

Public Alerts and Warnings

“What Really Matters?”

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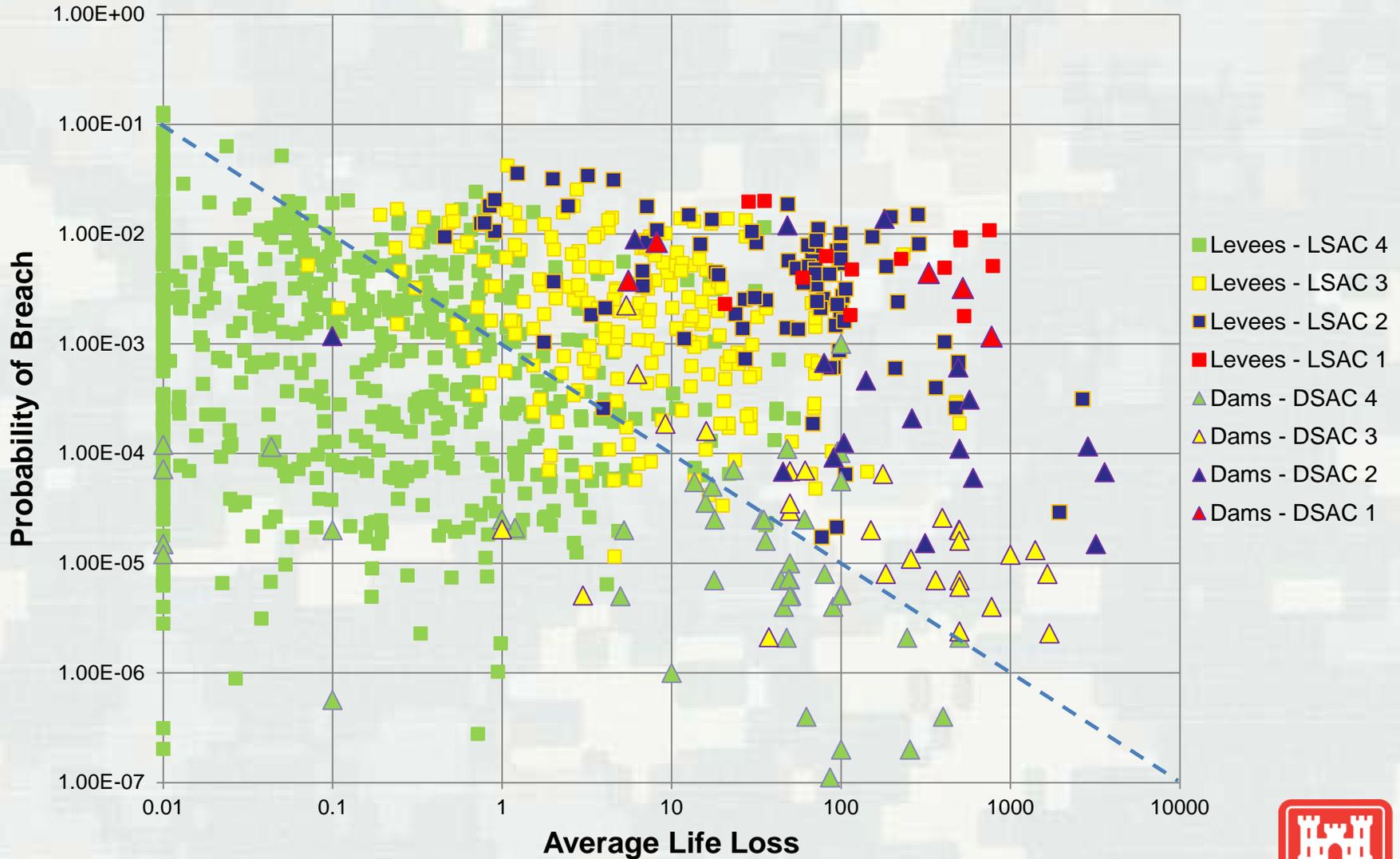
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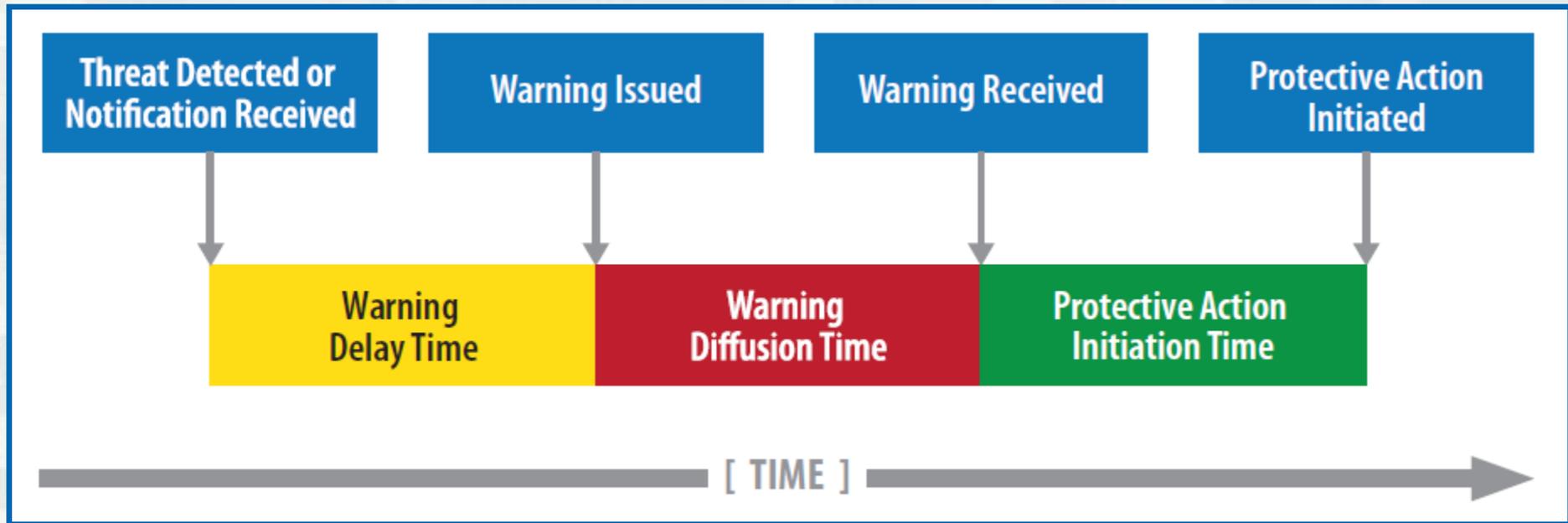


