

Building a Weather-Ready Nation™

The purpose of NOAA's Weather-Ready Nation initiative is first and foremost to save lives and protect livelihoods by providing useful, relevant, actionable information to partners and the American public. The Weather-Ready Nation initiative will help America meet the challenges that come with increased extreme weather events by more actively engaging the public on preparedness and resiliency.

What Does a Weather-Ready Nation Look Like?

Multi-billion dollar disasters are becoming more common. It is not unusual in any given year to see multiple weather and climate disasters that exceed \$1 billion in damages. Looking at the frequency of disasters nationwide over the past several decades, the country is seeing more disasters that meet the threshold of requiring federal funds to support communities in their response and recovery efforts.

A Weather-Ready Nation is about building community preparedness in the face of increasing vulnerability to extreme events so the country will be prepared to protect, mitigate, respond to and recover from weather-related disasters.

A Weather-Ready Nation has officials at all levels of governments, the private sector, nonprofit organizations, academia, the full weather enterprise, and the general public participating in ways that encourage people to take protective action in advance of severe weather.



How is NOAA Creating a Weather-Ready Nation?

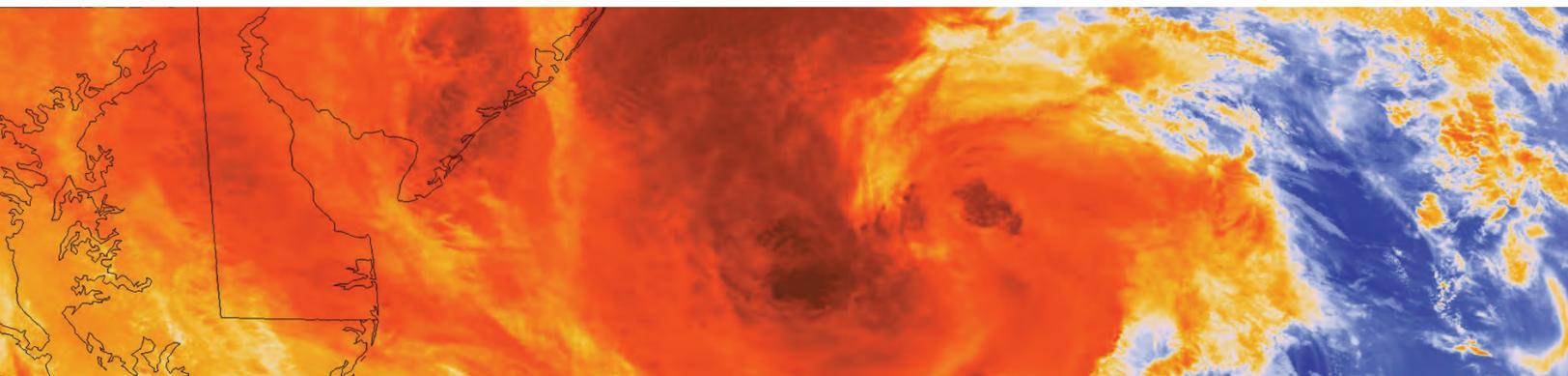
NOAA is committed to reducing loss of life, property, and disruption from high impact weather and water-related disasters. NOAA's services and initiatives are essential to creating a Weather-Ready Nation. For example:



- ▶ We deliver lifesaving forecast and warning information to the public in action-oriented, easy to understand language.
- ▶ We provide impact-based decision support services to NOAA core partners ensuring that officials have the best and most up-to-date weather information to make timely informed decisions.
- ▶ We embrace behavioral research, to understand what motivates people to take action in the face of severe weather.
- ▶ We invest in technologies that advance our abilities to deliver earlier and more accurate forecasts for complex weather events.
- ▶ We create educational preparedness materials and messages for the general public, and partner with the private weather enterprise to promote this life-saving information to the public.



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Engaging Others in Creating a Weather-Ready Nation

Key to building a Weather-Ready Nation is through developing and maintaining strong working relationships at all levels of governments, the private sector, nonprofits, academia, the full weather enterprise, and the general public to motivate people to create a more resilient nation.

Examples of outreach and actions that will support a Weather-Ready Nation:

- ▶ Government officials can share important information and facts to their constituents about preparedness messages, and programs available to storm survivors in the event of a disaster.
- ▶ Employers can encourage participation in disaster preparedness programs to create a more resilient work force. The more resilient the work force is, the sooner the work force is prepared to return to work following a disaster.
- ▶ Nonprofits can explore the programs available to them from local and state governments following a disaster to get them operational as soon as possible.
- ▶ All partners can reach out and help educate people on how they can *Be a Force of Nature*.



Be a Force of Nature by knowing risks, taking actions and being an example in your community.

- ▶ **Know your risk**, by discovering the weather risks where you live and closely following NWS alerts and other information.
- ▶ **Take action**, by creating a family emergency plan and having disaster supplies on hand.
- ▶ **Be an example**, by using social media to share your weather preparedness plans.

While you cannot escape the weather, it does not mean that you are powerless. You can *Be a Force of Nature* by being prepared for the worst. Doing so will help build a Weather-Ready Nation, one that is prepared and resilient in the face of extreme weather. And it might just save lives.



For more information, visit the NOAA Weather-Ready Nation website at www.noaa.gov/wrn.

To learn more about NOAA, visit www.noaa.gov. 