

What's In *Your* Warning?

Brad Huffines

**Chief Meteorologist
VP of Risk Communication**

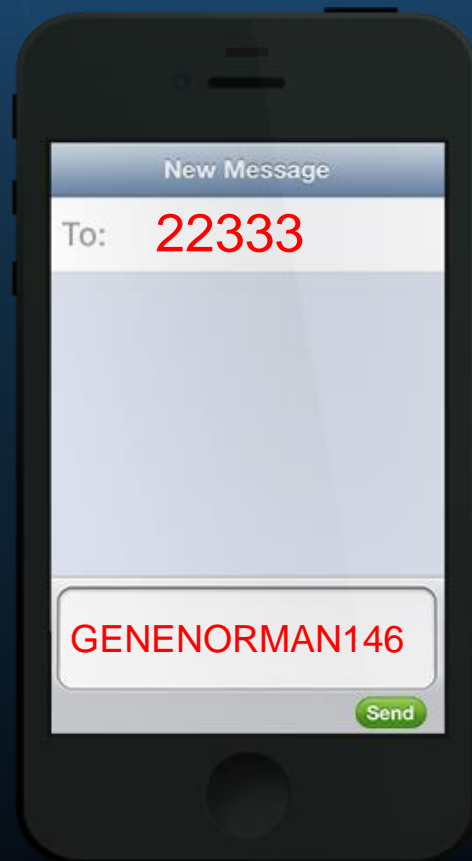
Gene Norman

**VP of Marketing
Senior Meteorologist**

Presented to the 2019 Tunica Show

Tuesday, March 26, 2019

LIVE POLLING – ONE TIME REGISTRATION USING YOUR CELL PHONE, TEXT GENENORMAN146 TO 22333



Which state had the most tornadoes in 2018?

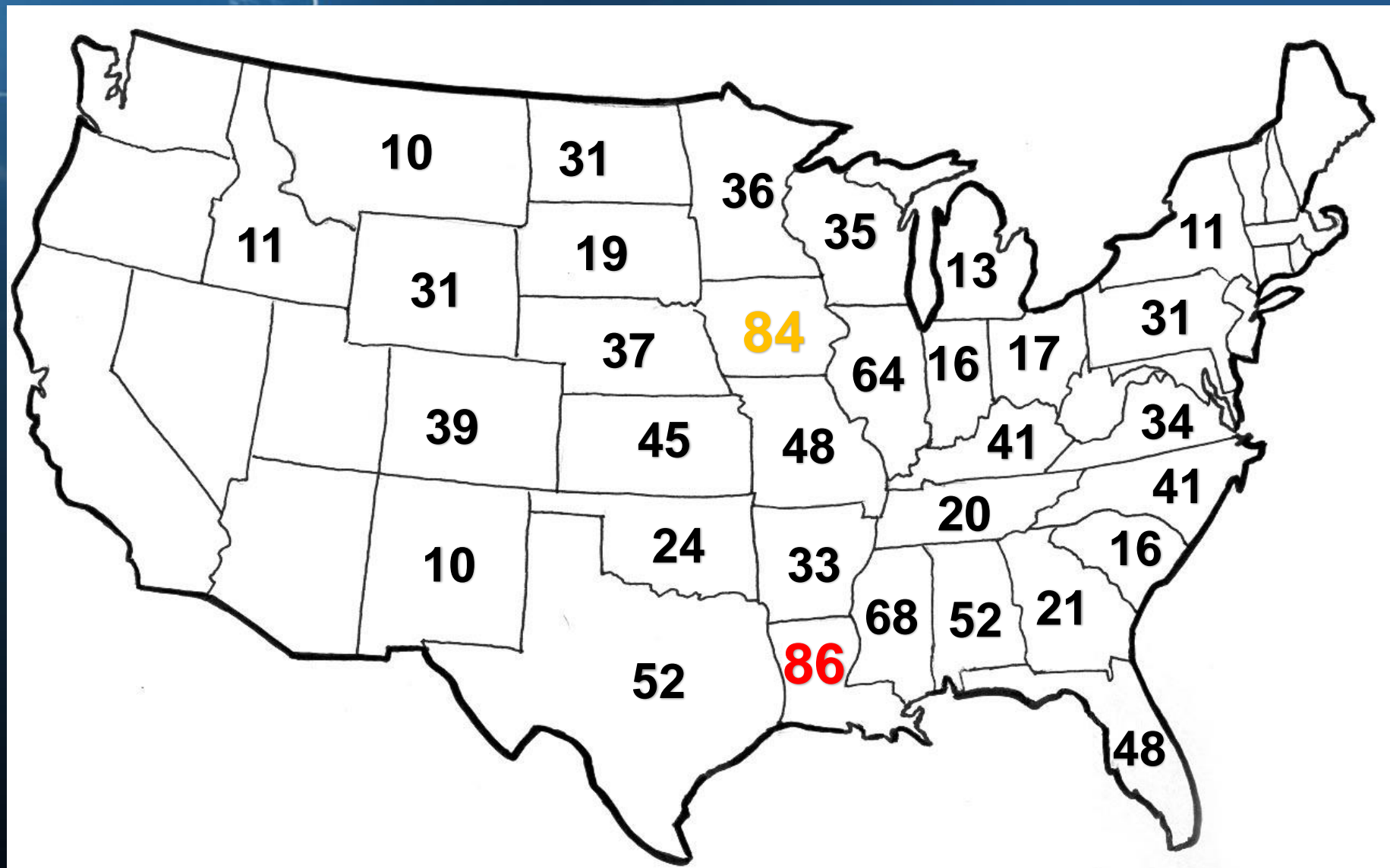
A) Texas

B) Louisiana

C) Georgia

Which state had the most tornadoes in 2018?

- A) Texas - 52
- B) Louisiana - 86**
- C) Georgia -21



Which weather threat claims the most lives?

