

WEATHER-READY NATION AMBASSADORS AND OWLIE SKYWARN:

NWS OUTREACH/EDUCATION INITIATIVES



NWS Outreach/Education Initiatives

Weather-Ready Nation Ambassador Lead

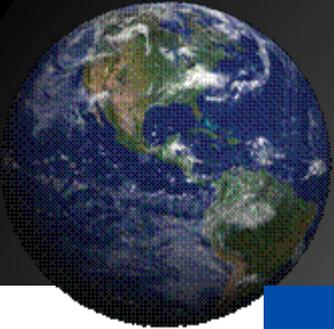
- Doug Hilderbrand, NWS Headquarters
- douglas.hilderbrand@noaa.gov

Owlie Skywarn Program Lead

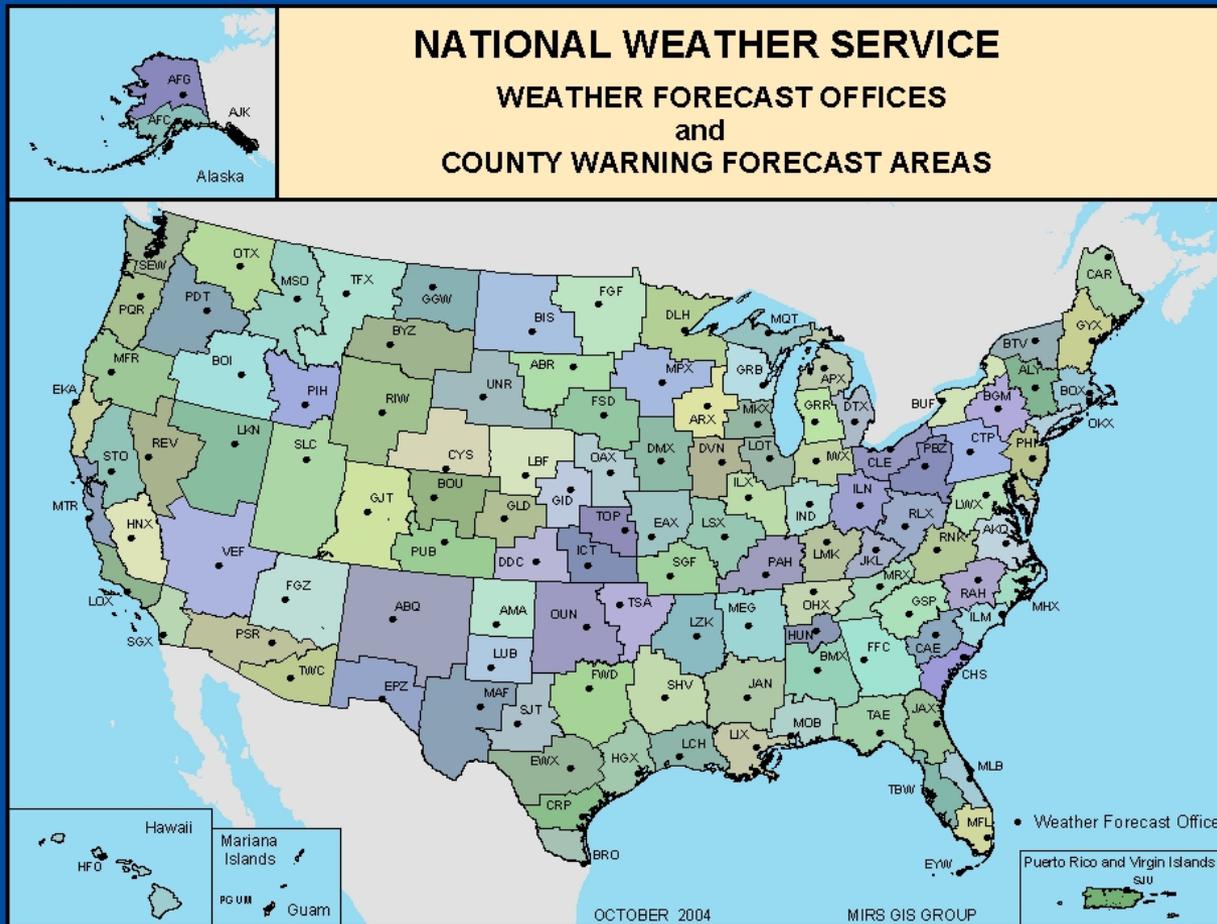
- Katie Collins-Garrett, NWS Headquarters
- katie.collins.garrett@noaa.gov