USACE Flood Defense Infrastructure

Risk Characterization



Warning and Mobilization Timeline



Message Content

- **The single most important thing that an emergency manager can do** to motivate effective public protective action is to provide the best emergency messages possible.

SOURCE: say who the message

THREAT: describe the flooding

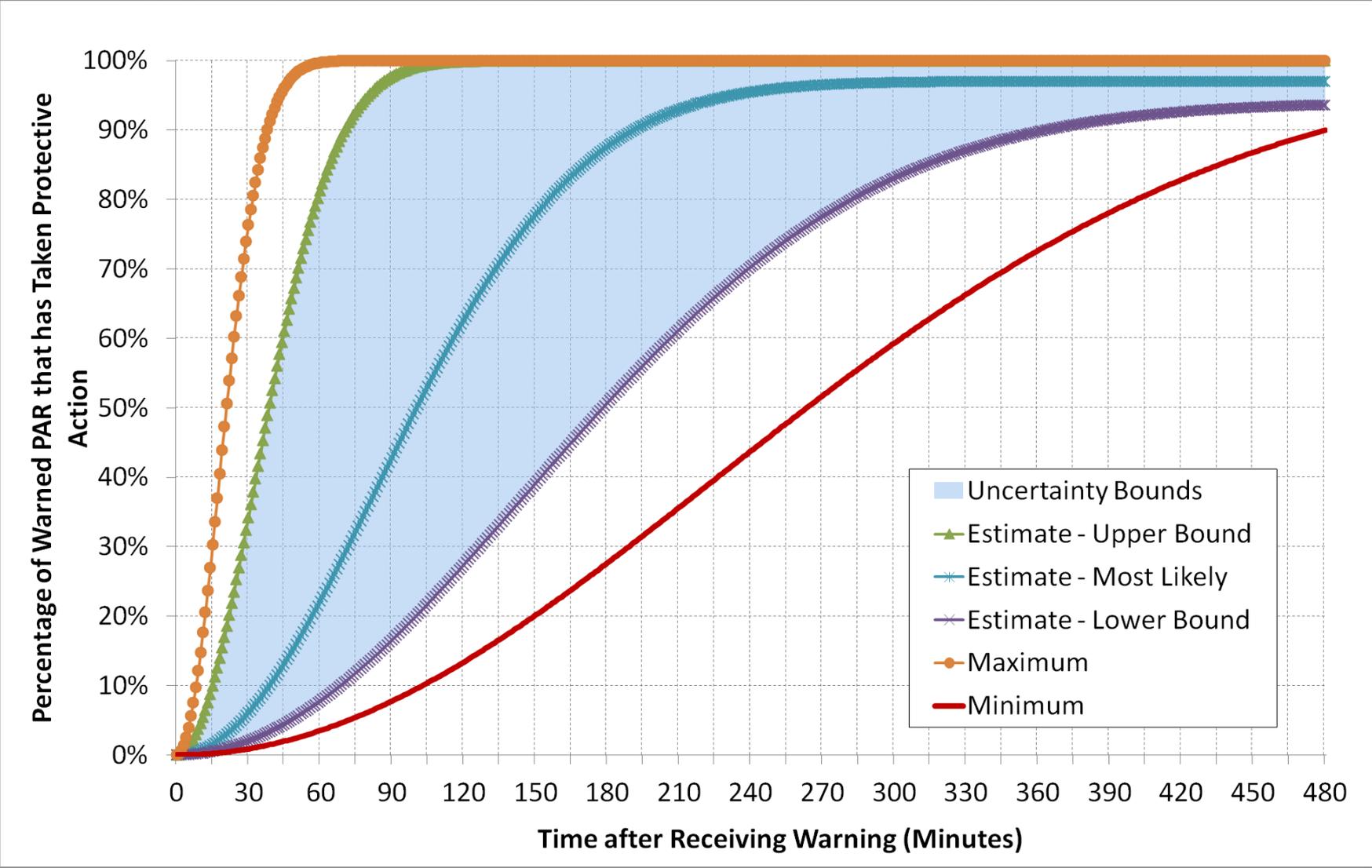
LOCATION: state the impact area

GUIDANCE/TIME: tell people

EXPIRATION TIME: tell people when the alert/warning expires and/or new information will be received



Measuring and Quantifying



MYTHBUSTERS



Cry Wolf Syndrome

- Asking the public to evacuate for a flood emergency, only to find out that the threat is a false alarm, can lead to a loss of trust in the government and a reluctance to follow instructions in the next time a real emergency occurs.



Traffic Accidents

- Traffic accidents increase during mass events.



Traffic accidents increase during mass events because of slower speeds, generally in a single direction, and people are more cautious and more considerate.

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PUBLIC ALERTS
AND WARNINGS
FOR DAM
AND LEVEE
EMERGENCIES**



More Information

- jason.t.needham@usace.army.mil
- [“A guide to public alerts and warnings for dam and levee safety emergencies”](#)
 - ▶ <http://silverjackets.nfrmp.us/Home/Newsroom>