A) Flooding

B) Tornadoes

C) Lightning

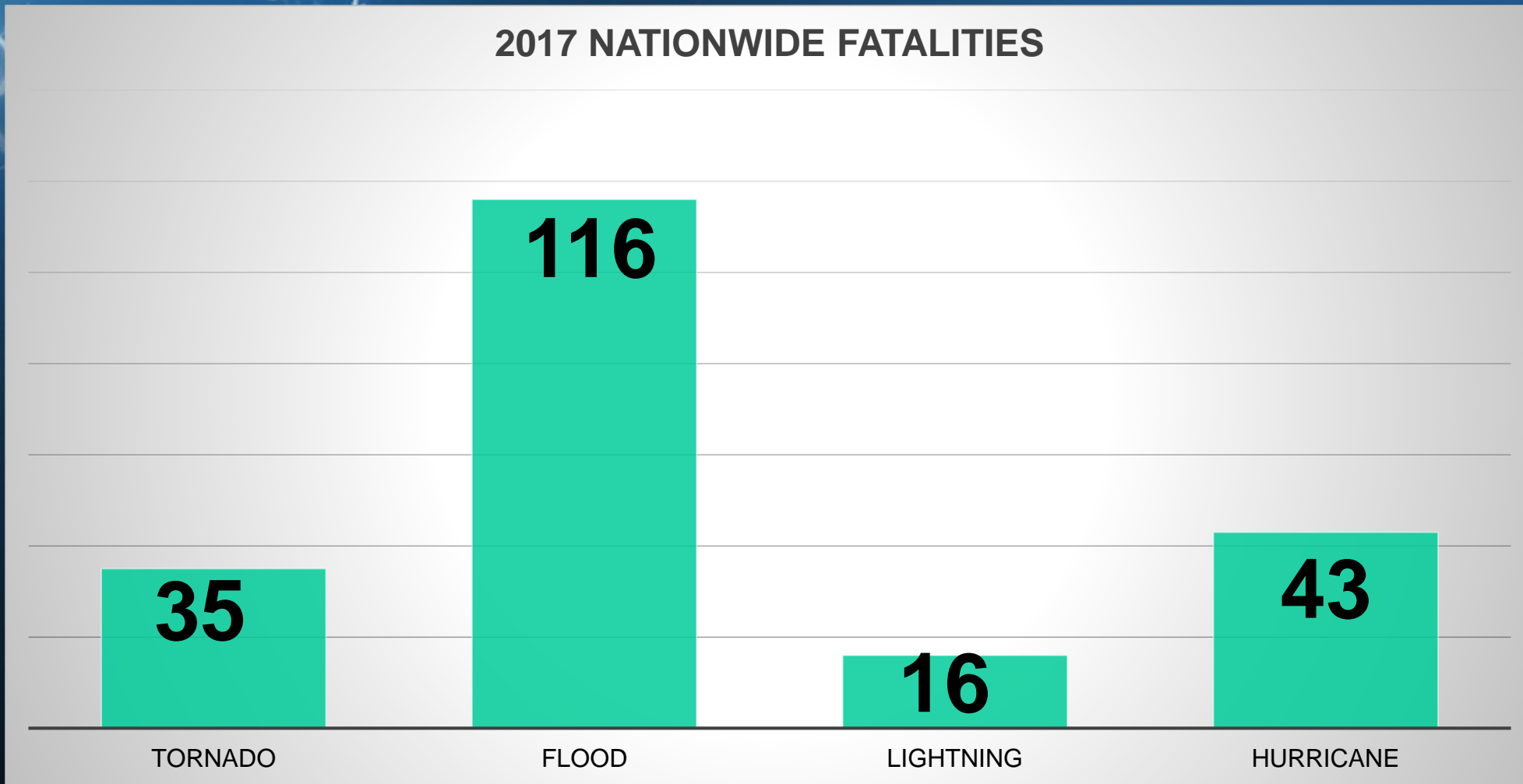
Which weather threat claims the most lives?

