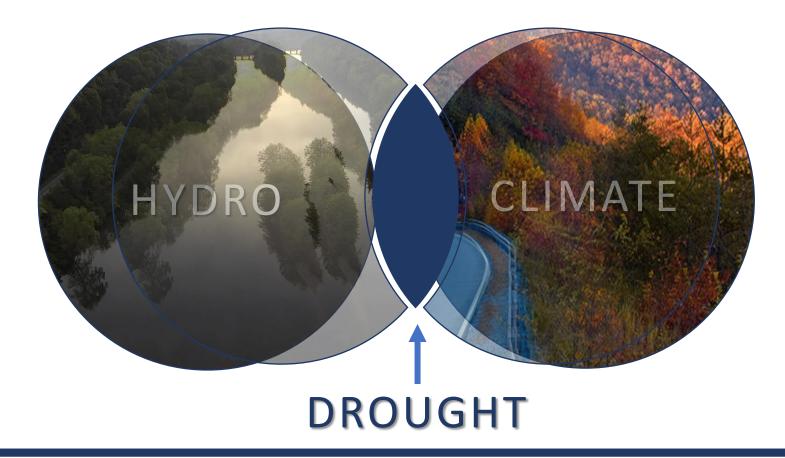
# DROUGHT MESSAGING A Local Perspective

Laura Belanger Senior Service Hydrologist NWS Atlanta / Peachtree City



## WFO Drought Services

Within the local WFO, drought services often has a varied living space.





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#### Hydro Services Program

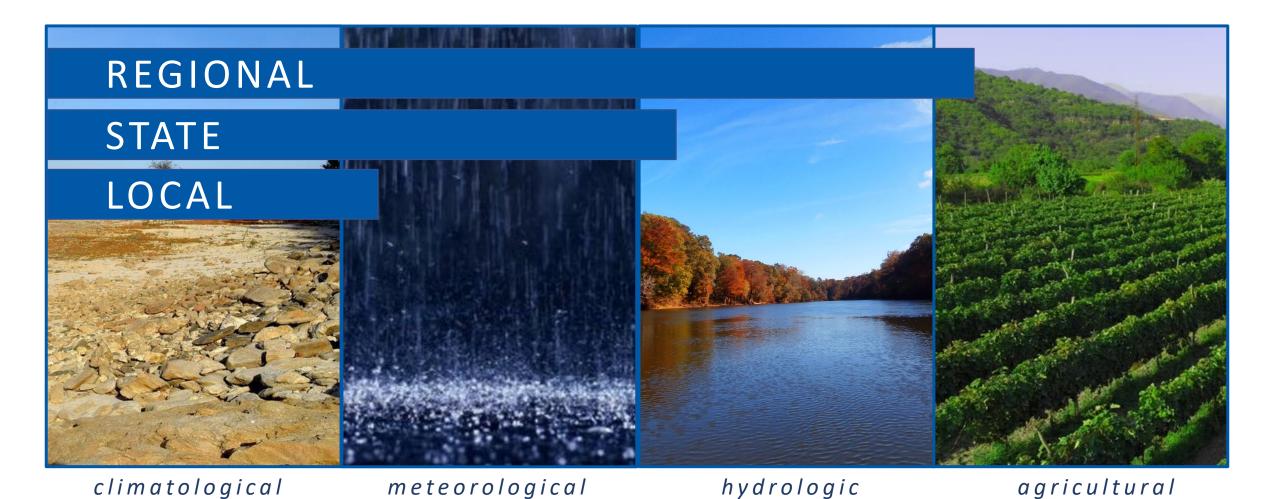
- Routine drought collaboration
- Leads DGT efforts
- Documents D2+ drought in Storm Data
- Internally collaborates with Climate FP for messaging

#### Climate Program

- Contributes to drought collaboration during D2+ conditions
- DGT co-author
- Internally collaborates with Hydro Team for messaging



# WFO Drought Collaboration





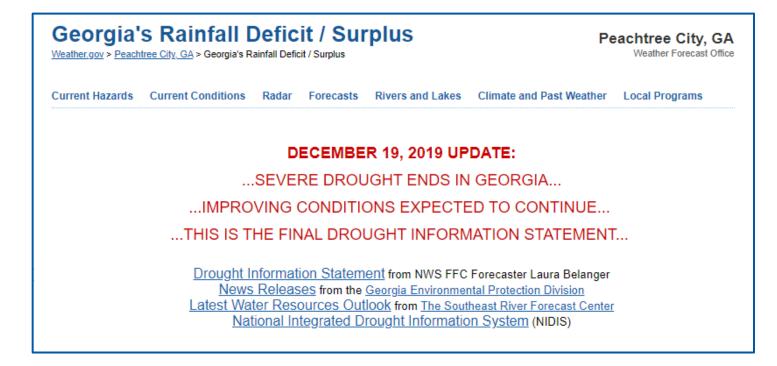
### Messaging to Partners and Users

Drought Information Statements (DGT) are issued by local WFOs during D3 or worse drought conditions, or during lesser drought conditions if more appropriate for local partners and other users.

