

MESSAGE MATTERS MOST

- **The Warning Message**
 - A. Contents (what it says)
 - B. Style (how it says it)
- **Enhancements**
 - Risk personalization visualizations
 - Message repetition
 - More (URLs?)

MESSAGE STYLE

- **Be Specific**

- **YES**: If you are between the river and First Street, move north of Main Street
- **NO**: Evacuate if you are near the river

- **Be Clear**

- **YES**: A wall of water 20 feet high moving faster than a person can run
- **NO**: A ten thousand cubic foot per second flow, moving at 20 feet per second

- **Be Accessible**

MESSAGE CONTENTS

- **Objective**

- Put information in messages that people spend time looking for when its absent

- Absent information incites milling & delays public protective action

- Milling will “never” be completely eliminated but can be reduced

MESSAGE ANATOMY

(comprehensive messages cover 8 topics)

- **1. Source**
- **2. Hazard**
- **3. Location Personalization**
- **4. Consequences**
- **5. Protective Action (PA)**
- **6. PA Completion Time**
- **7. How PA Reduces Consequences**
- **8. Message Expiration Time**

EXAMPLE MESSAGE

(339 Characters For New WEA 360 Message Length)

- ***Elm County Sheriff Floodwaters are approaching Wood City and will hit two blocks on both sides of Elm Creek from Hwy 111 to Maple Road People outside will be washed downstream The water will be above rooftops Move 2 blocks+ from the creek NOW & be there no later than 6:00 PM to avoid the flood This message expires at 11:00 PM 15 May 2018***