



Climate Advisory Poster Breakdown

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Hello!

I am Wuillam Urvina

I am a C-StREAM intern with the CBPO. As part of my internship, I've been given the opportunity to work on projects that are of interest to me.



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Climate Advisory Poster

What it is and where it will go



Climate Change

A phenomenon that will have countless consequences on the planet.

Explaining the idea

- The proposed main idea was to focus on climate change impacts on vulnerable communities.
- After the poll, three topics have been chosen that would be the focus of next steps.
- For my part of this project, I wanted to focus on storm events and various aspects associated with them.



Explaining the purpose

- There is an understanding that climate change will impact communities with varying levels of intensity.
- One way to help these disproportionately affected groups is to inform them in advance of what they can do to prepare and protect themselves.
- This can be done through a myriad of ways but one is through advisory posters.



What was discovered

The inspiration for this project came from the Fish consumption advisory poster that was developed by the communication workgroup. After speaking with them, a few things became clear:

- There should be a clear, big message that can be communicated.
- There should be a specific audience in mind.
- There should be a way you want to present your message.



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The Matters of Interest

What it could be about

Big Messages

The main idea that I would like to focus on is:

- Know when it is necessary to evacuate and how to protect yourself if you can't.
- There would be 4 panels and they would focus on:
 - The difference between a watch and warning for a hurricane
 - What to do when there is a loss of access to water
 - What to do when there is a loss of power
 - If you can't evacuate, how to protect yourself.



Hurricanes: Watch out for a Warning

The bad and the ugly

A warning means that hurricane conditions are expected whereas a watch means that conditions are possible. If a warning is in effect, evacuate asap.

Power may be lost

The power will likely go out during a hurricane. Keep batteries, flashlights, and candles for emergencies. Cell Phones may work but conserve battery life.

Water may be lost

Before the hurricane, try to stock up on water bottles and possibly on water treatment supplies. Fill any available containers with water from the tap.

If you can't evacuate, protect yourself.

Ask local authorities for help to get to a safe shelter. If you must stay at home, stock up on non-perishables, cash, secure your doors and windows.



WATCH
VS
WARNING

Flash Floods: Ankle Deep in Floods

Prone to flooding?

If the area you live is already prone to flooding, it is possible that these floods will intensify.

Actions to prepare

Do not try and walk, swim, or drive through flood waters. Stock up on supplies. Purchase or renew flood insurance.

Future of flooding

There are many tools available that can predict whether flooding in your area will worsen or not.

Moving out of the water

Consider the possibility of more floods in your area and the danger associated with that. Consider moving farther inland.



Hurricanes: The coast is not clear

What is a storm surge?

A storm surge is the rising of sea level due to the low pressure storm system and storm winds.

Danger and damage

Storm surges can lead to high property damage, coastal and highway erosion, and salt-water intrusion.

Double trouble

Mean sea level is expected to rise in the future. This combined with more frequent storms amplifies the amount of danger near the coasts.

How to protect yourself

Make sure supplies are available. Have an emergency plan and kit. Possibly use sandbags for protection from flood water.



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On the Lookout

What to keep in mind going forward

Geographic focus

The poster can be geographically focused based on interest and target audience. Below are some examples of specific locations that could benefit from climate advisory posters.

Maryland

While it is uncommon for big hurricanes to make landfall in Maryland, the storm surge from hurricanes could cause the Chesapeake Bay to damage a lot of the state.

Southeastern seaboard

States in this region tend to get hit the most by hurricanes and tropical storms. An increase in storm frequency could cause a lot more damage if people are not prepared.



An audience in mind

I generally was interested in communities that lack the ability to respond to these disasters before they appear either because they don't know what to do or don't have the resources to do so. They include:

- Hispanic
- Non-english speaking
- Elderly
- Lower socioeconomic



Things to keep in mind

Ex.



How audience affects your message

Reception

Depending on the audience that is chosen, the reception of the message will change. One community can accept the message while another rejects it. This is determined by the portrayal of the message.

Portrayal

Different strategies are needed for different groups of people. For example, one community might need more relatability, another might need more help with communication, etc.



A picture is worth a thousand words

A complex idea can be conveyed with just a single image. Some images, however, are more effective than others.

WARNING

A warning is issued when a hazardous weather or hydrologic event is **occurring, imminent or likely**. A warning means weather conditions pose a threat to life or property. People in the path of the storm need to take protective action.

WATCH

A watch is used when the risk of a hazardous weather or hydrologic event has increased significantly, but its occurrence, location or timing is **still uncertain**. A watch means that hazardous weather is possible. People should **have a plan of action** in case a storm threatens and they should listen for later information and possible warnings especially when planning travel or outdoor activities.