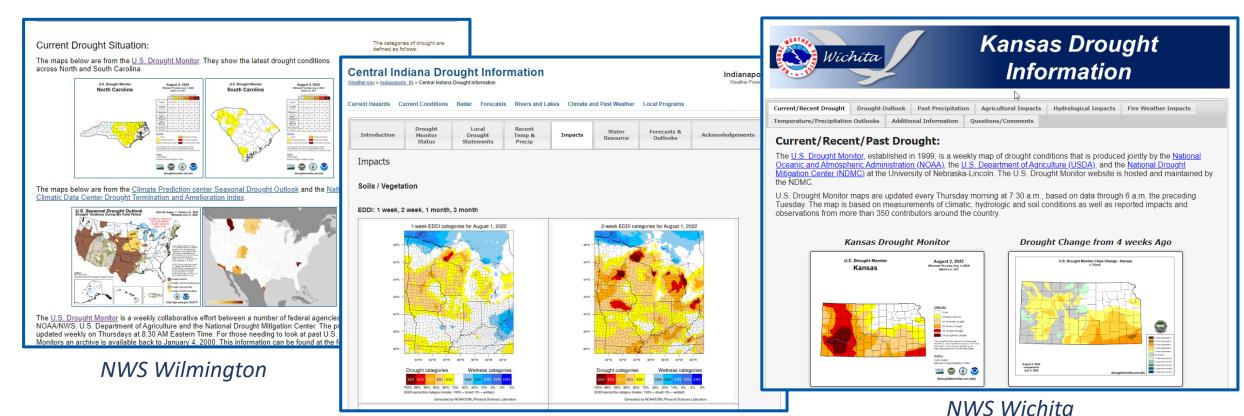
NWS Instruction 10-1201, Drought Services, NWSPD 10-12

#### DGTs as a WFO Product

- Cumbersome, lengthy
- Content can widely vary
- Limited usability (text only)
- Infrequent issuances could impact proficiency
- Operational burden



## Messaging to Partners and Users



**NWS** Indianapolis

Weather.gov web content and DGT access vary widely by WFO. Some local pages have had success supplementing text products with visuals.

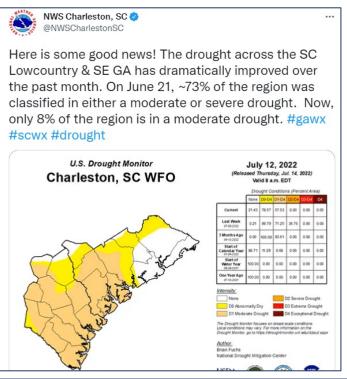


## Messaging to Partners and Users

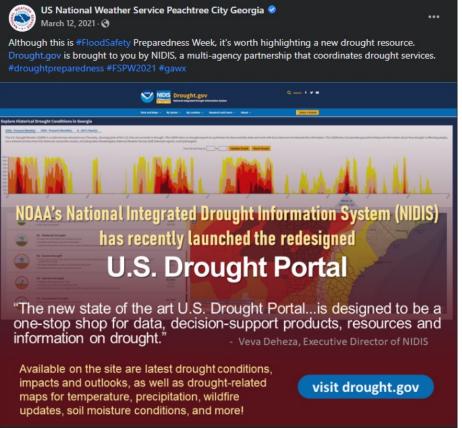
WFO messaging through partner briefings and social media is more consistent WFO-wide, and yields higher user interactions.

#### YOUTUBE **Drought Summary** D1 - Moderate Drought July 5th June 28 Introduction of D2 – Severe drought to some areas NATIONAL WEATHER SERVICE Weekly Weather Briefing for 7 July 2020

#### TWITTER



#### FACEBOOK





## Local Drought Services: Moving Forward

- Drought Education
  - Incorporate more education and resources in existing outreach programs
- Standardize, Streamline Drought Products
  - Quality, usability, consistency
- Slack for Collaboration
  - NWSChat Migration
  - Contract signed July 12, 2022



GEMA Hazardous Weather and Flood Preparedness Course, Georgia Public Safety Training Center

# Questions?

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