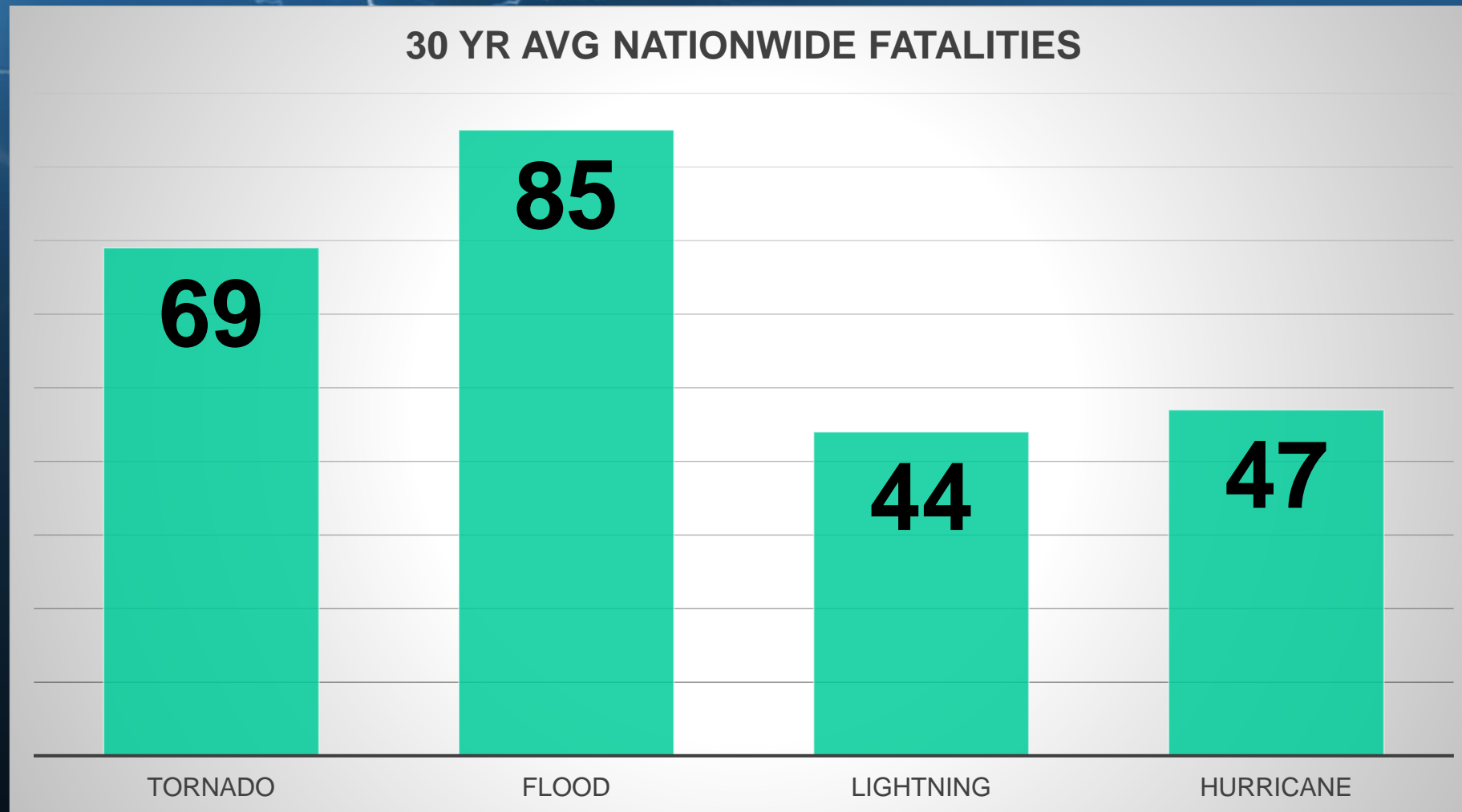
A) Flooding

B) Tornadoes

C) Lightning

2017 NATIONWIDE FATALITIES



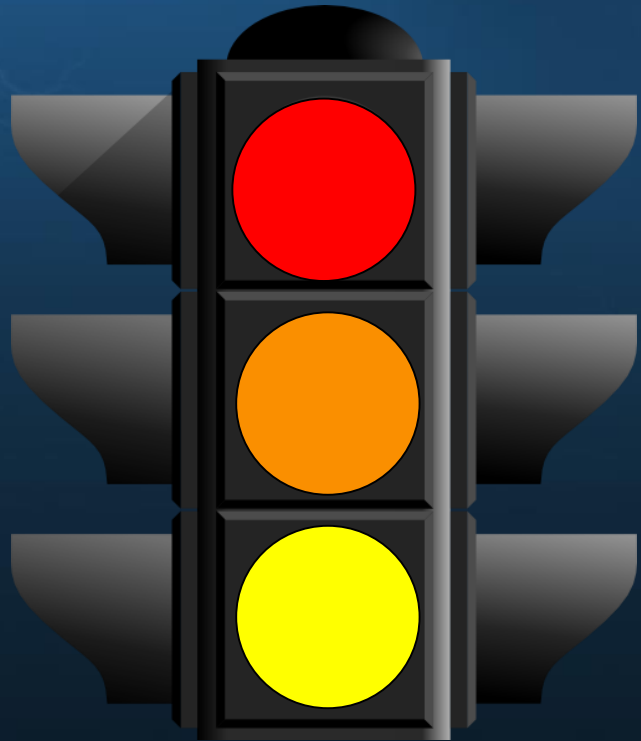




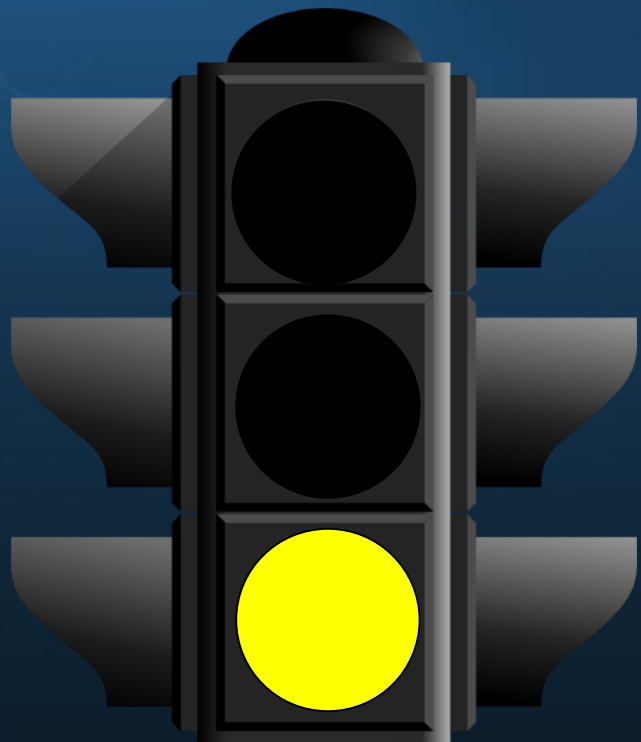
EXTREME Weather Is A **LOW**
Probability

But **HIGH** Risk Event





**READY,
SET,
GO!
SAFETY
PROCESS**



**READY
STEP**



**Storm Prediction Center,
located in the National Weather
Center in Norman, OK
assesses threats several
days in advance**





Understanding Severe Thunderstorm Risk Categories

THUNDERSTORMS (no label)	1 - MARGINAL (MRGL)	2 - SLIGHT (SLGT)	3 - ENHANCED (ENH)	4 - MODERATE (MDT)	5 - HIGH (HIGH)
No severe* thunderstorms expected	Isolated severe thunderstorms possible	Scattered severe storms possible	Numerous severe storms possible	Widespread severe storms likely	Widespread severe storms expected
Lightning/flooding threats exist with <u>all</u> thunderstorms	Limited in duration and/or coverage and/or intensity	Short-lived and/or not widespread, isolated intense storms possible	More persistent and/or widespread, a few intense	Long-lived, widespread and intense	Long-lived, very widespread and particularly intense
					
<ul style="list-style-type: none"> • Winds to 40 mph • Small hail 	<ul style="list-style-type: none"> • Winds 40-60 mph • Hail up to 1" • Low tornado risk 	<ul style="list-style-type: none"> • One or two tornadoes • Reports of strong winds/wind damage • Hail ~1", isolated 2" 	<ul style="list-style-type: none"> • A few tornadoes • Several reports of wind damage • Damaging hail, 1 - 2" 	<ul style="list-style-type: none"> • Strong tornadoes • Widespread wind damage • Destructive hail, 2" + 	<ul style="list-style-type: none"> • Tornado outbreak • Derecho

* NWS defines a severe thunderstorm as measured wind gusts to at least 58 mph, and/or hail to at least one inch in diameter, and/or a tornado. All thunderstorm categories imply lightning and the potential for flooding. Categories are also tied to the probability of a severe weather event within 25 miles of your location.



Severe Weather Info for: **Glendale**
MHP Inc

Severe storms are possible in your area today. Remain alert and stay aware of weather conditions.



**SET
STEP**

A watch means dangerous weather is occurring now, requiring immediate safety action.

A) True

B) False

A watch means dangerous weather is occurring now, requiring immediate safety action.

