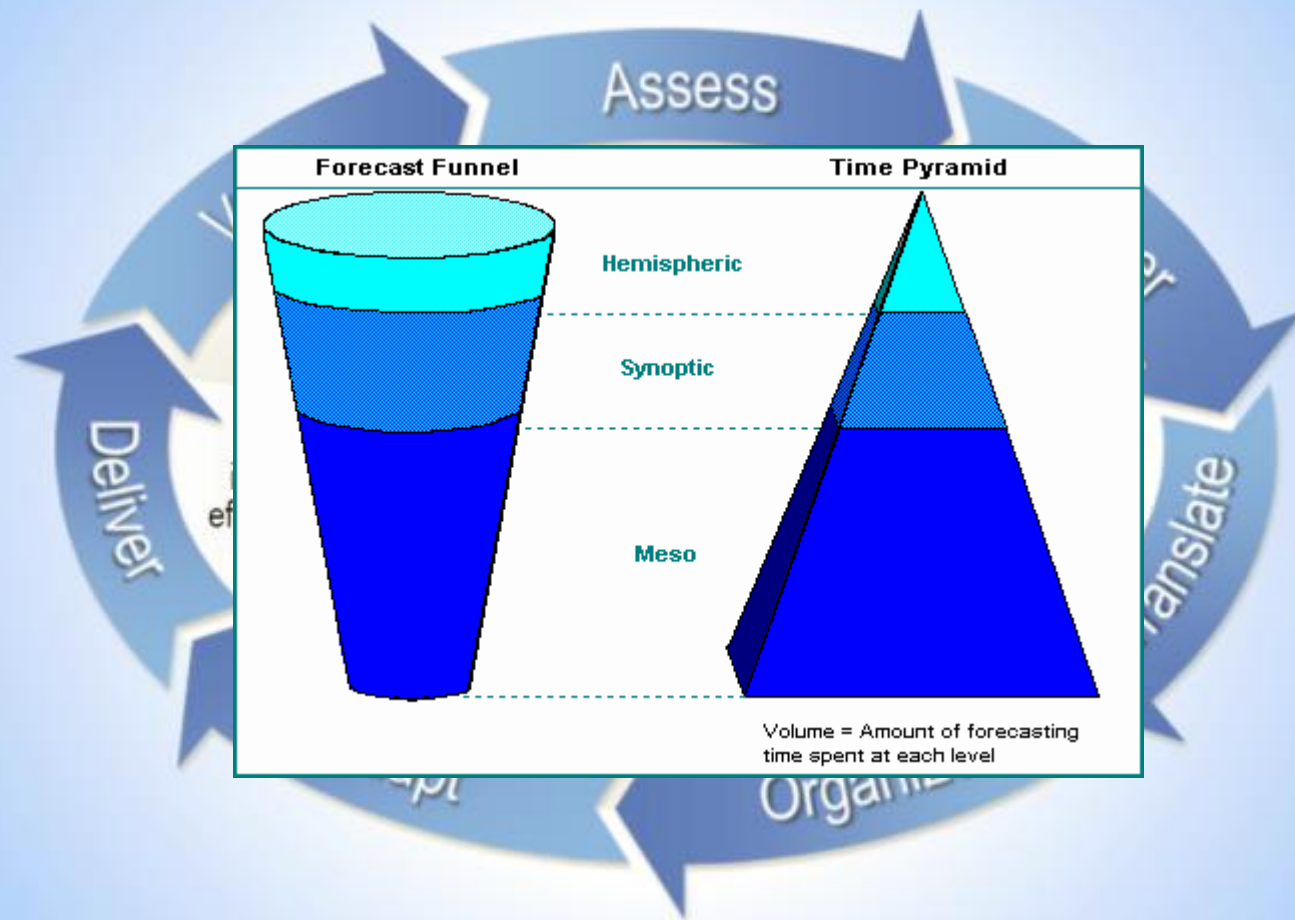Examples of state liaison activities
