

NWS Detroit Multicultural Communities (MC) Ambassador



Welcome to the NWS Detroit Multicultural Communities (MC) Ambassador Initiative. As an MC Ambassador, you will be delivering vital high impact weather forecast information and weather safety/preparedness information to the community and/or organizations that serve the needs of the local community.

The purpose of this initiative is to provide weather information to people who have limited access to technology and/or who have limited English proficiency and to those organizations that serve these communities. The MC Ambassador serves a vital link between the National Weather Service and communities that have a high level of vulnerability to hazardous weather conditions. These communities are often the most affected by weather disasters and take the longest to recover from them.

The following document serves as a guide as to what we can provide our MC Ambassadors, how they can contact us and what kind of information they can provide to the National Weather Service.



What NWS Detroit Will Provide to the MC Ambassadors

Where to Find Valuable Forecast Information:

- Web, NWS Detroit Homepage (<https://www.weather.gov/dtx/>)
 - * weatherstory (graphical image(s) of most important weather forecast information) :
<https://www.weather.gov/dtx/weatherstory>
- Twitter (@NWSDetroit)
- Facebook (<https://www.facebook.com/NWSDetroit/>)
- For Extreme Temperature Forecast Information for Metro Detroit (Heat and Cold)
 - * <https://www.weather.gov/dtx/detroitcold>
 - * <https://www.weather.gov/dtx/detroitheat>
- For Extreme Heat Across the Rest of Southeast Michigan <https://www.weather.gov/dtx/southeastmichiganheat>

Email Alerts Will be Sent to You from NWS Detroit Via nwslidtx@noaa.gov

- Semi Weekly Messages (3-day weather outlook sent every Monday and Thursday)
- Weather Messages (sent when high impact weather is forecast)

Wireless Emergency Alerts Available for High Impact Warnings (Tornadoes, Destructive Severe Storms, Significant Flash Flood)

- For more information visit <https://www.weather.gov/wrn/wea>

Safety Campaign Material

NWS Detroit (Steve Considine) will send via email NWS weather safety material during weather awareness weeks and any locally produced safety/informational material.

Notifications of Web Updates/New Material

NWS Detroit (Steve Considine) will send via email any changes or improvements to services and/or new material produced by the NWS.

- Example for Spanish Speaking Community (<https://www.weather.gov/dtx/espanol>)

Direct Contact Info

- For Clarification/Questions on Weather Forecasts/Warnings,
Call (248) 625-4249 [This is a Direct Line to our 24/7 Forecast Staff]
- For All Other Inquiries or To Share Information, Email steve.considine@noaa.gov

Assistance With Outreach Events

We will do our best to accommodate your needs. This includes providing a speaker, staffing a booth and/or providing weather related outreach material.

Contact steve.Considine@noaa.gov for any assistance in this area.

SkyWarn Schedule and Storm Summaries

The spring SkyWarn schedule is posted at the top of the NWS Detroit Homepage Feb-April, Winter SkyWarn is posted late Sep – Nov and storm summaries are posted at the top of the NWS Detroit Homepage one to two days after a large weather event.

The Role of the Multicultural Communities Ambassador

Keep Informed By Following the NWS Detroit

Be on the lookout for potential high impact weather by following the NWS (Webpage, Twitter and/or Facebook), Email Messages, Cell Phone Alerts

Communicate High Impact Weather to Groups Who Serve the Community or to the Community Directly

Take the NWS forecast information and pass that info onto the community. For those who are serving non-English Speakers, Deaf, Visually Impaired, etc., pass that information along in a format that is understood (ex translate from English to Spanish or English to Arabic, etc.)

Groups May Include: Non Profits, Community Organizations, Local Media and/or Community Newsletters, Aid Agencies, Places of Worship, Social Media Message Boards/Groups

How to Communicate (Whatever Works Best): Social Media, Direct In-Person Verbal, Phone Call, Message Bulletin Boards, Text Messages, Email, etc)

Relay to the NWS (steve.Considine@noaa.gov) Weather Needs or Impacts to the Community

- Weather Related Damage Reports
- Weather Related Injuries/Fatalities
- Needed Weather Information that is Not Readily Available
- Weather Preparedness Success Stories

Provide/Teach Weather Safety Topics to the Community

- Distribute Weather Safety Material
- Describe/Promote What to do During Warnings
- Teach Weather Safety or SkyWarn in a Language other than English
[only for those interested and where applicable]