ADVISORY

An advisory is issued when a hazardous weather or hydrologic event is **occurring, imminent or likely**. Advisories are for **less serious conditions than warnings**, that cause significant inconvenience and if caution is not exercised, could lead to situations that may threaten life or property.

OUTLOOK

An outlook is issued when a hazardous weather or hydrologic event is **possible** in the next week. Outlooks are intended to **raise awareness** of the potential for significant weather that could lead to situations that may threaten life or property.

TORNADO WARNING

vs.

TORNADO WATCH

A tornado is happening or imminent. Take shelter immediately.

A tornado is possible.

- Stay tuned to local radio/TV for info.
- Know where you'll shelter if you have to.

Next steps

Choose big
message



Choose
audience



Community
research



Next steps...



Next steps...



Thanks!

Any questions?

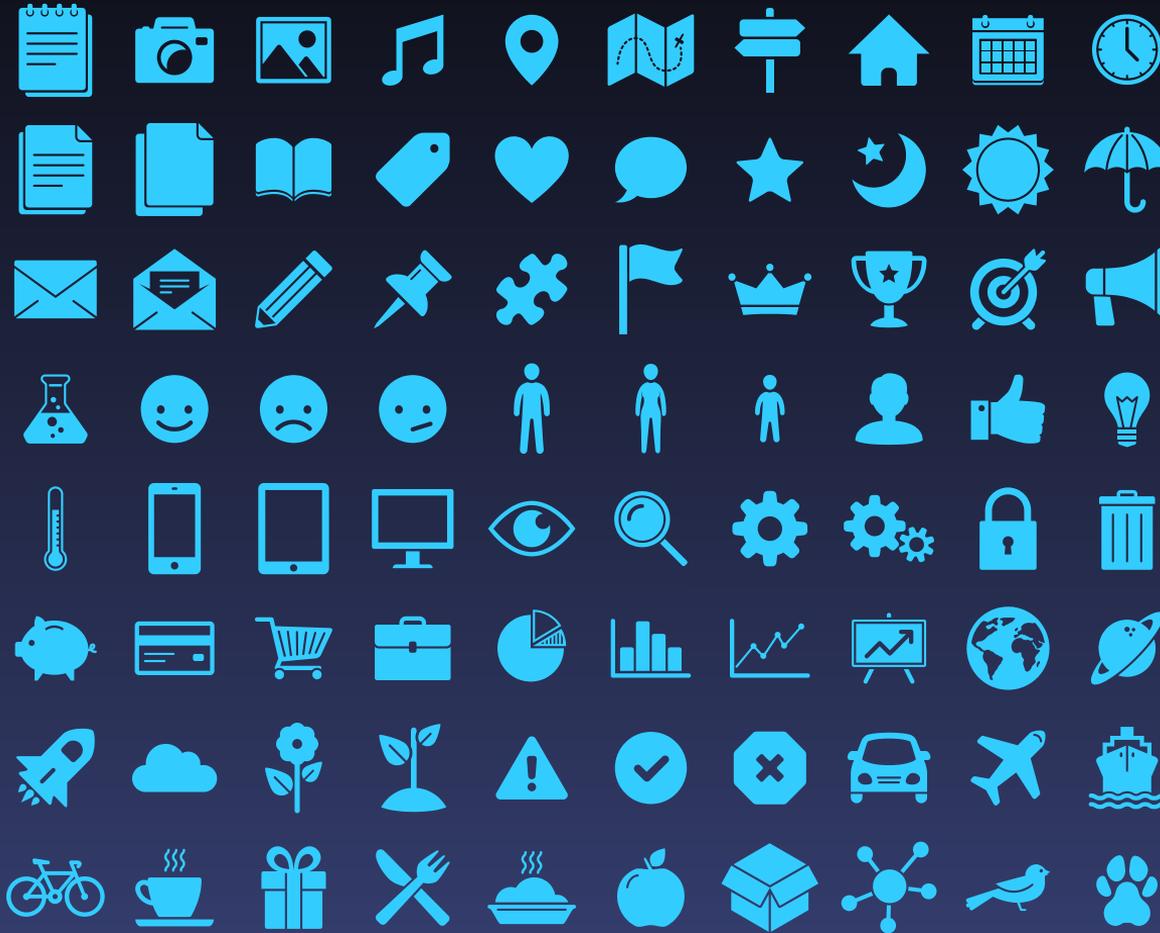
You can contact me at

→ urvinaw@chesapeake.org



Want big impact?
Use **big image**.





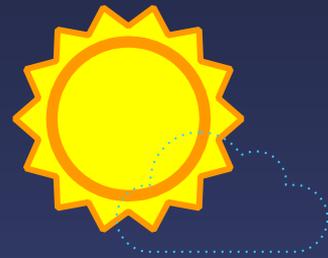
SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:



Now you can use any emoji as an icon!

And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>



and many more...