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PUBLIC INFORMATION STATEMENT  
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC  
1257 PM EST MON MAR 5 2007

TO: FAMILY OF SERVICES /FOS/ SUBSCRIBERS  
NOAA WEATHER WIRE SERVICE /NWS/ SUBSCRIBERS  
EMERGENCY MANAGERS WEATHER INFORMATION NETWORK /EMWIN/  
SUBSCRIBERS  
NOAAPORT SUBSCRIBERS  
OTHER NWS CUSTOMERS...PARTNERS AND EMPLOYEES

FROM: LARRY WENZEL  
NWS NATIONAL HYDROLOGIC OUTREACH PROGRAM MANAGER

SUBJECT: 2007 FLOOD SAFETY AWARENESS WEEK

THE THIRD ANNUAL FLOOD SAFETY AWARENESS WEEK HOSTED BY NOAA/S NATIONAL WEATHER SERVICE /NWS/ IS MARCH 19 TO 23 2007. THE PURPOSE OF FLOOD SAFETY AWARENESS WEEK IS TO RAISE PUBLIC AWARENESS OF THE DANGERS OF FLOODING AND WAYS TO PROTECT LIFE AND PROPERTY. ON AN AVERAGE ANNUAL BASIS IN THE UNITED STATES...FLOODS KILL NEARLY 100 PEOPLE AND ARE RESPONSIBLE FOR DAMAGES OF ABOUT 5.3 BILLION DOLLARS. NO STATE OR TERRITORY IS IMMUNE FROM THE DANGERS OF FLOODING.

BRIG. GEN. DAVID L. JOHNSON...U.S. AIR FORCE /RET./...DIRECTOR OF NOAA/S NWS STATED...

"NOAA/S NATIONAL WEATHER SERVICE CONTINUES TO IMPROVE ACCESS TO FLOOD INFORMATION IN THE RIGHT FORMAT...AT THE RIGHT TIME...TO THE RIGHT PEOPLE...TO MAKE THE RIGHT DECISIONS TO MOVE PEOPLE OUT OF HARMS WAY. KNOWING HOW TO REACT WHEN FLOODS THREATEN CAN MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH."

AS PART OF NOAA/S CONTINUING MISSION TO SERVE INCREASING NEEDS FOR WEATHER AND WATER INFORMATION...NOAA/S NWS STRIVES TO IMPROVE FLOOD FORECASTS AND WARNINGS. DR. THOMAS GRAZIANO...ACTING CHIEF OF THE HYDROLOGIC SERVICES DIVISION IN NOAA/S NWS STATED...

"WE ARE WORKING HARD TO MAKE AMERICA SAFER. LEVERAGING ADVANCES IN SCIENCE AND TECHNOLOGY AND WORKING HAND IN HAND WITH VALUED PARTNERS INCLUDING EMERGENCY MANAGERS...SAFETY OFFICIALS AND THE MEDIA EXPANDS ACCESS TO MORE TIMELY AND SITE SPECIFIC FLOOD FORECASTS AND WARNINGS WHICH SAVE LIVES AND VALUABLE COMMUNITY RESOURCES."

EXTENSIVE INFORMATION ABOUT FLOODING AND FLOOD SAFETY...INCLUDING EDUCATION MATERIALS...VIDEOS...BROCHURES AND NEWS ARTICLES CAN BE FOUND ONLINE AT /USE LOWER CASE/:

[HTTP://WWW.WEATHER.GOV/FLOODSAFETY/](http://www.weather.gov/floodsafety/)

TOPICS COVERED ON THIS WEBPAGE INCLUDE...

ADVANCED HYDROLOGIC PREDICTION SERVICE.

THE ADVANCED HYDROLOGIC PREDICTION SERVICE /AHPS/ IS THE HEART OF AN ONGOING EFFORT OF NOAA/S NWS TO MODERNIZE HYDROLOGIC SERVICES FOR EVENTS RANGING FROM FLOODS TO DROUGHTS. AHPS EXTENDS THE RANGE AND QUANTIFIES THE CERTAINTY OF NWS RIVER FORECASTS AND PROVIDES TIMELY...USER FRIENDLY TEXT AND GRAPHICAL PRODUCTS ON THE INTERNET.