A) True

B) False

So that you know the difference...



Tornado Watch



Tornado Warning

Watch – Issued
hours before a
possible threat

Warning – Issued
minutes before an
imminent threat

Confusion of those terms
has cost **lives!**

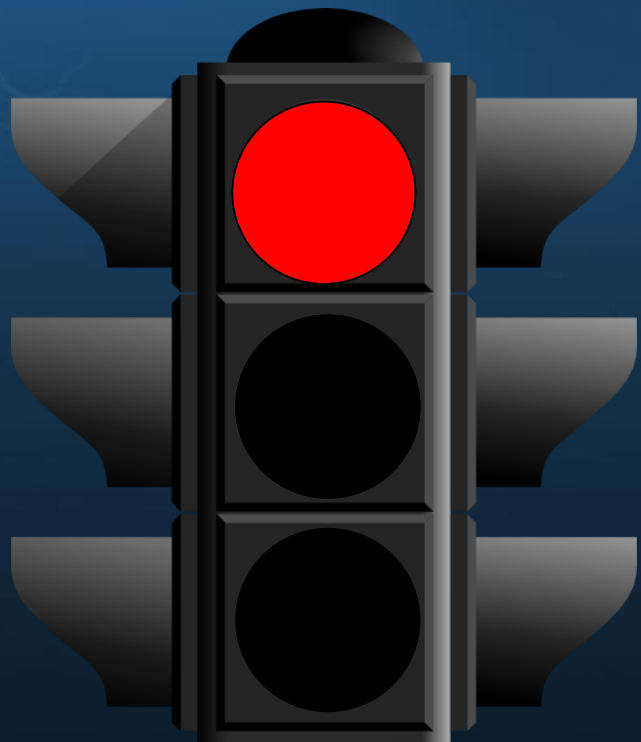
Issued 6 to 8 hours before storms **may** develop.

There is the **potential** for severe weather. It's your "heads up" to prepare.



Tornado Watch for Location:
THA Office

Tornadoes are possible in the next few hours. If a warning is issued, know where to shelter.



**GO
STEP**

12 Years Ago

Something Very Important Happened

That Few People Know About

If a tornado warning is issued for Tunica county, you should assume it applies to the entire county:

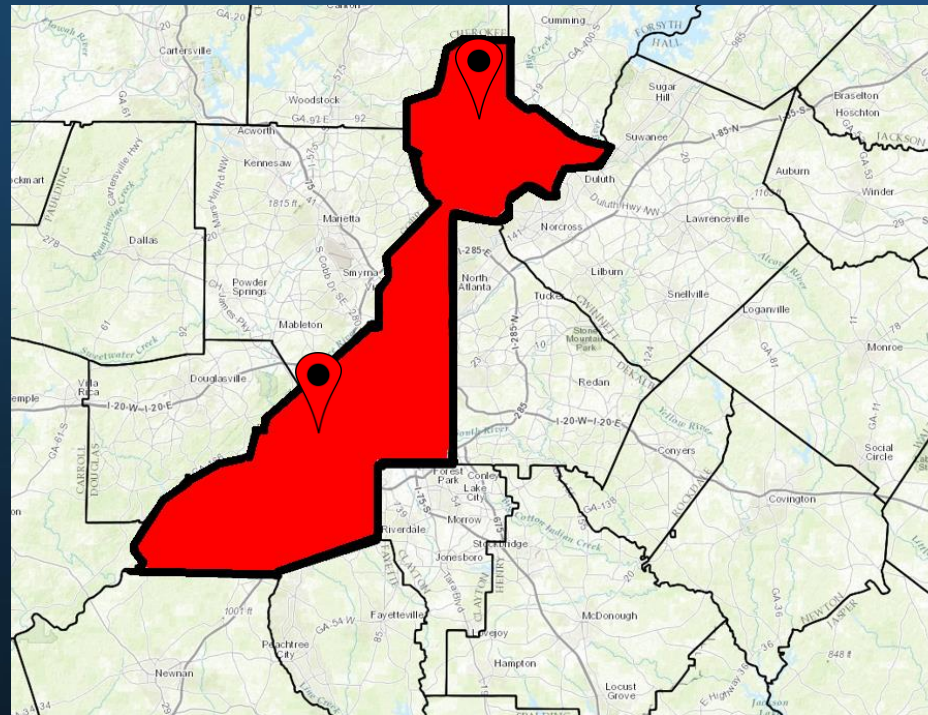
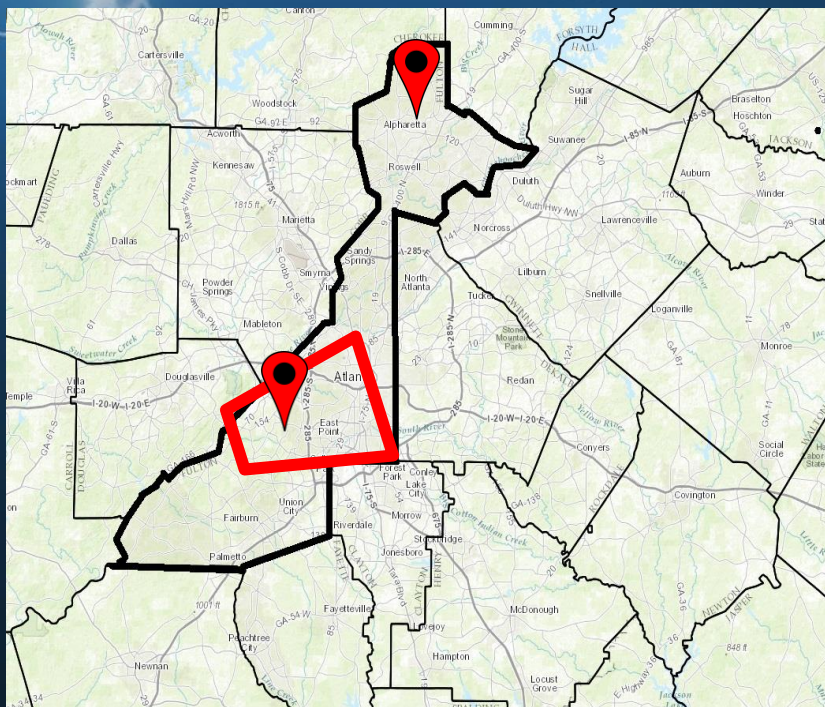
True

