



FEMA Intergovernmental Advisory

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FEMA and NOAA Launch First National Severe Weather Preparedness Week April 22 - 28, 2012

Know Your Risk, Take Action, Be a Force of Nature

The Federal Emergency Management Agency (FEMA) and the National Oceanic and Atmospheric Administration (NOAA) announce that they are partnering to increase awareness of the severe weather that affects everyone as well as encourage individuals, families, businesses and communities to know their risk, take action, and be an example through the *Be a Force of Nature* pledge campaign.

Next week marks the start of National Severe Weather Preparedness Week and also commemorates the one year anniversary of the devastating tornado outbreak in the central and southern states. In addition we remember that one month following, Joplin, Missouri was tragically affected and this year the country has already experienced deadly severe weather. The recent outbreaks of severe storms and tornadoes in the Midwest and Central Plain states have impacted causing loss of life and damaging communities. Every year, many people are killed or seriously injured by tornadoes and other types of severe weather, despite advance warning. In 2011 alone, there were more than 1,000 weather-related fatalities and more than 8,000 injuries. Severe weather knows no boundaries and affects the whole community and because of this we are committed to supporting the safety of our communities and we're calling on you to help us *Be a Force of Nature*.

What can you do to prepare and help us spread the word?

Knowing your risk, taking action and being an example are just a few steps you can take to be better prepared:

- **Know Your Risk**: The first step to becoming weather-ready is to understand the type of hazardous weather that can affect where you live and work, and how the weather could impact you and your family. Check the weather forecast regularly and sign up for localized alerts from emergency management officials. Severe weather comes in many forms and your shelter plan should include all types of local hazards.

- Take Action: Be Force of Nature by taking the pledge to prepare at [Ready.gov](https://www.ready.gov). When you pledge to prepare, you will take the first step to making sure that you and your family are prepared for severe weather. This includes developing a family communications plan, putting an emergency kit together, keeping important papers and valuables in a safe place, and getting involved. Visit [Ready.gov/severeweather](https://www.ready.gov/severeweather) for more on family preparedness for severe weather.
- Be an Example: Once you have taken action and pledged, share your story with your family and friends. Create a YouTube video, post your story on Facebook, or send a tweet. Post the *Be a Force of Nature Widget* on your social media profiles.

Our goal is to inform the public about severe weather hazards and provide knowledge which can be used to take action. As part of National Severe Weather Preparedness Week we have developed a toolkit designed to aid in informing the public about severe weather. Within the toolkit you will find a (1) Press Release, (2) Talking Points, and (3) Social Media Tools.

Join us today and pledge to be prepared for the severe weather in your area. We also ask you to visit [Ready.gov/severeweather](https://www.ready.gov/severeweather) or www.noaa.gov/wrn to pledge and learn more information on tornadoes and severe thunderstorms to be better prepared.

FEMA's mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.

NOAA understands and predicts changes in the Earth's environment, from the depths of the ocean to the surface of the sun, and conserves and manages our coastal and marine resources.

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