TURN AROUND... DON/T DROWN.

PEOPLE OFTEN UNDERESTIMATE THE FORCE OF WATER. MORE THAN HALF OF ALL FLOOD-RELATED DEATHS ARE VEHICLE RELATED...INCLUDING TRUCKS AND SUVS...THAT ARE SWEEPED DOWNSTREAM. MANY OF THESE DROWNINGS ARE PREVENTABLE SIMPLY BY NOT DRIVING OR WALKING ONTO FLOODED ROADS. MOST VEHICLES LOSE CONTACT WITH THE ROAD IN SIX INCHES OF WATER AND CAN BE SWEEPED AWAY IN 18-24 INCHES OF WATER. REMEMBER...WHEN APPROACHING A FLOODED ROADWAY...MAKE THE RIGHT CHOICE...TURN AROUND...DON/T DROWN.

FLOODING AND RELATED PHENOMENA.

A VARIETY OF FLOODING AND RELATED PHENOMENA PLACE ALL 50 STATES AND TERRITORIES AT RISK THROUGHOUT THE YEAR. TROPICAL CYCLONE INLAND FLOODING...SNOWMELT...ICE JAMS AND DEBRIS FLOWS ARE JUST SOME OF THE FLOOD RELATED PHENOMENA WHICH POSE A THREAT TO AMERICANS.

DETERMINING FLOOD RISK AND CHOOSING FLOOD INSURANCE.

FLOOD LOSSES ARE NOT TYPICALLY COVERED IN HOMEOWNER INSURANCE POLICIES. HOWEVER...FLOOD INSURANCE IS AVAILABLE TO PROPERTY OWNERS IN COMMUNITIES PARTICIPATING IN THE FEDERAL EMERGENCY MANAGEMENT AGENCY /FEMA/ NATIONAL FLOOD INSURANCE PROGRAM. FEMA/S FLOODSMART CAMPAIGN PROMOTES THE IDEA THAT EVERY AMERICAN SHOULD KNOW THEIR FLOOD RISK AND CHOOSE THE APPROPRIATE FLOOD INSURANCE.

FLOOD SAFETY.

NOAA/S NWS...ALONG WITH GOVERNMENT AND PRIVATE SECTOR PARTNERS...INFORMS COMMUNITIES ACROSS THE UNITED STATES ON HOW TO BECOME AWARE OF FLOOD RISKS AND REACT PROPERLY WHEN A FLOOD THREATENS. KNOWING WHAT TO DO BEFORE...DURING AND AFTER A FLOOD CAN SAVE LIVES AND REDUCE INJURIES AND PROPERTY DAMAGE.

THE NWS IS A LINE OFFICE OF THE NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION...AN AGENCY OF THE U.S. DEPARTMENT OF COMMERCE. NOAA IS DEDICATED TO ENHANCING ECONOMIC SECURITY AND NATIONAL SAFETY THROUGH THE PREDICTION AND RESEARCH OF WEATHER AND CLIMATE-RELATED EVENTS AND PROVIDING ENVIRONMENTAL STEWARDSHIP OF U.S. COASTAL AND MARINE RESOURCES. THROUGH THE EMERGING GLOBAL EARTH OBSERVATION SYSTEM OF SYSTEMS /GEOSS/...NOAA IS WORKING WITH ITS FEDERAL PARTNERS AND NEARLY 60 COUNTRIES TO DEVELOP A GLOBAL MONITORING NETWORK THAT IS AS INTEGRATED AS THE PLANET IT OBSERVES.

NATIONAL PUBLIC INFORMATION STATEMENTS ARE ONLINE AT /USE LOWER CASE/:

[HTTPS://WWW.WEATHER.GOV/NOTIFICATION/ARCHIVE](https://www.weather.gov/notification/archive)

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