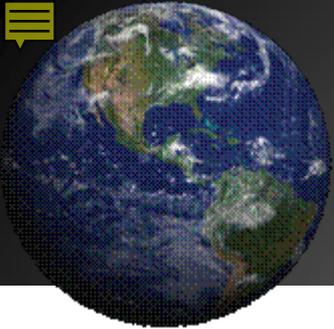
Outreach/Education across NWS:

- 9 National Centers and NWSH
- 6 NWS Regions
- 13 River Forecast Centers (each has a Service Coordination Hydrologist/SCH)
- 122 NWS Forecast Offices (each has a [Warning Coordination Meteorologist/WCM](#))
- Utilize a mix of formal and informal education and outreach
- Working towards consistency in messaging for safety information and educational materials
- Establishing partnerships to improve and expand outreach and education



NWS Outreach and Education Initiatives





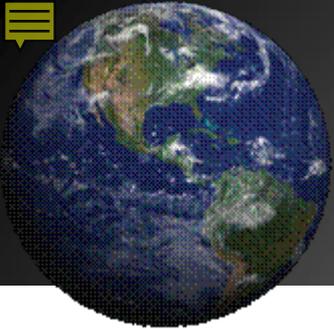
NOAA Strategic Outcome: A Weather-Ready Nation

Becoming a Weather-Ready Nation is about building community resilience in the face of increasing vulnerability to extreme weather.

NOAA is developing new decision support services, improving technology to track and forecast storms, and expanding its dissemination efforts to achieve far-reaching national preparedness for weather events.



Decreasing Vulnerability by Increasing Resilience



WRN Ambassador Initiative

Goal

Goal: Collectively engage with external organizations that are committed to creating societal response that is equal to weather, water, and climate risks.

☑ Data Providers (Weather Industry)

- ☑ Maximize value of weather, water, and climate information to society
- ☑ Mutually benefit NOAA and other government agencies, academia, and private sector (*i.e.*, the Weather Enterprise)

☑ Data Users (Decision-Makers)

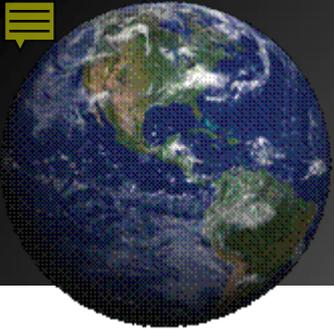
- ☑ Meet “life and property” mission more effectively
- ☑ Strengthen business competitiveness

☑ Data Communicators (Media/Educators)

- ☑ Build consistency in message
- ☑ Increase outreach of WRN themes to public



Visit: www.noaa.gov/wrn



WRN Ambassador Initiative

...is a NOAA initiative

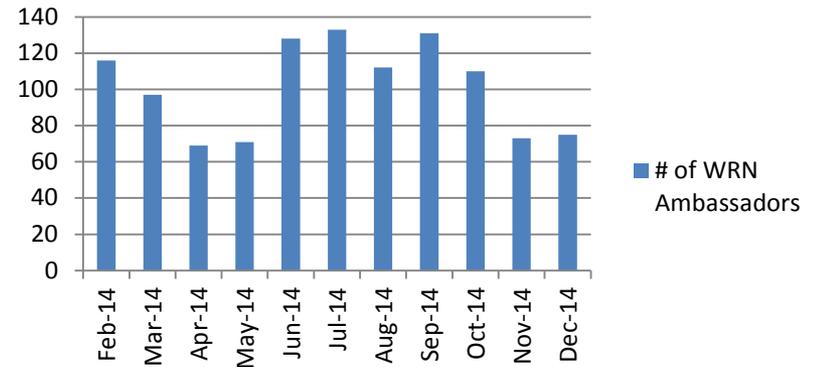
☑ All parts of NOAA participating

- ☑ Satellite contributions (NESDIS)
- ☑ Coastal resilience (NOS & Sea Grant)
- ☑ Academic and Climate Communities (OAR)
- ☑ Safety-at-Sea and Habitats (NMFS)

