Workshop on PWS Component of SWFDP

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Workshop Objectives

To help participants:

- Increase knowledge
- Develop / improve skills

For improved delivery of services to the users and in particular the public

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Workshop Outline

Major topics related to delivery of PWS to Public and Key Partners:

- Coordination with Main Partners: Disaster Management and Media
- Media and Communication Skills
- Warning Services: Dissemination
- Service Evaluation

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To achieve the Objectives of the Workshop New Skills are needed as shown in the Workshop Programme.

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Traditional Forecaster

- Trained in:
  - Science of meteorology
  - Observations (instruments, standards, technology,…)
  - Forecast models and related technology, including IT
  - Operational aspects of forecast production
- All conducted in the familiar environment of a forecast office

PWS Forecaster

- Requires skills and knowledge in delivery of services
  - Written communication
  - Communication skills
  - Public speaking
  - Presentation skills
  - Relationship and partnership building (e.g., media, DM)
  - User focus (dialogue,understanding needs),
  - Public education campaigns
- Often has to work outside forecast office

Challenges for PWS

- Forecasting component easier for staff:
  - Familiar environment of forecast office
  - Education and Training in Forecasting

- PWS component more difficult:
  - Requires knowledge and skills not taught
  - Engagement with users: environment often not familiar or even hostile
  - Requires understanding others' points of view and demands: often unfamiliar

What is in a Title?

- National Meteorological and Hydrological Services

Vs

- National Forecast Production Offices

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Service Delivery

The End Result of a SWFDP

- The end result of SWFDP is to improve warnings, forecasts and delivering services to:
  - Save lives
  - Protect properties
  - Help people make better decisions with the help of science and technology

Serving the different communities of users!

PWS Component of SWFDP

- Focus: Use the tools/skills/techniques of improved forecasting
- Address: How to apply those tools to deliver PWS/warning services to identified user groups
- These two components together are indispensible to ensure SWFDP achieves its objectives

Role of Public Weather Services

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Target audiences for PWS

- General public
- Media
- Disaster management
- Weather-sensitive economic sector
  - Agriculture, Forestry
  - Transport, Marine
  - Energy, Water resources
  - Tourism and recreation, Insurance

Lessons Learnt from SWFDP

- Majority of participating NMSs have made efforts to implement the feedback and evaluation for PWS
- Major drawback: NMS expectation for automatic feedback from users
- Major lesson learnt: Need to be proactive to get feedback
- PWS guidance materials can assist in building effective relationships

Lessons Learnt from SWFDP

- Systematic documentation of user interactions to indicate evolution
- Baseline Surveys: to be conducted at the beginning of the project
- Continue surveys to measure improvement over time
- Evaluation possible if improvements can be measured.

Recommendations

- Develop SOPs with DMCPA and Media
  - Formal agreements, clear definition of responsibilities and functions
    - Content and format of warnings
    - Communication channels
    - Feedback mechanisms
    - Severity thresholds and associated terminology (warning, alert, advisory, …)
    - Contingency planning
    - Exercising / evaluating emergency procedures

Recommendations

- Actively pursue evaluation of products and services: questionnaires, surveys, personal contacts
  - http://www.wmo.int/pages/prog/amp/pwsp/Surveys.htm
- Use PWS guidelines
- Conduct training in Service Delivery
- Conduct Joint GDPFS/PWS training workshops

