



# SEVERE WEATHER FORECAST DEMONSTRATION PROJECT



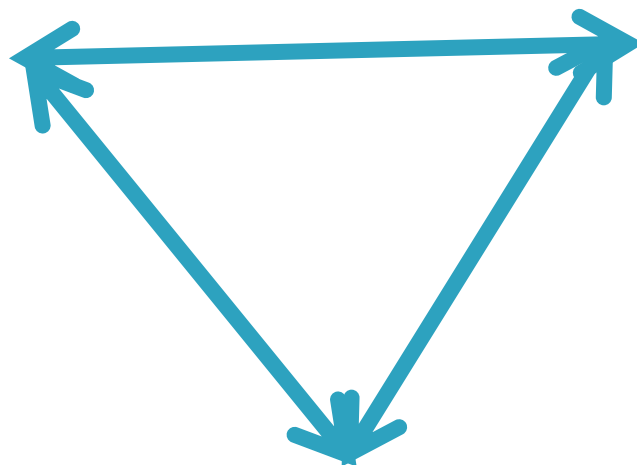
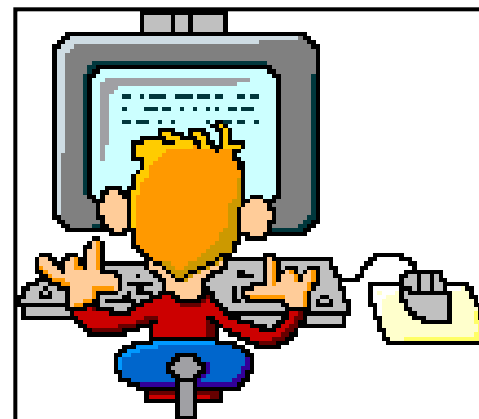
PUBLIC WEATHER SERVICES  
WORKSHOP:  
18 - 22 NOVEMBER 2013  
PRETORIA

JONATHAN CHIFUNA  
CENTRAL FORECAST OFFICE

## SEVERE WEATHER WARNINGS:

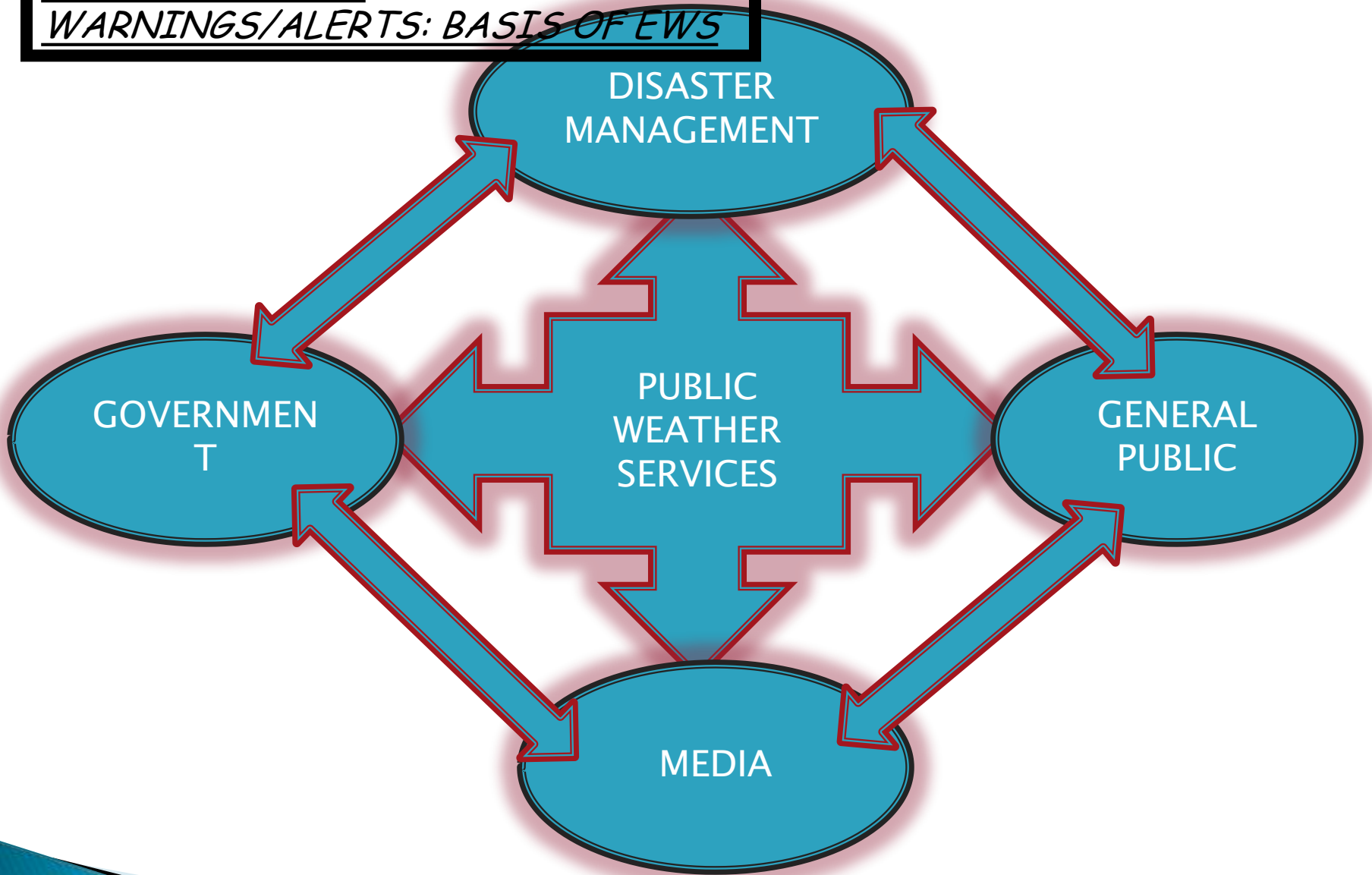
- WHAT WEATHER CONDITIONS ARE SEVERE WEATHER WARNINGS ISSUED FOR?
- THREAT AREA
- WARNING ISSUE TIME
- WHAT INFORMATION SHOULD BE INCLUDED IN THE WARNING?
  - LIST OF SEVERE WEATHER PHENOMENA EXPECTED IN THE WARNING AREA
  - WARNING ISSUE TIME
  - DESCRIPTION OF THE WEATHER PATTERN, INCLUDING FORECAST DEVELOPMENTS OF SIGNIFICANT WEATHER SYSTEMS
  - DESCRIPTION OF THE THREAT
  - ACTION STATEMENTS
  - ADVICE OF NEXT ISSUE TIME