False

If a tornado warning is issued for Tunica county, you should assume it applies to the entire county:

True

False

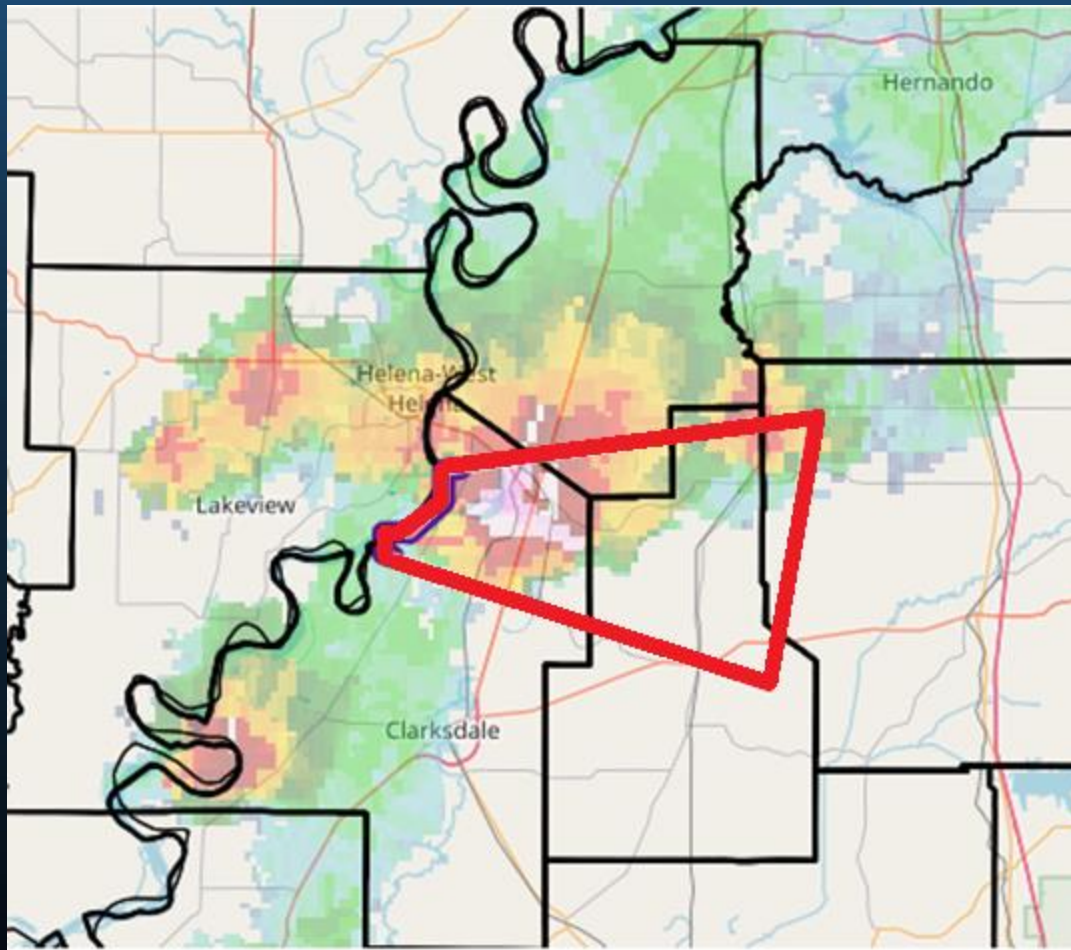


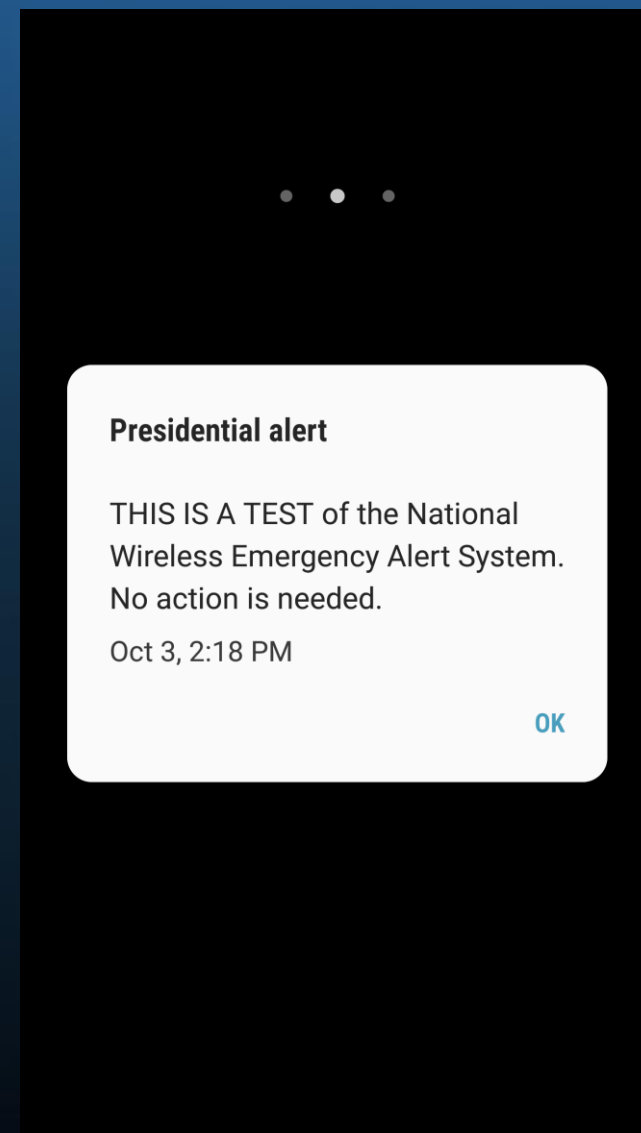
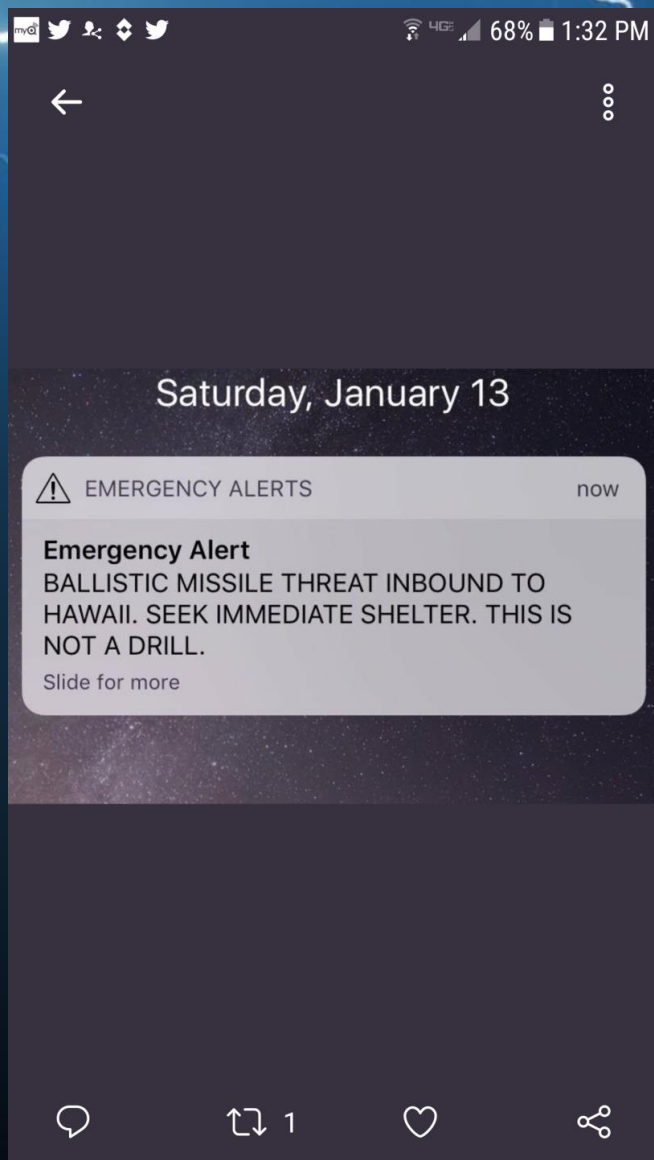
Warnings Are Now
VERY Precise