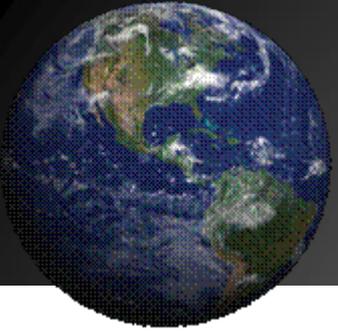
☑ WRN Ambassadors connected locally to WFOs

- ☑ Uptick in WRN Ambassador submissions since WCM conference in June 2014
- ☑ Peak submissions during National Preparedness Month (September)

of WRN Ambassadors



1350 Ambassadors
As of Mar 11



What Needs Exist for WRN?

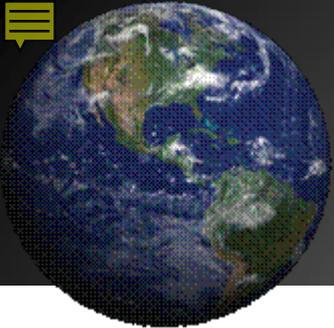
How the Ed Council Can Help

- Other NOAA line offices promoting a WRN to their partners (ie. museums, science centers, schools etc.)
- Innovative opportunities with NOAA line offices and WRN Ambassadors
- Provide improved NOAA data access, data formats, and new products/services in partnership with Ambassadors
- Engage Ambassadors in outreach/education by creating new materials, providing opportunities for events and doing outreach/education

Relationship to NOAA Education

Strategic Plan Goals:

- *Goal 1 – Science Informed Society
- *Goal 3 – Safety and Preparedness
- *Goal 5 – Organizational Excellence

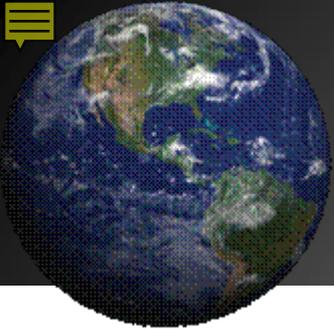


WRN Ambassador Initiative

Successes

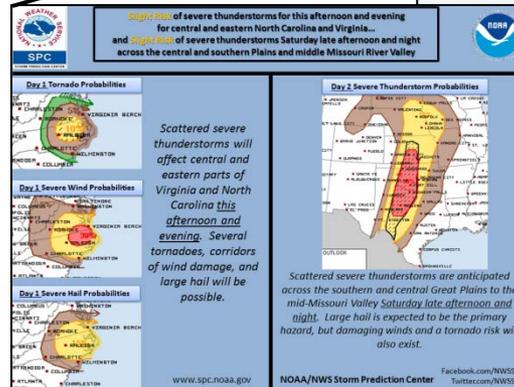
- ✔ Promotion of NOAA's value
- ✔ Community Events
- ✔ Press releases and media interviews
- ✔ Social media outreach
- ✔ Data access/formatting inquiries
- ✔ Outreach/Education
- ✔ Expansion of stakeholder engagement to non-traditional sectors
 - ✔ Insurance, health, real estate
 - ✔ Museums/Science Centers
 - ✔ Vulnerable populations





WRN Ambassador Successes

- ✔ Outreach and Education
 - ✔ Safety Seasonal Campaigns
 - ✔ Training Modules
 - ✔ Networking/Echo Chamber effect
 - ✔ Teachable Moments



