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PUBLIC INFORMATION STATEMENT
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC
138 PM EDT THU JUN 14 2007

TO: FAMILY OF SERVICES /FOS/ SUBSCRIBERS
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OTHER NATIONAL WEATHER SERVICE /NWS/ CUSTOMERS...PARTNERS AND
EMPLOYEES

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NWS NATIONAL WARNING COORDINATION METEOROLOGIST

SUBJECT: 2007 NATIONAL LIGHTNING SAFETY AWARENESS WEEK CAMPAIGN

WHEN THUNDER ROARS...GO INDOORS

THE U.S. DEPARTMENT OF COMMERCE'S NATIONAL OCEANIC AND ATMOSPHERIC
ADMINISTRATION'S (NOAA) NATIONAL WEATHER SERVICE (NWS) WILL HOST ITS 7TH
ANNUAL LIGHTNING SAFETY AWARENESS WEEK CAMPAIGN FROM JUNE 24-30 2007.

THE FOCUS OF THE 2007 CAMPAIGN WILL BE ON EDUCATING CHILDREN ABOUT
LIGHTNING SAFETY USING MATERIALS THAT INCLUDE LEON THE LIGHTNING LION
POSTERS... SAFETY STICKERS... TEACHER TOOLS AND A WEB PAGE FOR KIDS
FEATURING AN INTERACTIVE LIGHTNING SAFETY GAME. THE KIDS WEB PAGE CAN BE
FOUND ONLINE AT /USE LOWER CASE LETTERS/:

[HTTP://WWW.LIGHTNINGSAFETY.NOAA.GOV/KIDS.HTM](http://www.lightningsafety.noaa.gov/kids.htm)

THE GOAL OF THIS CAMPAIGN IS TO TEACH LIGHTNING SAFETY SKILLS TO MILLIONS
OF PEOPLE ACROSS THE NATION. LAST YEAR IN THE UNITED STATES...AT LEAST 47
PEOPLE WERE KILLED FROM DIRECT LIGHTNING STRIKES. ON AVERAGE LIGHTNING IS
RESPONSIBLE FOR 66 FATALITIES ANNUALLY. IN ADDITION...HUNDREDS OF PEOPLE
ARE INJURED EACH YEAR... MANY WITH SERIOUS AND LASTING IMPACTS ON THEIR
QUALITY OF LIFE SUCH AS PERMANENT NERVE DAMAGE AND HEARING LOSS.

IN THE UNITED STATES... LIGHTNING DEATHS AND INJURIES OCCUR MOST
FREQUENTLY IN OPEN AREAS. LIGHTNING SAFETY IS CRUCIAL WHEN YOU ARE
OUTDOORS...ESPECIALLY SINCE SO MANY ACTIVITIES TAKE PLACE IN OPEN AREAS
LIKE ATHLETIC FIELDS...GOLF COURSES AND BEACHES. IF OUTDOORS...PLAN TO
IMMEDIATELY SEEK SAFE SHELTER IN A FULLY ENCLOSED BUILDING OR HARD-TOPPED
VEHICLE IF YOU HEAR THUNDER OR THE SKIES LOOK THREATENING. THERE IS NO
SAFE PLACE OUTDOORS.

PEOPLE ARE PARTICULARLY VULNERABLE TO LIGHTNING STRIKES WHEN A STORM IS
APPROACHING OR EXITING THEIR AREA. LIGHTNING CAN STRIKE MORE THAN 10
MILES AWAY FROM A THUNDERSTORM.

MORE INFORMATION ABOUT LIGHTNING SAFETY AWARENESS WEEK IS AVAILABLE ON THE
NWS LIGHTNING SAFETY WEBSITE AT /USE LOWER CASE LETTERS/:

[HTTP://WWW.LIGHTNINGSAFETY.NOAA.GOV](http://www.lightningsafety.noaa.gov)

THIS SITE CONTAINS A WEALTH OF INFORMATION ABOUT LIGHTNING SAFETY AND
PROVIDES INSIGHT TO THE SCIENCE AND MEDICAL ASPECTS OF LIGHTNING. THERE
ARE ALSO OUTREACH MATERIALS...INCLUDING POSTERS AND PUBLIC SAFETY
ANNOUNCEMENTS...TO ASSIST WITH LIGHTNING SAFETY AWARENESS EFFORTS.

LIGHTNING SAFETY TIPS:

1. KEEP AN EYE ON THE SKY. LOOK FOR DARKENING SKIES...FLASHES OF
LIGHTNING...OR INCREASING WIND...WHICH MAY BE SIGNS OF AN APPROACHING
THUNDERSTORM. GET TO A SAFE SHELTER IMMEDIATELY IF A THUNDERSTORM
APPROACHES. COACHES AND OTHER LEADERS SHOULD LISTEN TO NOAA WEATHER RADIO
DURING PRACTICE SESSIONS AND GAMES FOR THE LATEST FORECASTS AND WARNINGS.

2. POSTPONE OR HALT OUTDOOR ACTIVITIES BEFORE THE RAIN BEGINS. MANY
PEOPLE TAKE SHELTER FROM THE RAIN...BUT MOST PEOPLE STRUCK BY LIGHTNING
ARE NOT IN THE RAIN. GO QUICKLY INSIDE A COMPLETELY ENCLOSED
BUILDING...NOT A CARPORT...OPEN GARAGE...DUGOUT OR COVERED PATIO. IF NO
ENCLOSED BUILDING IS NEARBY...GET INSIDE A HARD-TOPPED ALL-METAL VEHICLE
AND REMAIN THERE UNTIL THE STORM HAS PASSED.

3. PLACES TO AVOID INCLUDE: UNDER OR CLOSE TO TREES... SHEDS... PICNIC
SHELTERS...BASEBALL/SOFTBALL DUGOUTS...BLEACHERS... BEACHES AND OPEN
FIELDS. KEEP TWICE AS FAR AWAY FROM A TREE AS IT IS TALL. ALSO STAY AWAY
FROM CLOTHES LINES...FENCES... EXPOSED SHEDS...AND ELECTRICALLY CONDUCTIVE
ELEVATED OBJECTS.

4. GET OUT OF THE WATER...IT IS A GREAT CONDUCTOR OF ELECTRICITY. STAY
OFF THE BEACH AND OUT OF SMALL BOATS OR CANOES. IF CAUGHT IN A
BOAT...CROUCH DOWN IN THE CENTER AWAY FROM METAL HARDWARE.
SWIMMING...WADING...SNORKELING...AND SCUBA DIVING ARE NOT SAFE. LIGHTNING
CAN STRIKE THE WATER AND TRAVEL SOME DISTANCE BENEATH AND AWAY FROM ITS
POINT OF CONTACT. DO NOT STAND IN PUDDLES OF WATER.

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LETTERS/:

[HTTPS://WWW.WEATHER.GOV/NOTIFICATION/ARCHIVE](https://www.weather.gov/notification/archive)

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