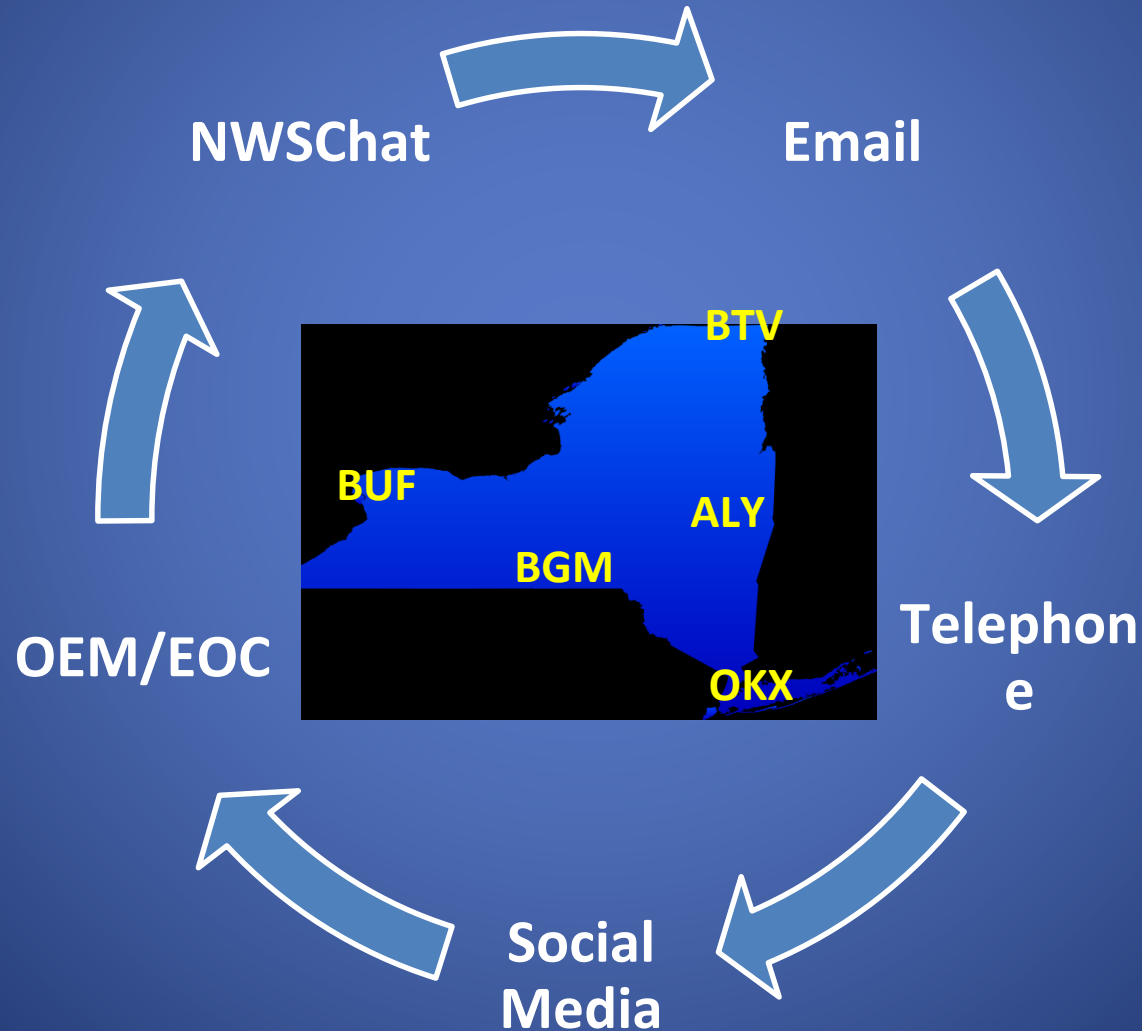
Benefits of IDSS