Property Casualty @PCIAA 1d
@NWS looks like we have some #SEVEREWX in parts of the country. Make sure your ready. #BeAForce #insurance pic.twitter.com/ygQppfpOzy

Raytheon Training Modules



AIR
LAND
SEA
SPACE
CYBER

Retweeted by CDC Emergency
NWS @NWS · 6h
Are You Weather-Ready? @NOAA asks you to "Be a Force of Nature." Learn how! youtu.be/E7-lpndItDM #WRN #BeAForce

YouTube

AT&T 4:11 PM 71%

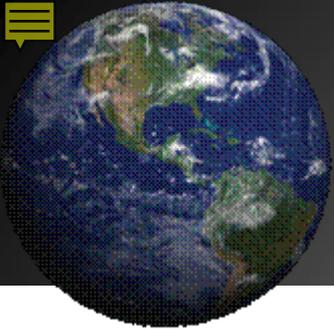
Search #beaforce

Search

L&F Insurance @LNFin... 6m
MT @NWSPaducah: Summer is here! Be Summer Weather-Ready! Learn how to keep you and your loved ones safe: 1.usa.gov/1IEg15C #BeAForce

Baxter Restoration @B... 41m
This #4thofJuly #BeAForce and be prepared for #Hurricane season... Click here ow.ly/yNdz5 to find out

51 Tweets



WRN Ambassadors! Established partners...



NORTHROP GRUMMAN



weather.com

UNISYS



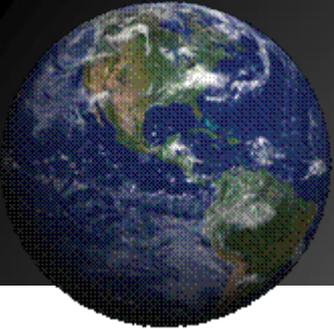
FARMERS



FEMA

Global Security Systems

NCAR | University Corporation
UCAR | for Atmospheric Research



WRN Ambassadors! ...but also the “Whole Community”



SCHLITTERBAHN.
WATERPARKS & RESORTS



CNIC
Naval Base Coronado



International Bottled Water Association



Lingerfelt-International, Inc.



AMERICAN PUBLIC HEALTH ASSOCIATION





Owlie Skywarn

**National Weather Service
Education Activity**





Owlie Skywarn

- An NWS education program aimed at students that includes:
 - [Owlie Skywarn's Weather-Ready Kids Page](#)
 - (Includes the Young Meteorologist Program)
 - Owlie's Journal
 - Traveling with Owlie
 - Social Media ([Facebook](#) and [Twitter](#))





Weather-Ready Kids Page

NATIONAL WEATHER SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

HOME FORECAST PAST WEATHER WEATHER SAFETY INFORMATION CENTER NEWS SEARCH ABOUT

Welcome [Weather.gov](#) • Owlie Skywarn

Owlie Skywarn
National Program

Owlie Skywarn's
Weather-Ready
Kids Page!

Read Owlie's Journal

Owlie's Weather Ready Activity

Become a Young Meteorologist

Follow Owlie

Play NOAA Games

Be a Force of Nature

Learn About Weather

Science

Safety

Get Prepared

Flat Owlie Take Owlie with You

Follow us on Twitter

Follow us on Facebook

OWLIE KIDS FEED

- 1-stop shop for kids and educators
- Goal: Evolve this website to a comprehensive resource for students and formal/informal educators.



Owlie's Journal

Welcome to Owlie's Journal!

Welcome to my journal! I will periodically update this page with news of my travels, interesting weather stories, and activities. Follow me on Facebook and Twitter to get notifications of when this page is updated!



During Tornado season

Tornado Myths Get Untwisted

March 1, 2015

Some of the United State's wildest weather happens during the spring. There are thunderstorms, tornadoes, floods, and more! Today is March first and that means that meteorological spring is upon us! Most people will observe spring as starting on March 20th this year because of the position of the sun. However, meteorologists think of the seasons based on the types of weather typically seen during certain months. In March we usually see the number of thunderstorms increase. My meteorologist friends have put together a really cool [Tornado Myths article](#) that I'd like to share with you! You can find out why it's not safe to take shelter under a bridge or overpass, whether tornadoes really dodge big cities, and more!