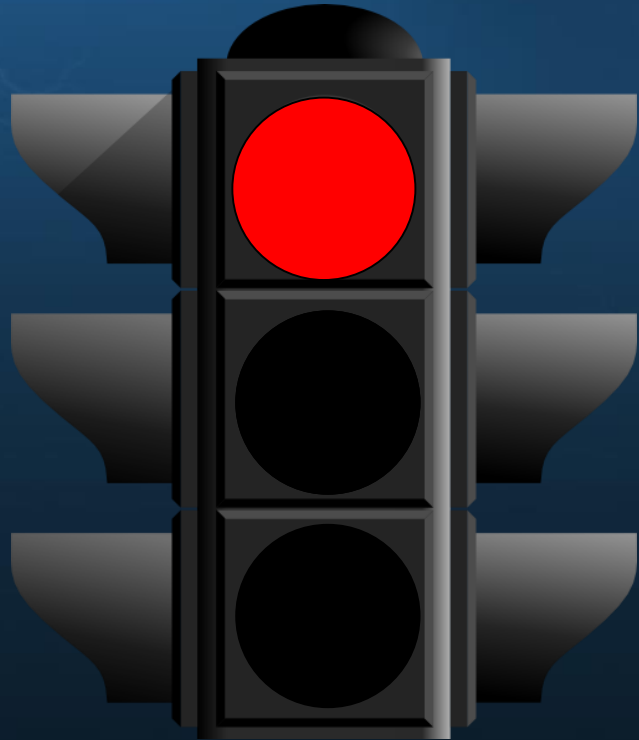
Sirens, Phone Apps &
Weather Radios Alert
The Entire County



Warning touches parts of 4 counties: Coahoma, Tunica, Quitman & Panola

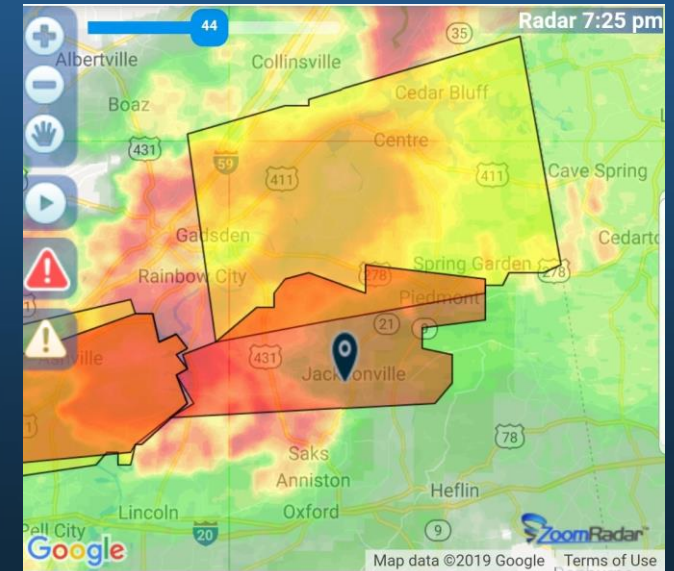






3 Main Types Of Warnings

- Tornado has been sighted or has been detected by radar
- Tornadoes can and do occur **WITHOUT** a watch in effect



Tornado Warning for Location:
University Estates

TAKE COVER NOW! A tornado warning is in effect for your area.

BULLETIN - EAS ACTIVATION REQUESTED
Tornado Warning
National Weather Service Birmingham AL
6:17 PM CDT THU MAR 14 2019

NOT ALL **TORNADOES** ARE THE SAME



EF0: 65-85 mph



EF1: 86-110 mph



EF2: 111-135 mph



EF3: 135-165 mph



EF4: 166-200 mph



EF5: >200 mph

When the NWS issues a tornado warning, they know how strong it is.