Crisis Communications

NWS Future

Transparent Communications

Decision **S**upport **S**ervices (DSS)

IDSS Information Cycle

DSS Communication Channels

NWSChat

Email

OEM/EOC

Telephone

Social Media

BTV

BUF

ALY

BGM

OKX

NY-ALERT
Andrew M. Cuomo
Governor

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

Enter location ...   Go

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

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

NIMS resident course certificate contact 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/

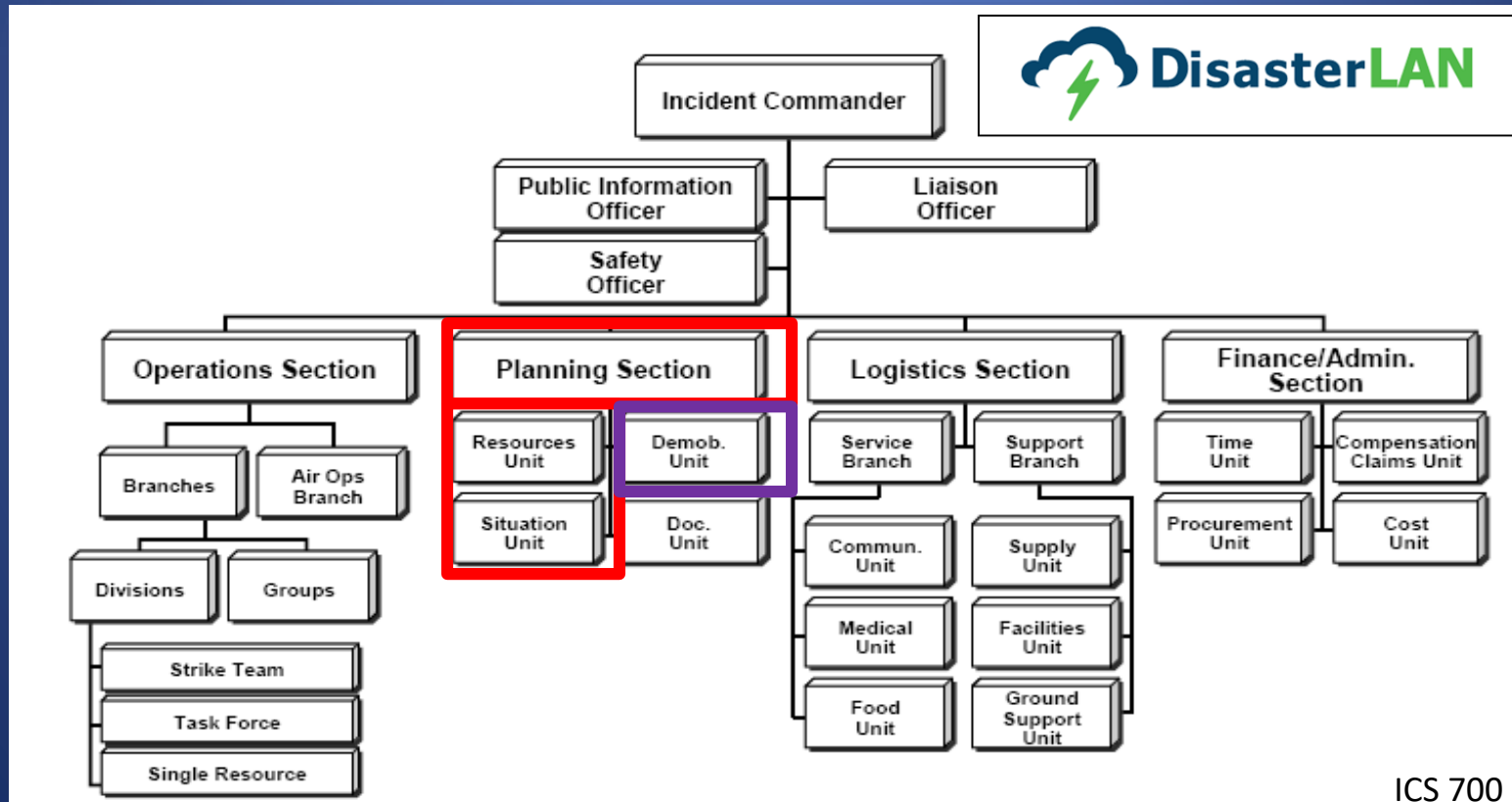ICS 300/400, G191, G402, and G-775 are coordinated by local Emergency Management Agencies, please contact them directly for course offerings in your area. Contact information for State or Territorial Emergency Management Agencies can be found at https://training.fema.gov/programs/aps/stolist.aspx
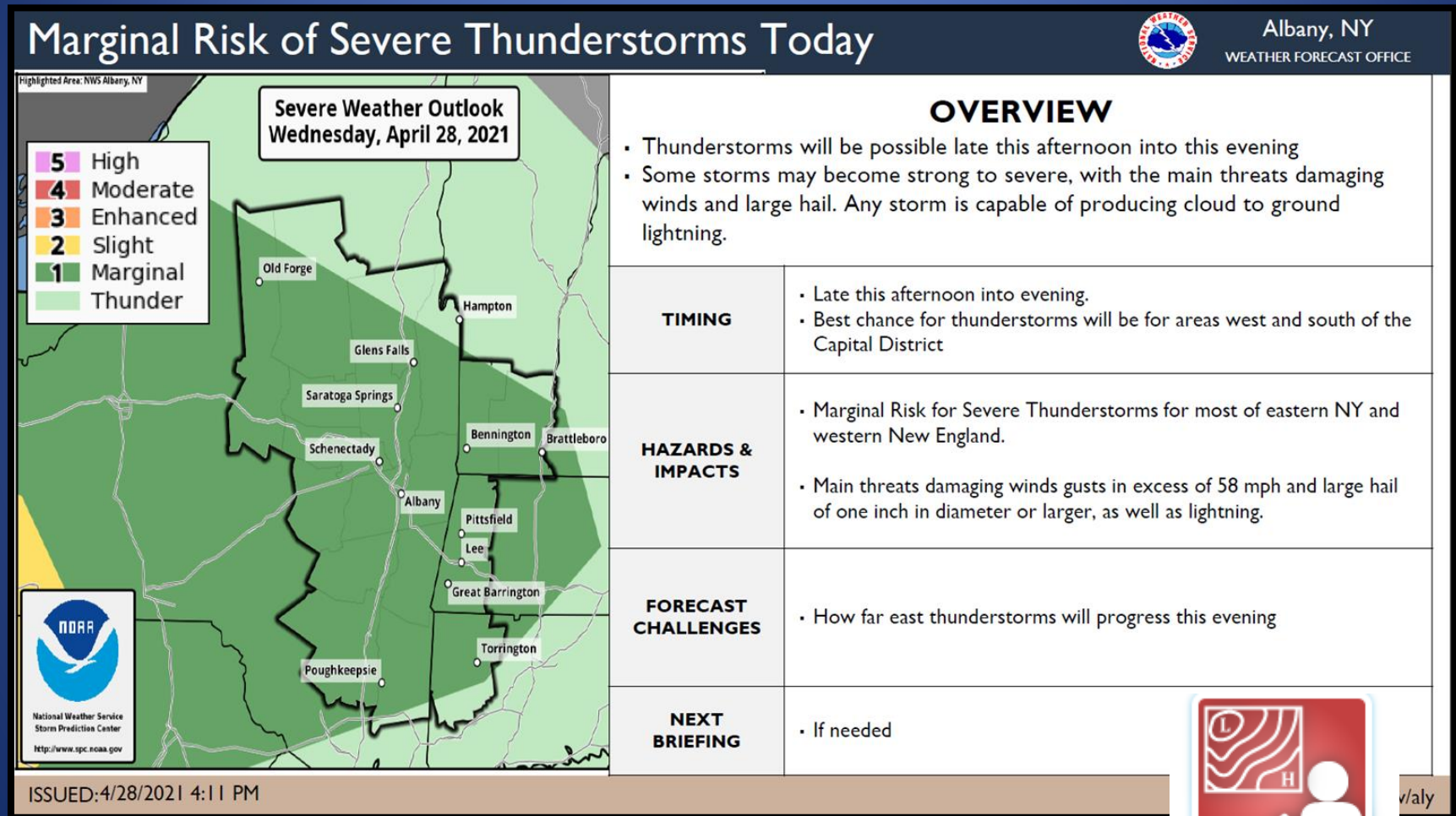
NYSOEM On Site Support

For major events (partial or full activations)

Usually embedded in the Planning Section*

ICS 700

State Liaison IDSS Briefings...

