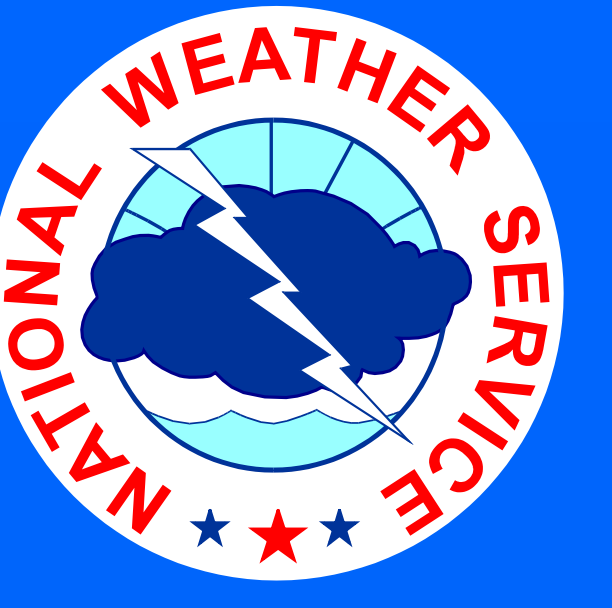


Using “Particularly Dangerous Situation” Wording to Improve Public Response to National Weather Service Watches and Warnings

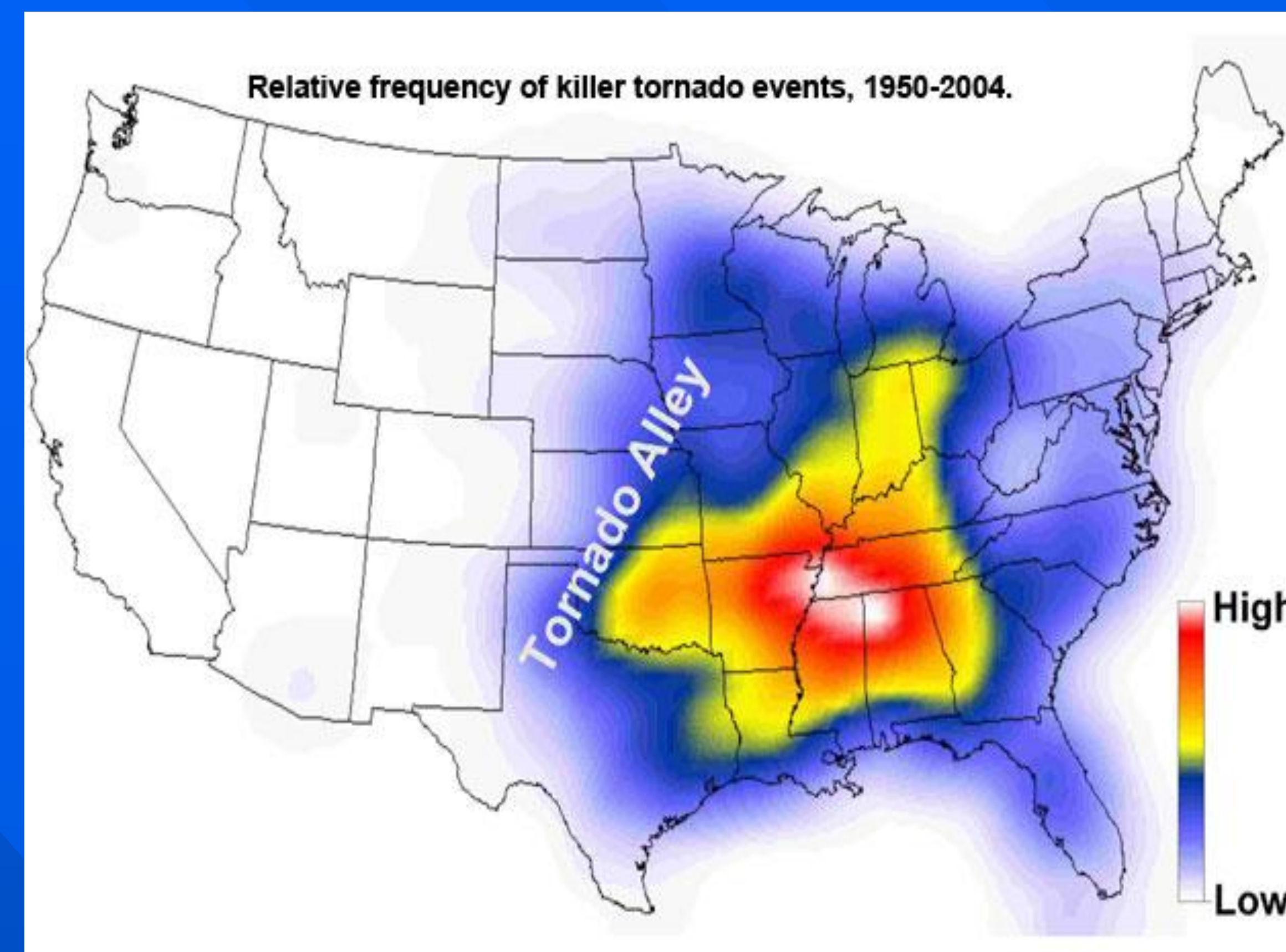


Jim Belles, Bill Borghoff and Jonathan Howell
NWS WFO Memphis

Challenges:

Why The Need to Enhance Public Response to Extreme Weather Conditions?