PREPARATION OF  
WARNINGS/ALERTS: BASIS OF EWS



WEATHER  
DISCUSSION

PREPARATION OF  
WARNINGS/ALERTS: BASIS OF EWS



## DISSEMINATION: CONT'D:

LANGUAGE

MEDIA

TELEPHONE

SMS ALERTS

WEBSITES

SOCIAL MEDIA

WORD OF MOUTH

SIGNS (FLAGS)

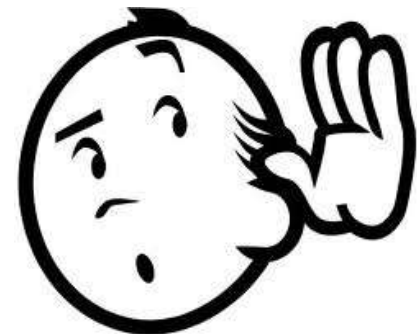
SIRENS/BELLS






## DISSEMINATION : CRITICAL EVALUATION

- DO WARNINGS REACH THOSE AT RISK?
- DO PEOPLE UNDERSTAND THE WARNINGS?
- DO THEY CONTAIN USEFUL INFORMATION THAT ENABLE PROPER RESPONSES?
- WHAT IS THE BEST PRACTICE TO ENSURE EFFECTIVE DISSEMINATION TO COMMUNITIES AT RISK?
- DO PEOPLE KNOW HOW TO REACT TO PARTICULAR DISASTERS?



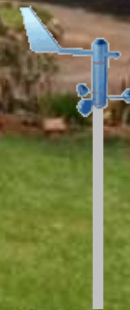
## MEDIA SKILLS:

- NEED SKILLS FOR RADIO AND TV INTERVIEWS
  - MAKING THE MOST OF TV AND RADIO INTERVIEWS FOR DELIVERING OUR SERVICE
  - RELATIONSHIPS BETWEEN NHMS AND MEDIA
  - COMMUNICATING UNCERTAINTY OF FORECASTS
  - USE SOCIAL MEDIA
  - USE OF MOBILE TECHNOLOGY
  - USE OF THE COMMUNITY
- 





**THANK YOU**



12/01/2012 11:56 AM