Marginal Risk of Severe Thunderstorms Today
Albany, NY
WEATHER FORECAST OFFICE

Highlighted Area: NWS Albany, NY

Severe Weather Outlook Wednesday, April 28, 2021

- **5** High
- **4** Moderate
- **3** Enhanced
- **2** Slight
- **1** Marginal
- Thunder

Old Forge, Hampton, Glens Falls, Saratoga Springs, Bennington, Brattleboro, Schenectady, Albany, Pittsfield, Lee, Great Barrington, Torrington, Poughkeepsie

National Weather Service
Storm Prediction Center
http://www.spc.noaa.gov

ISSUED: 4/28/2021 4:11 PM

OVERVIEW
- Thunderstorms will be possible late this afternoon into this evening
- Some storms may become strong to severe, with the main threats damaging winds and large hail. Any storm is capable of producing cloud to ground lightning.

TIMING	- Late this afternoon into evening. - Best chance for thunderstorms will be for areas west and south of the Capital District
HAZARDS & IMPACTS	- Marginal Risk for Severe Thunderstorms for most of eastern NY and western New England. - Main threats damaging winds gusts in excess of 58 mph and large hail of one inch in diameter or larger, as well as lightning.
FORECAST CHALLENGES	- How far east thunderstorms will progress this evening
NEXT BRIEFING	- If needed

Weather Hazard Briefing

Alb.stormreport@noaa.gov

What Should The Briefing Contain?

Start with an Overview

Focus on the "3 W's" of impacts

    <u>What</u> are the *impacts*

    <u>When</u> will the *impacts* occur

    <u>Where</u> will the *impacts* occur

Always important to incorporate <u>confidence</u> as well

    Use probabilistic guidance when available!

Use regional-based graphics

    GIS allows for greater customization and appealing graphics

    Enhanced Digital Display (EDD)

    GraphiDSS (AWIPS Program)