- Killer Tornadoes
- Deadly Thunderstorm Winds
- Crippling Ice Storms
- Destructive Floods



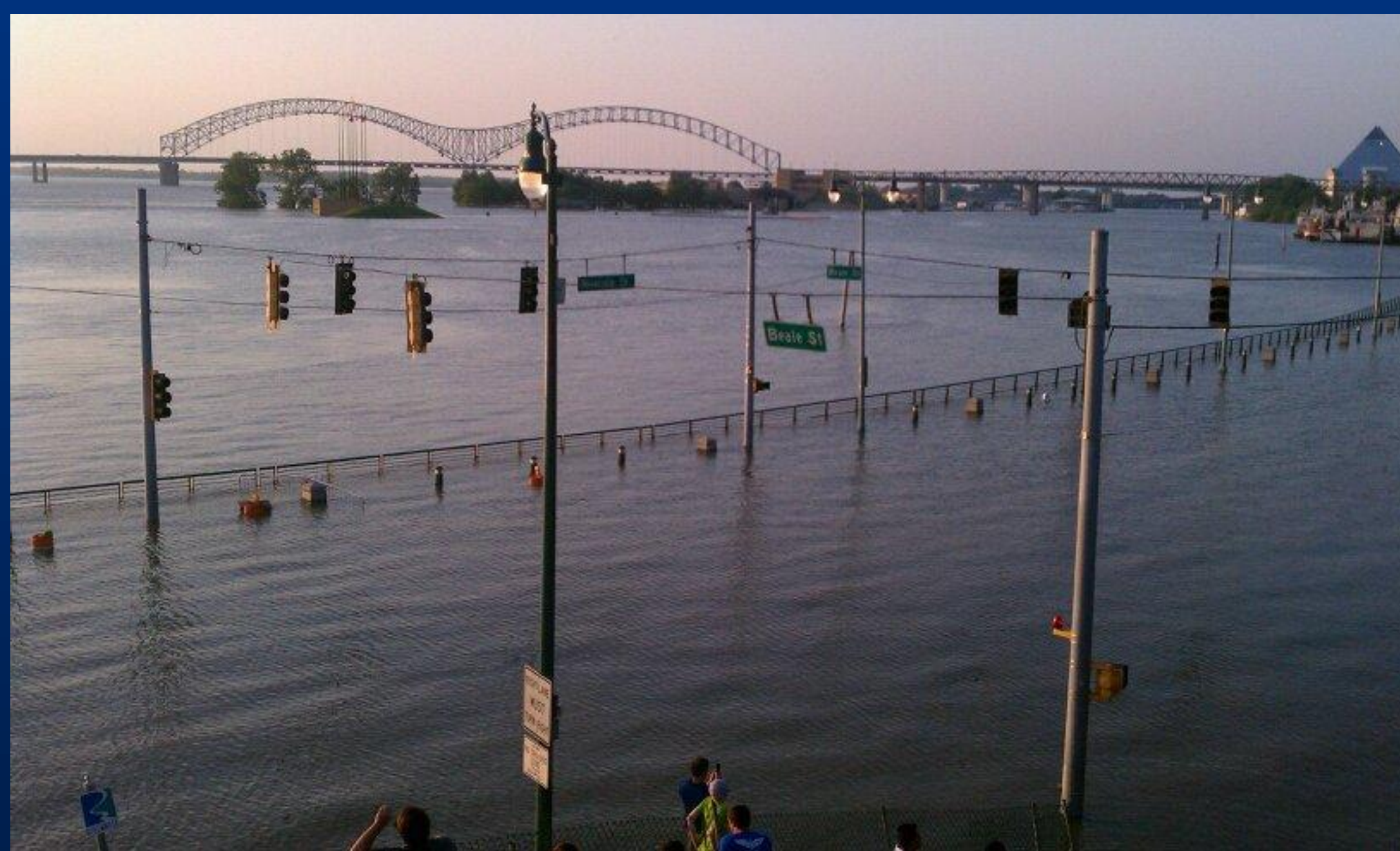
From Ashley 2007



Remnants of a mobile home destroyed by Straight-line winds



Mid-South Ice Storm



Memphis Flooding

References:

Ashley W. S. 2007 : Spatial and Temporal Analysis of Tornado Fatalities in the United States: 1880-2005. *Weather and Forecasting.*, 22, 1214-1228

Solutions:

Examples of Where “Particularly Dangerous Situation” Wording Could Enhance Public Response

- Particularly Dangerous Situation (PDS) Ice Storm Warning
 - Enhance Response
 - Stage Resources Earlier
 - Prepare for extended power outages
- Particularly Dangerous Situation (PDS) Severe Thunderstorm Warning
 - Enhance Response
 - Siren Activation
 - Enhance Sheltering
- Particularly Dangerous Situation (PDS) Flash Flood Watch
 - Enhance Response
 - Prepare for Evacuation
 - Cancel Outdoor Activities
 - Emphasize “Turn Around Don’t Drown”
- Particularly Dangerous Situation (PDS) wording can be applied to other watches and warnings.

NOTE: The views expressed herein are those of the authors and do not necessarily reflect the position of the National Weather Service.