

# Be a Force of Nature

## Help Build a Weather-Ready Nation™

**D**o you know what to do in a severe weather emergency? Each year, people in this country are killed or seriously injured by all types of extreme weather, despite advance warning.

**NOAA's Weather-Ready Nation (WRN)** initiative is about helping our nation become more resilient to increasing extreme weather, water and climate events. NOAA is working to keep these threats from becoming disasters with greater accuracy in forecasts and warnings, evolving services to community decision makers, and better ways to communicate risk to stakeholders and the public.

As part of the WRN initiative, NOAA partners with emergency management officials, businesses, and the media to motivate individuals and communities to prepare for a potential weather disaster. And these actions can save lives – at home, in schools, and in the workplace.

### What Does a Weather-Ready Nation Look Like?



A Weather-Ready Nation takes well-informed communities, businesses and individuals that are ready, responsive and resilient to extreme events. Key actions include:

- **Know your risk** by discovering the weather risks where you live and closely following National Weather Service forecasts and warnings.



- **Take action** by creating a family emergency plan and kit, and making sure you can receive emergency messages (e.g., NOAA Weather Radio, wireless emergency alerts).
- **Be an example** by using social media to share important hazard information.

### How Your Organization Can Help Build a Weather-Ready Nation

Building a WRN requires the participation and commitment of a vast nationwide network of “Ambassadors” – organizations contributing in the best ways they can:

- Broadcasters advocating preparedness on-air
- Schools/universities teaching about the risks associated with severe weather and resiliency best practices
- Companies within the weather enterprise building the technological infrastructure for weather information and alerts
- Insurance companies providing discount incentives to policyholders who meet certain mitigation criteria

By becoming a **WRN Ambassador**, your organization can serve a pivotal role in affecting societal change by:

- Promoting Weather-Ready Nation messages
- Collaborating with NOAA
- Sharing your success stories
- Serving as an example



WRN Ambassadors are change agents and leaders of their communities. You will inspire others to be better informed and prepared – helping to minimize or even avoid the impacts of natural disasters.



*NOAA meteorologist teaches elementary school children about weather observation*

We can *all* contribute to a better informed and prepared public, smarter business and community planning, and more resilient infrastructure.

### **America's Weather Industry and NOAA: A Valued Partnership**

Building a Weather-Ready Nation requires more than government alone. It requires the entire Weather Enterprise to provide information for better community, business, and personal decision making, and innovative partnerships across all segments of society.

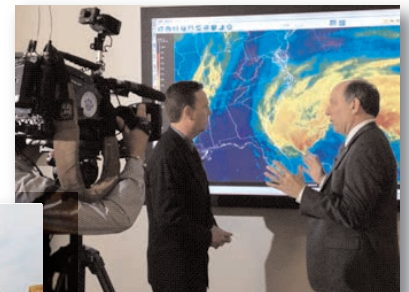
NOAA relies on the enormous contributions of America's weather industry – our private sector partners in the Weather Enterprise. America's weather industry delivers timely weather warnings to the public through a variety of media, and provides tailored services to help businesses protect their customers, employees, and bottom line in the face of adverse weather.

Together, this partnership takes the best features of the private sector – quick to market, customer focus, product diversity – and marries it to equitable and reliable services from the government to give everyone vital information about weather-related threats.

### **Building a Weather-Ready Nation Takes All of Us**

Ultimately, a Weather-Ready Nation empowers everyone to make life-saving decisions that also prevent devastating economic losses. It's all of us working together to become a nation known for its resiliency in the face of deadly weather events.

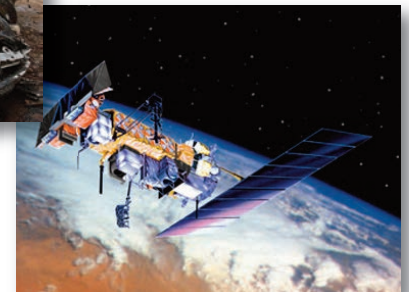
**To learn more about the Weather-Ready Nation initiative or becoming a WRN Ambassador, visit the WRN website at [www.noaa.gov/wrn](http://www.noaa.gov/wrn) or e-mail NOAA's Weather-Ready Nation team at [wrn.feedback@noaa.gov](mailto:wrn.feedback@noaa.gov).**



*Storm forecast media interview*



*Tornado damage*



*Rendering of NOAA-N Prime Weather Satellite courtesy of Lockheed Martin*

*“We can't stop extreme events from happening. But we surely can come together and find ways to make our societies more dynamically resilient in the face of those threats.”*

NOAA Administrator Dr. Kathryn Sullivan  
American Meteorological Society Annual Meeting  
January 10, 2013