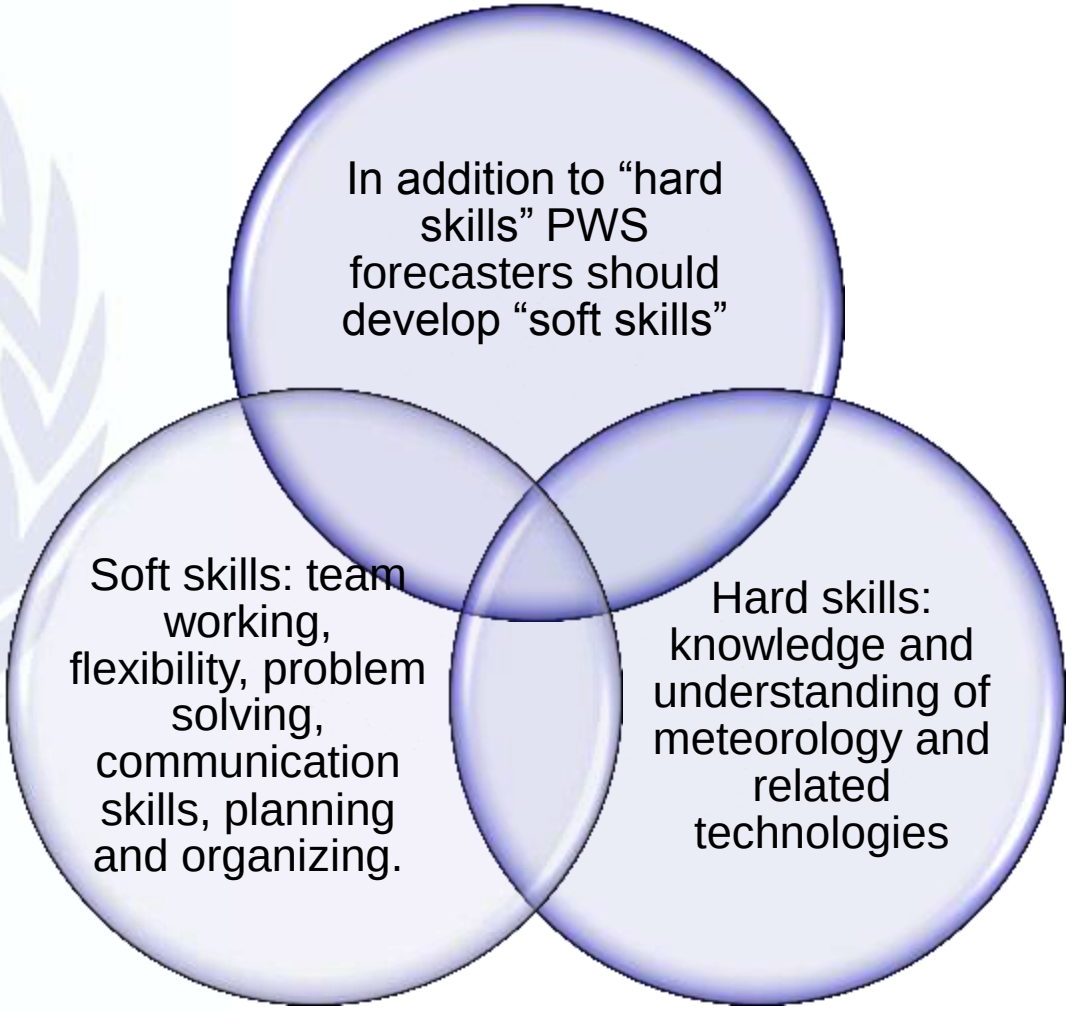
Recommendations

- Strengthen relationship with media (through journalists networks)
- Develop national databases of severe events and impacts
- Develop outreach programmes to sensitize public on the benefits and limits of forecasts to preserve credibility of NMHSs

Media

- Positive engagement with media essential: users and conduits to users
- Difficulties in dealing with media : common among NMSs
- Culture difference
- Dialogue is essential: expectations gap
- Cross-training (formats, deadlines, capacities and restrictions)
- Informal contacts

Conclusion: PWS Forecaster



National PWS Focal Points

- Provide linkages between NMHSs and the WMO Secretariat
- Assist the Secretariat with all the aspects of the implementation of PWS programme and activities within their respective NMHS
- Secretariat Quarterly Reports to inform NFPs

Terms of Reference NFPs

- Ensure dissemination of the PWS guidance material to the staff responsible for service delivery within the NMHS
- Take action for the implementation of the principles, methodologies and best practices contained in the guidelines and
- Report on the application of the information and guidance contained in the guidelines
- Prepare reports to WMO Secretariat on the effectiveness and application of knowledge and skills by staff attending WMO training events on service delivery.

Terms of Reference NFPs

- Provide information to the secretariat, upon request, on collaboration with key users of PWS
- Participate fully in any future WMO surveys.
- Work closely with, and support the WMO Regional Association PWS Rapporteur (or Service Delivery Working Groups) of the respective WMO Regional Association.

Thank you

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