True

False

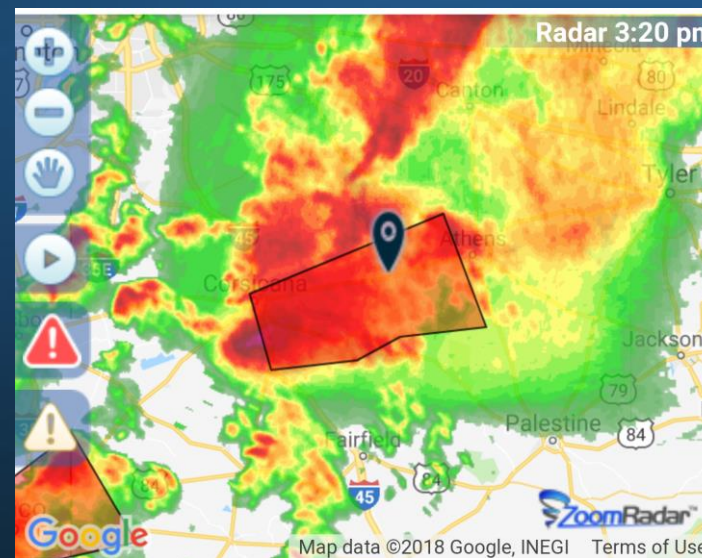
When the NWS issues a tornado warning, they know how strong it is.

True

False



Tornado has been confirmed!



**Confirmed Tornado Warning for
Location:
Pleasant Grove**

**TAKE COVER NOW! A tornado has been
CONFIRMED in your area.**

**BULLETIN - EAS ACTIVATION
REQUESTED**

**For a thunderstorm to be classified as severe,
the winds need to be at least:**

A) 38 mph

B) 58 mph

C) 70 mph

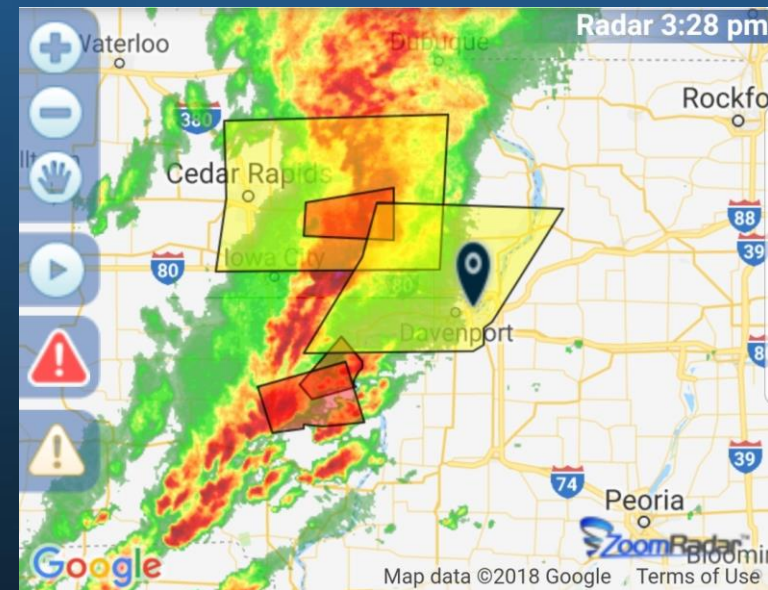
For a thunderstorm to be classified as severe, the winds need to be at least:

A) 38 mph

B) 58 mph

C) 70 mph

- Winds > 58 mph
- Hail 1" or greater
- Storms can and do occur **WITHOUT** a watch in effect



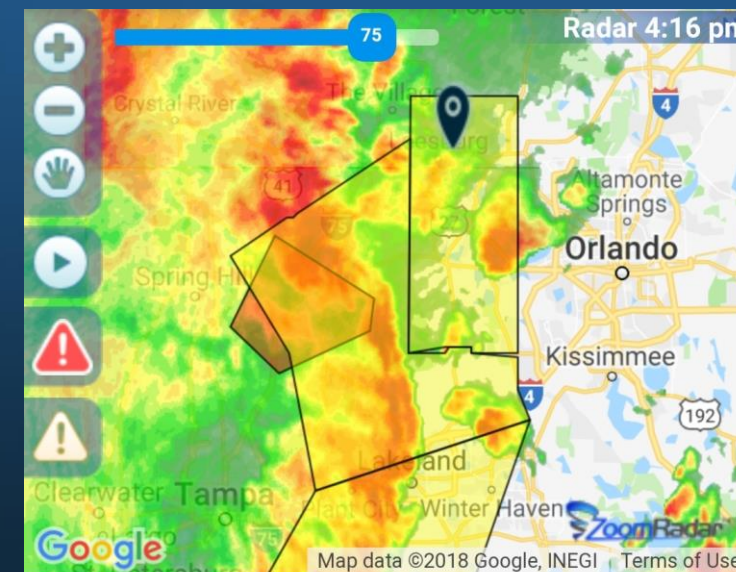
Severe Thunderstorm Warning for

Location:

Glendale MHP Inc

TAKE COVER NOW! Hail and damaging winds happening.

- Winds > 70 mph
- Golf-ball sized hail



Extreme Thunderstorm Warning for

Location:

Lakeside Village

TAKE COVER NOW! Hail at least golf-ball size and/or hurricane force winds happening

Confirmed flash flooding is occurring.



Flash Flood Warning for Location:

MHAO Office

GET TO HIGHER GROUND NOW!

Excessive rainfall is causing flooding.



Building The Weather Safety Wheel

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Gene Norman

VP of Marketing
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Tuesday, March 26, 2019

“If you don’t have a plan, you are part of someone else’s plan, and in that plan you are not the priority.”

**Brad Huffines, FEMA EMI Instructor of
Emergency Management and
Emergency Public Information**



- A) I live where disasters are possible any moment**
- B) No, disasters are infrequent, so I don't consider them**
- C) Local government and the media incite fear, so many ignore the threats**

Have you personally experienced a disaster?

A) Yes, I have

B) No, but close family/friends have

C) My town/county has and has and it impacted my life.

I feel confident government will solve my post-disaster challenges:

- A) Strongly agree**
- B) Agree slightly**
- C) Neither agree or disagree**
- D) Slightly disagree**
- E) Strongly disagree**

Are you confident in your community's plan?

A) Yes we have a great plan and test it regularly

B) We have a plan on paper, but never test it

C) We have a plan in mind, but its not written down

D) I don't have the time/expertise to organize it



“No plan survives the first shot from the enemy.”

