

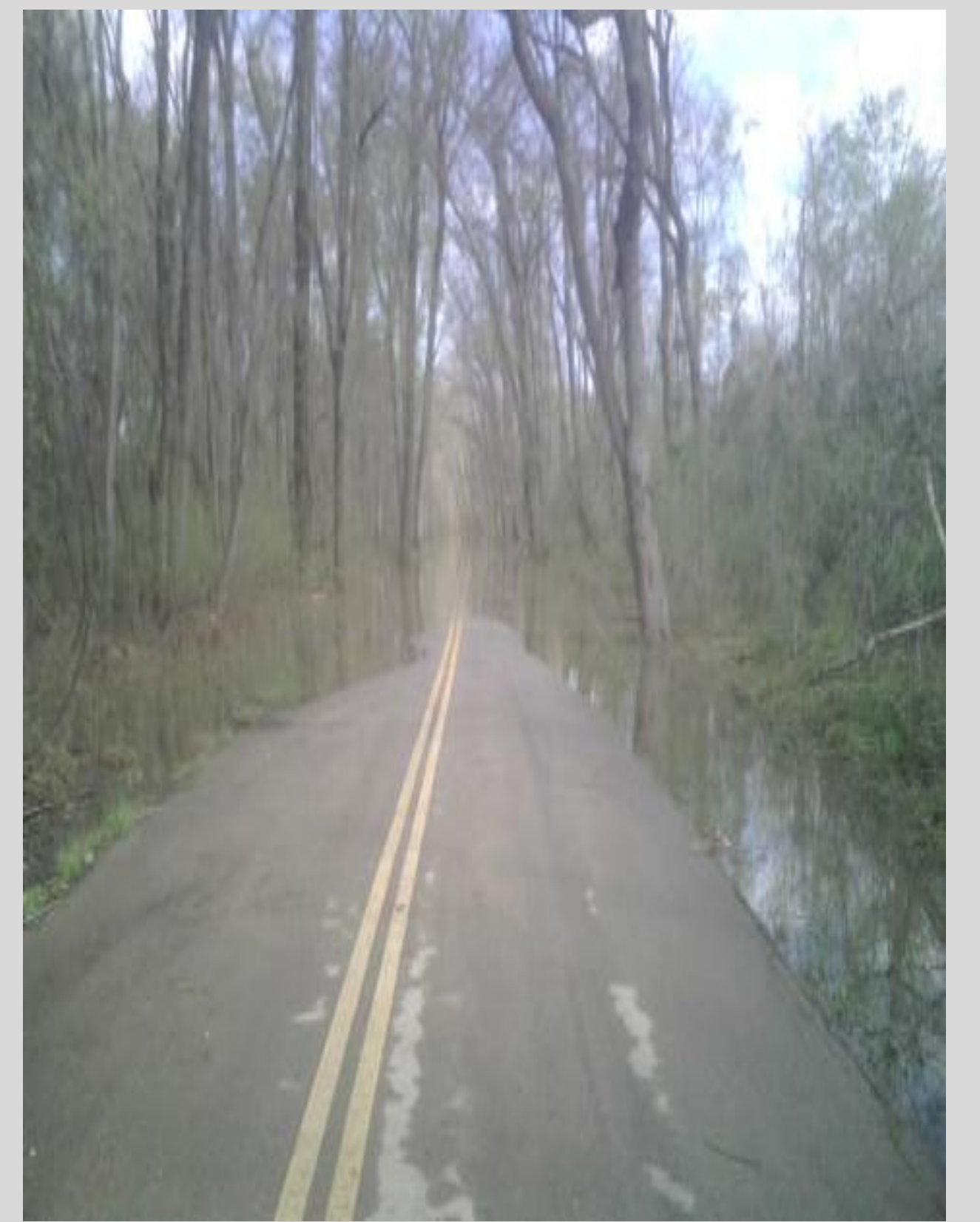


Situation-Specific Flood and Flash Flood Call-to-Action Statements

Or, how to get their attention when they're about to do something foolish.

Some default National Weather Service flood warning "Call-to-Action" statements:

"When encountering flooded roads, make the smart choice. Turn around. Don't drown."



Smart? He drove on.

"Drivers should use caution when encountering flooded roads."



US Government driver being cautiously stupid.

"All interested parties should take necessary precautions immediately."

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If you want to actually save lives, then make it personal.

Actual calls to action from September 2009 flood

“ONE PERSON HAS ALREADY DIED IN THIS FLOOD. DON'T YOU BE THE NEXT ONE. TURN AROUND! DON'T DROWN!”

“FAR TOO MANY PEOPLE ARE TRYING TO DRIVE THROUGH FLOOD WATERS. THIS IS A GOOD WAY TO DIE. TURN AROUND! DON'T DROWN!”



“TURN AROUND! DON'T DROWN! BETTER TO BE LATE THAN END UP ON THE NEWS.”

“THINK ABOUT THE PEOPLE IN YOUR CAR AND THE EMERGENCY PERSONNEL WHO HAVE TO DEAL WITH YOU. TURN AROUND! DON'T DROWN!”



“IN TENNESSEE...IF YOU DRIVE AROUND A BARRICADE YOU HAVE COMMITTED RECKLESS DRIVING.” *(Southeast United States Floods, September 18-23, 2009, Best Practices, App. D)*



Actual responses from users:

“We carry these around and read them to people at flood sites.”

-County emergency manager

“This is exactly what we need to inform our viewers”.

-TV meteorologist



“This makes the danger personal. People heed warnings like these.”

-State emergency manager

“I screamed at my mom to turn around don't drown we could die. And she turned around.”

-Third grader

BOLD
CALLS TO ACTION
SAVE LIVES.



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