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

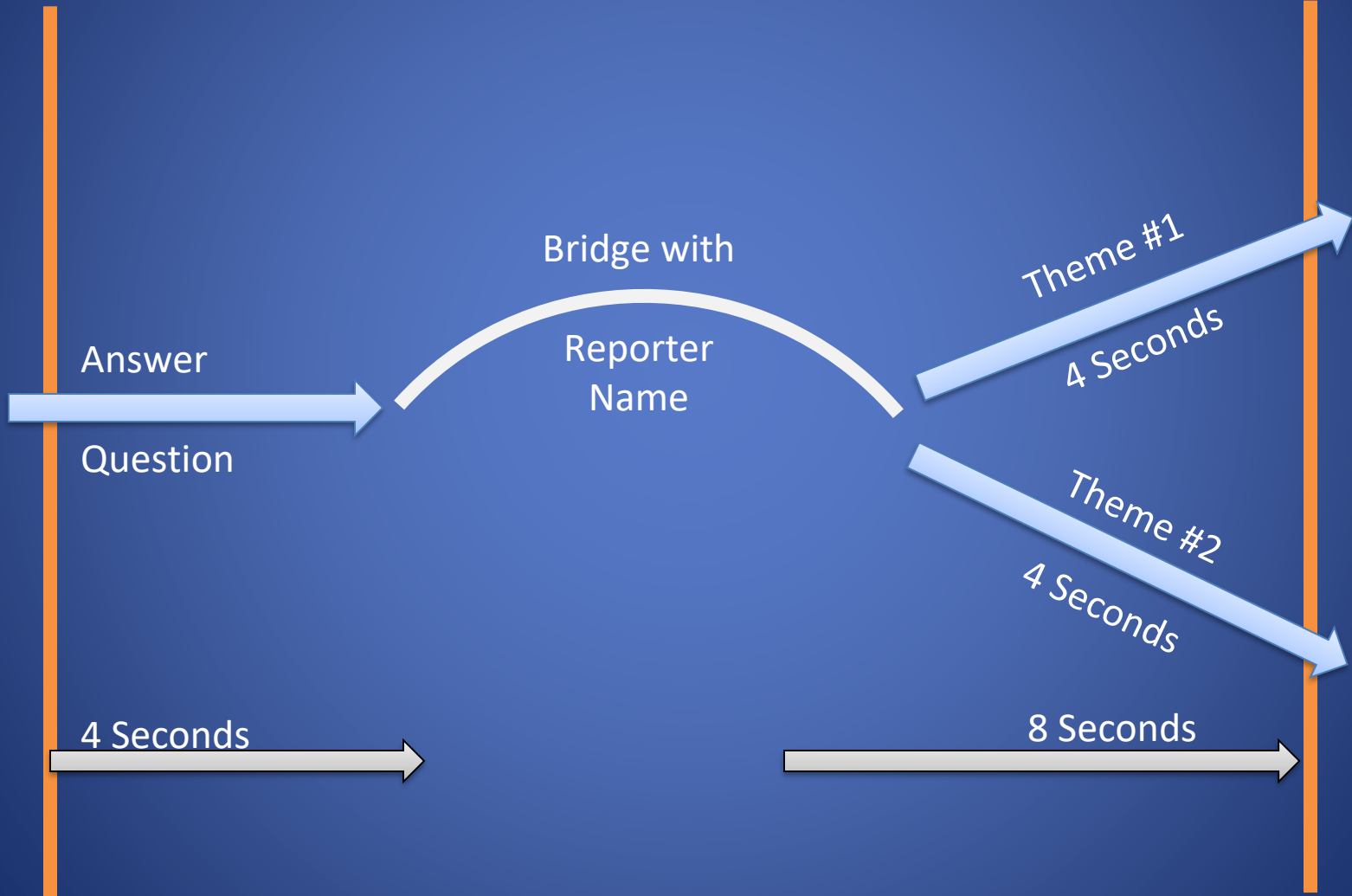87% of your audience will determine your credibility by body language alone!

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

Richard Brundage Technique

Answer

Bridge with

Reporter
Name

Question

Theme #1

4 Seconds

Theme #2

4 Seconds

4 Seconds

8 Seconds

13

Total Sound Bite Running Time = 12 seconds

Missed Warning

Radar Outage

It's a busy holiday weekend. Scattered thunderstorms develop during the evening and become more intense than earlier anticipated. The radar takes a direct lightning strike.

Unfortunately, surrounding radars are too far away to effectively interrogate and warn on the storms, which produced numerous injuries at several outdoor venues.

Answer:

Our radar took a direct lightning hit. Technicians are working to restore service.

Bridging Phrase: *"And [Reporter's name], you can complete the picture by saying..."*

Themes (Pick 2):

1. Our mission is to protect lives and property.
2. NWS SKYWARN spotters are our "eyes and ears," providing us with valuable ground truth information that may not be immediately detectable by radar.
3. Outreach efforts are conducted to educate the public on severe weather preparedness. This is the ultimate goal of becoming a Weather Ready Nation.
4. NWS employees are reliable and highly dedicated, providing valuable services and weather information to the public 24 hours a day, 365 days a year.
5. Just as your electronic equipment at home can be vulnerable to lightning strikes, so is our radar network.

