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PUBLIC INFORMATION STATEMENT
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC
715 AM EST THU MAR 5 2009

TO: SUBSCRIBERS:
-FAMILY OF SERVICES
-NOAA WEATHER WIRE SERVICE
-EMERGENCY MANAGERS WEATHER INFORMATION NETWORK
-NOAAPORT
OTHER NWS PARTNERS...USERS AND EMPLOYEES

FROM: LARRY WENZEL
NWS NATIONAL HYDROLOGIC OUTREACH SERVICES LEADER

SUBJECT: 2009 FLOOD SAFETY AWARENESS WEEK

FLOOD SAFETY AWARENESS WEEK...HOSTED BY NOAA/S NATIONAL WEATHER SERVICE /NWS/...IS SCHEDULED FOR MARCH 16 TO 20 2009. THE NWS PROMOTES FLOOD SAFETY THROUGHOUT THE YEAR TO RAISE PUBLIC AWARENESS OF THE DANGERS OF FLOODING AND THE WAYS TO PROTECT LIFE AND PROPERTY. HOWEVER...EACH SPRING...THERE IS A FOCUSED EFFORT TO RAISE THE AMERICAN PUBLIC/S AWARENESS ABOUT THE THREATS POSED BY FLOODS. ON AVERAGE...OVER THE PAST 20 YEARS...FLOODS HAVE CLAIMED NEARLY 100 LIVES AND CAUSED DAMAGES IN EXCESS OF 7 BILLION DOLLARS ANNUALLY. NO STATE OR TERRITORY IS IMMUNE FROM THE DANGERS OF FLOODING.

GARY CARTER...NOAA/S HYDROLOGY PROGRAM MANAGER...STATED:

"THE 50 PLUS INCHES OF RAIN THAT FELL ACROSS THE MID SECTION OF THE UNITED STATES IN 2008 RESULTED IN SEVERAL DEATHS...NUMEROUS WATER RESCUES AND HUNDREDS OF ROAD CLOSINGS. IT IS ANOTHER SOBERING REMINDER THAT FLOODS CAN OCCUR ANYTIME AND ANYWHERE OVER THE NATION AND POSE A REAL THREAT TO LIFE AND PROPERTY."

EVEN THOUGH NOAA SCIENTISTS CONTINUE TO IMPROVE THE TIMELINESS AND ACCURACY OF RIVER AND FLOOD FORECASTS...HOMES AND BUSINESSES CONTINUE TO BE BUILT IN FLOOD PLAINS AND ARE VULNERABLE TO FLOODING. THE NWS IS COMMITTED TO IMPROVING FLOOD FORECASTS AND WARNINGS...THEIR DISSEMINATION...AND EDUCATING THE PUBLIC OF THE HAZARDS OF FLOODS TO PROMOTE RESPONSES WHICH REDUCE THE LOSS OF LIFE AND PROPERTY.

A SPECTRUM OF PARTNERS AND CUSTOMERS DEPEND ON ACCURATE AND TIMELY RIVER AND FLOOD FORECASTS FOR A VARIETY OF APPLICATIONS INCLUDING RIVER NAVIGATION...RECREATION...AGRICULTURE...WATER SUPPLY AND POWER GENERATION. NOAA/S NWS IS COMMITTED TO IMPROVING ACCESS TO FLOOD INFORMATION SO THE RIGHT DECISIONS ARE MADE AT THE RIGHT TIME...BY THE RIGHT PEOPLE...TO MOVE PEOPLE OUT OF HARM/S WAY OR TO OPTIMIZE THE USE OF INCREASINGLY LIMITED WATER RESOURCES.

THE NEED TO PROTECT LIFE AND PROPERTY AND CONSERVE AND PROTECT OUR NATURAL RESOURCES COULD NOT BE GREATER. THE NWS IS MEETING THIS NEED FOR WATER

INFORMATION PRIMARILY THROUGH THE IMPLEMENTATION OF THE ADVANCED HYDROLOGIC PREDICTION SERVICE. DR. THOMAS GRAZIANO...NWS CHIEF OF THE HYDROLOGIC SERVICES DIVISION...STATED:

"TO MEET THE GROWING DEMAND FOR WATER INFORMATION...NOAA/S NATIONAL WEATHER SERVICE IS COMMITTED TO IMPROVING THE TIMELINESS...INCREASING THE ACCURACY...EXTENDING THE RANGE AND QUANTIFYING THE CERTAINTY OF OUR RIVER FORECASTS AND WARNINGS. IN ADDITION...NOAA IS PARTNERING WITH FEDERAL...STATE AND OTHER AGENCIES TO IMPLEMENT INUNDATION MAPS WHICH DEPICT THE SPATIAL EXTENT AND DEPTH OF FLOOD WATERS IN THE VICINITY OF RIVER FORECAST LOCATIONS. THESE NEW FLOOD INUNDATION MAPS ENHANCE THE COMMUNICATION OF FLOOD RISK BY ENABLING DECISION MAKERS TO RELATE CURRENT AND FORECAST RIVER HEIGHTS TO AREAS WHICH MAY BE INUNDATED."

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 THE FOLLOWING:

1. ADVANCED HYDROLOGIC PREDICTION SERVICE

THE ADVANCED HYDROLOGIC PREDICTION SERVICE /AHPS/ IS AT THE CENTER OF THE NWS HYDROLOGY PROGRAM COVERING EVERYTHING 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. IF A PICTURE IS WORTH A THOUSAND WORDS...THEN FLOOD MAPS PROVIDED THROUGH AHPS VISUALLY BRING SCIENCE TO LIFE...ALLOWING USERS TO SEE THE EXTENT OF FLOODING AT A GLANCE ON THE INTERNET.

2. TURN AROUND...DON/T DROWN

"I THOUGHT IT WASN/T DEEP... BUT I GUESS IT GOT DEEP..." STATED A DRIVER WHO ESCAPED FROM HIS VEHICLE AS IT WASHED AWAY AT A LOW WATER CROSSING. PEOPLE OFTEN UNDERESTIMATE THE FORCE OF WATER. MORE THAN HALF OF ALL FLOOD-RELATED DEATHS ARE VEHICLE RELATED...INCLUDING TRUCKS AND SPORT UTILITY VEHICLES /SUVS/...THAT ARE SWEEPED DOWNSTREAM. MOST VEHICLES LOSE CONTACT WITH THE ROAD IN SIX INCHES OF WATER AND CAN BE SWEEPED AWAY IN 18 TO 24 INCHES OF WATER. YELLOW WARNING SIGNS AND PINK INCIDENT SIGNS...COMPLIANT WITH THE FEDERAL HIGHWAY ADMINISTRATION REGULATIONS...CAN NOW BE DEPLOYED ON ROADWAYS WHERE FLOODING OCCURS.

REMEMBER: WHEN APPROACHING A FLOODED ROADWAY...MAKE THE RIGHT CHOICE...TURN AROUND...DON/T DROWN.

3. FLOODS...DROUGHTS AND RELATED PHENOMENA

THE NATION WILL EXPERIENCE FLOODS AND DROUGHTS THIS YEAR. THE QUESTION REMAINING IS WHERE. TROPICAL CYCLONE INLAND FLOODING...SNOWMELT FLOODING...ICE JAMS AND DEBRIS FLOWS ARE JUST SOME OF THE FLOOD RELATED PHENOMENA WHICH POSE A THREAT TO AMERICANS.

4. 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 TAKING PART 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.

5. FLOOD SAFETY

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.

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...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.

FOR FURTHER INFORMATION...PLEASE CONTACT:

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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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