

## Panel 5 Discussion: Stakeholder Engagement, Risk Perception, and Communication

*How is heat health information communicated, including risk characterization, roles and responsibilities, and varied media and messaging tool strategies?*

### **COMMUNICATION**

- Broadcast meteorologists should focus on IMPACTS of heat (examples)
- PSA video on TV/internet about heat related illnesses – tap into emotions
- Social Media – share wx reports, photos, video, comments on geo-located free app, StormPins

### **RISK PERCEPTION**

- Do we need a color coded heat alert system?
- After a summer natural disaster, the risk is not gone...

### **RESPONSIBILITIES**

- Partnerships (animal groups, Red Cross, Salvation Army, EMs, TV Mets)
- Work with energy companies (long term energy usage forecasts)

Workshop on the Development of Climate

Information Systems for Heat Health Early Warning



## Panel 5 Discussion: Stakeholder Engagement, Risk Perception, and Communication

*How is heat health information communicated, including risk characterization, roles and responsibilities, and varied media and messaging tool strategies?*

- Assessment of current communication efforts and outcomes, as well as communication needs and gaps (schools/companies = policy)?
- How effective are existing communication plans and tools? Who is using them and how do we make them more effective?
- How can we best target most vulnerable groups?
- Is there a common communications/tool platform, and if not, should there be?
- How can we encourage behavior changes?

**Contact CHERYL NELSON: [www.CherylNelsonVA.com](http://www.CherylNelsonVA.com)**

Workshop on the Development of Climate

Information Systems for Heat Health Early Warning