Helmuth Von Moltke

*It won't happen to me...
is NOT a plan!*

**Gov't mass-notification systems
Local and Federal**

Smart-phone 'Wild Wild West'

Social Media inaccuracies / click bait

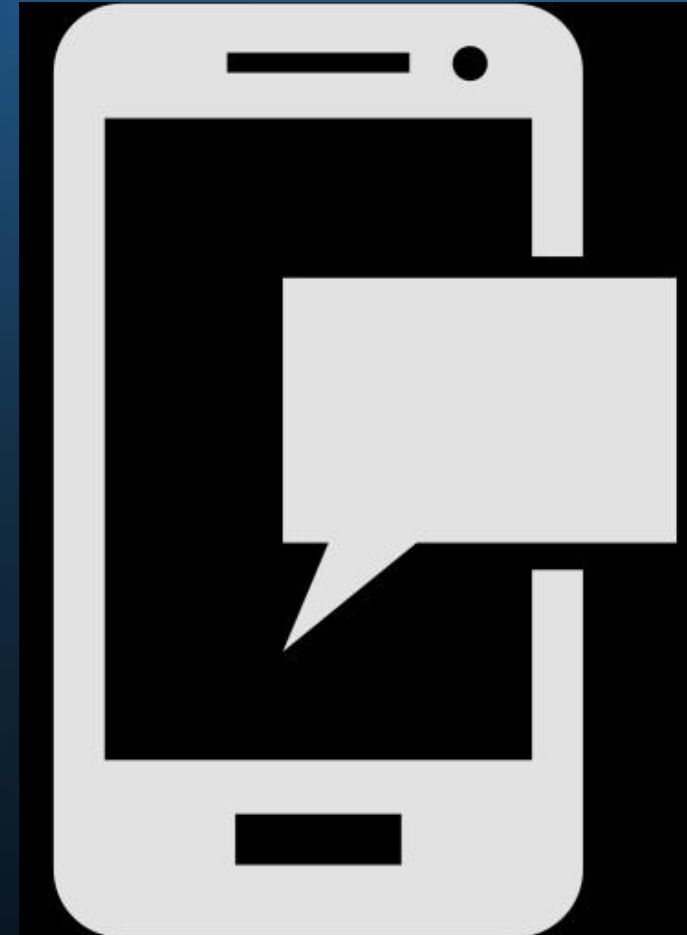


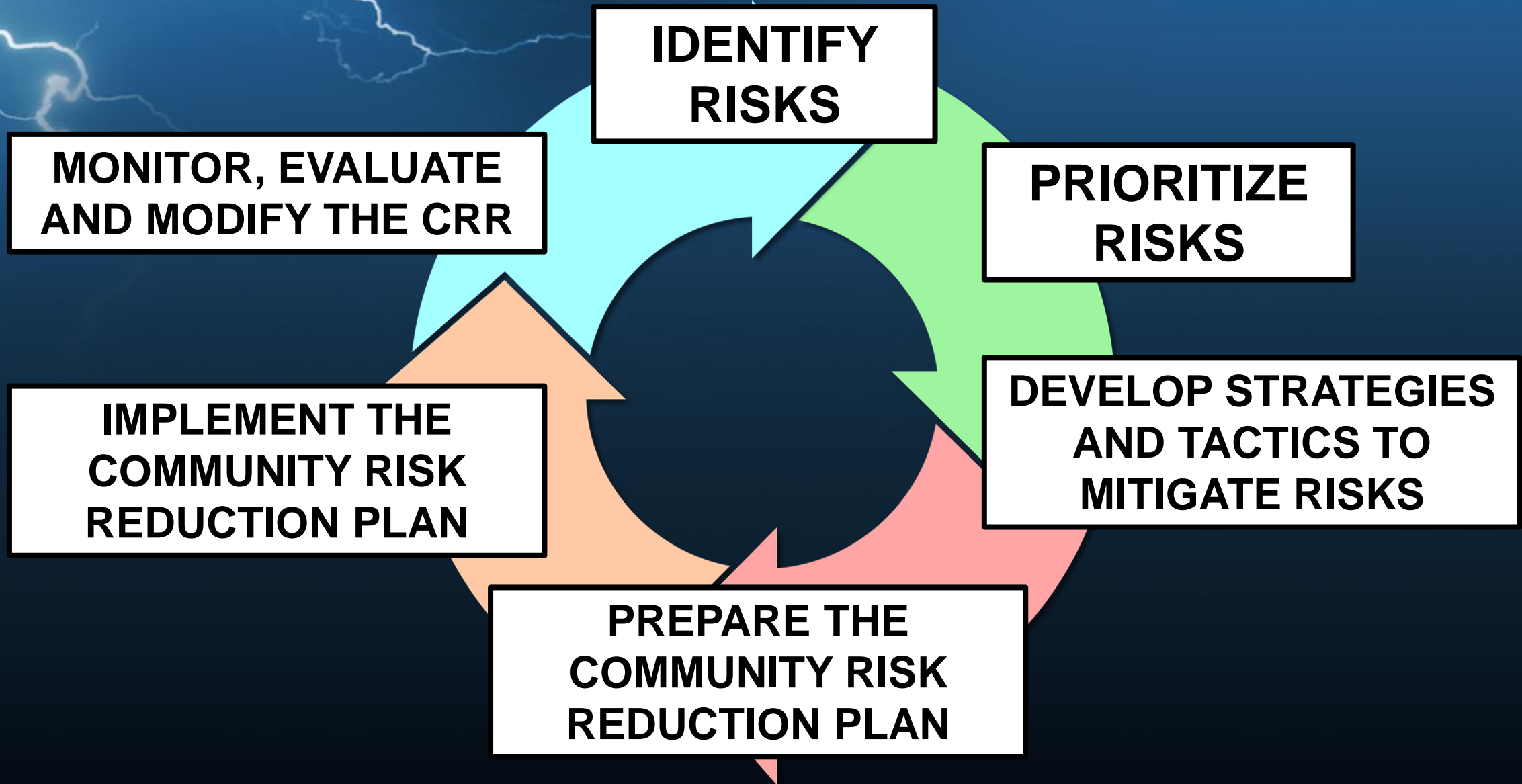
Timely phone calls

Text messages

Email from trusted sources

Phone apps from trusted/tested sources







Make a new plan if there isn't one

Compare your existing plan with what you learned from the wheel

Plan to re-evaluate the plan annually

- **Precise warnings for exact locations**
- **Instant notifications**
- **Phone calls for life-threatening emergencies**
- **Customizable messages**
- **Single Platform**



**PLEASE VISIT US AT BOOTH 44
TO DISCUSS YOUR PLANS AND
HOW TO MOVE FORWARD**

THANK YOU!

Learn more at: hazardcall.com

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