Fact Sheets: StormReady Program, Lightning , and SKYWARN Program

Thinking Exercise Time
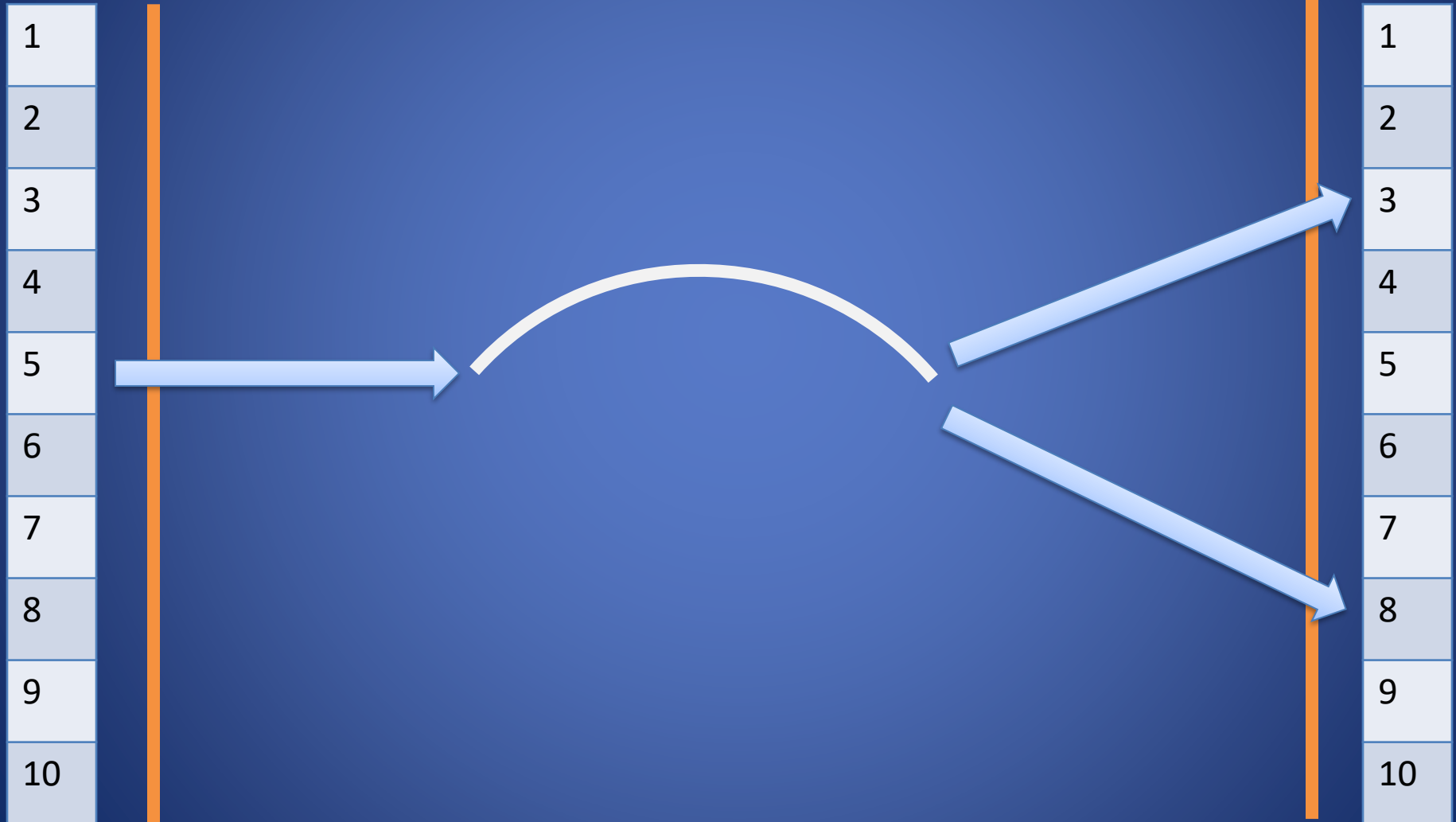
Alan Alda Center for Communicating Science

ALAN ALDA CENTER FOR
COMMUNICATING SCIENCE
AT STONY BROOK UNIVERSITY

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?

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Recent DSS Activations

Downtown Schenectady – July 2018

Blizzard Warnings for Long Island - January 2014

Record High Wind Event – February 24, 2019

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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?

Brian.Montgomery@noaa.gov | Lead Meteorologist | IDSS Lead