For more spring safety information, visit the [NWS Spring Safety page!](#)



NOAA Weather Balloon

It's a Bird! It's a Plane! No! It's a NOAA Weather Balloon!

January 15, 2015

In order to predict the weather, we first need to observe the weather. Did you know that every day, NOAA's National Weather Service launches weather balloons twice a day from 100 sites throughout the United States, the Caribbean and the Pacific to help with weather forecasting? I got to help launch a weather balloon at the Baltimore/Washington D.C. Weather Forecast Office while I was visiting last fall! It was a little windy so I had to make sure it was let go in an area where it wouldn't get caught on a tree or other tall object during takeoff!

Each balloon has a sensor package and a parachute attached to it's string. As the weather balloon rises through the atmosphere, the sensors measure air pressure, temperature, relative humidity, and wind speed and direction from the Earth's surface to about 20 miles high in the sky. This information is sent back to the surface using radio signals, where it is included as a starting point for weather forecast models. Forecasters then use the information when making their forecasts.

When the balloon gets to around 20 miles high in the sky, it will pop and the sensors fall to the ground. The parachute will open as it falls so the sensors and popped balloon come back to Earth slowly. It can land in a wide variety of locations, such as in trees, on bridges and in backyards — sometimes more than 200 miles away from where it was launched!

Once it lands, if found, it can be returned to the National Weather Service. Each one has its own addressed, postage-paid return mailbag. Returning them benefits the environment and saves taxpayer dollars by recycling the units for reuse. So, if you happen to find a weather balloon and its sensor package in your neck of the wood please return it to NOAA's National Weather Service. I hope to find one some day!

- Science and Safety information.
- Opportunity to go deeper than in a facebook or twitter post.
- Written from Owlie's point of view.



Traveling Owlie





Social Media

- Daily (M-F) posts on Facebook and Twitter
- Focus: Safety and science information
- Target audience: parents, educators and older students

You never know which celebrity you'll spot riding on D.C.'s Metro.



For those unfamiliar with Owlie Skywarn, he's the National Weather Service's longtime mascot, involved with a number of the agency's programs, including one that trains members of the public to be storm spotters. He also works to educate youths about weather science and safety.





Ties to the NOAA Education Strategic Plan

- Science-Informed Society (Goal 1)
 - Educating youth about the science behind weather hazards
- Safety and Preparedness (Goal 3)
 - Teach youth about weather science and safety through activities, journal, and social media
- Future Workforce (Goal 4)
 - Inspire youth interest in the sciences and encourage them to consider a future as a scientist

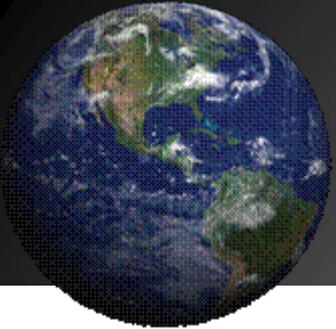




Future Plans/Needs

- Moving Forward...A NOAA effort
 - Partnerships encourage successful outcomes
 - Other NOAA line offices
 - Partnering with WRN Ambassadors
 - Promoting the program across line offices
 - Encouraging educators to use the materials
 - Creating and adding new materials for formal and informal educators (ie. Jetstream)
 - Open to feedback from other NOAA offices





Summary

- WCM/SCH's are main outreach/education program managers
 - We can't do it alone, too many people to reach!
 - WRN Ambassadors help us get the safety/preparedness messages to more people
 - Owlie Skywarn gives us a tool to utilize in educating students
- Partnerships are critical
 - NWS is doing well with government orgs, schools, media VOADs
 - Could work on expanding those partnerships within NOAA, as well as others



Tanja Fransen and Owlie
Weatherfest 2015
Phoenix, AZ