

The Communication Formula for Flood Message Success:

Right Person, Right Message, Right Time

Provincial Flood Forecasting Warning Workshop

Wednesday, September 18, 2019

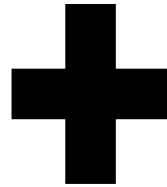
Melissa Rosato & Nancie Knight



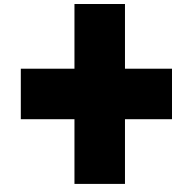
Lake Simcoe Region
conservation authority

The Formula for Flood Message Success:

RP



RM



RW



The Formula for Flood Message Success:

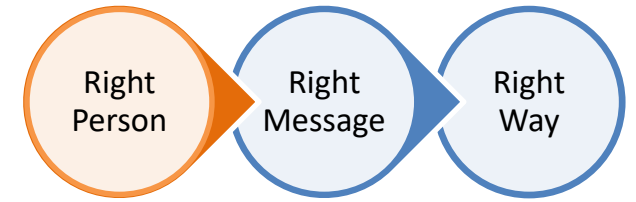
$$RP + RM + RW = \text{Success}$$

Where:

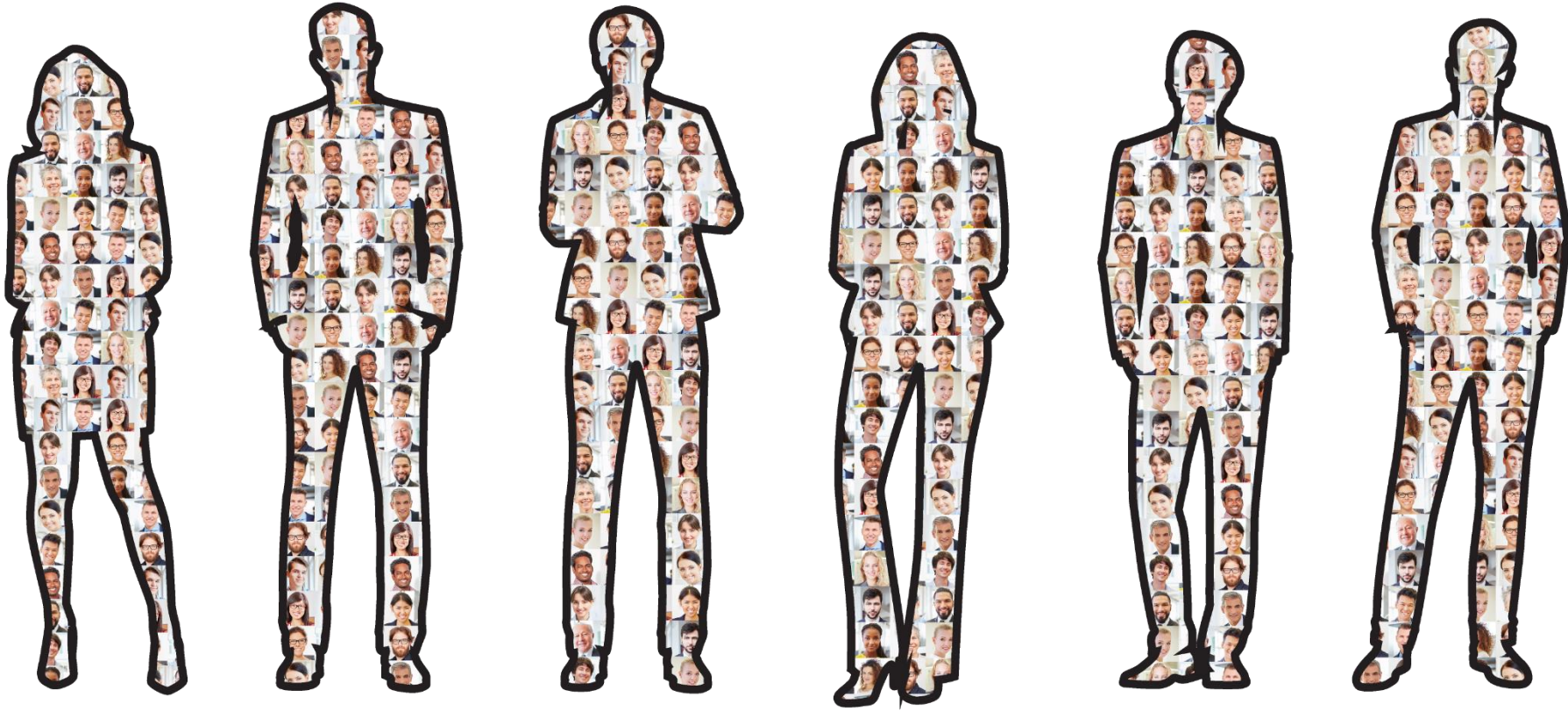
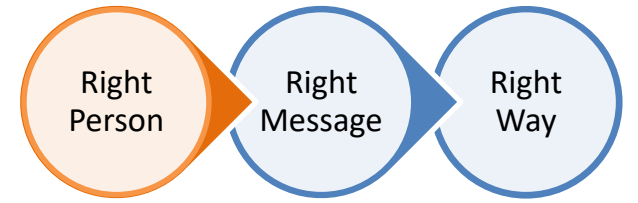
RP = Right Person

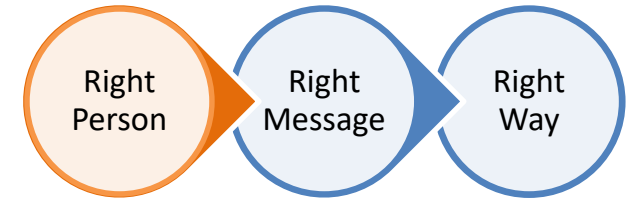
RM = Right Message

RW = Right Way (Time + Tactic)



Fellow Flood Engineer
“Technical Tom”





Technical Tom

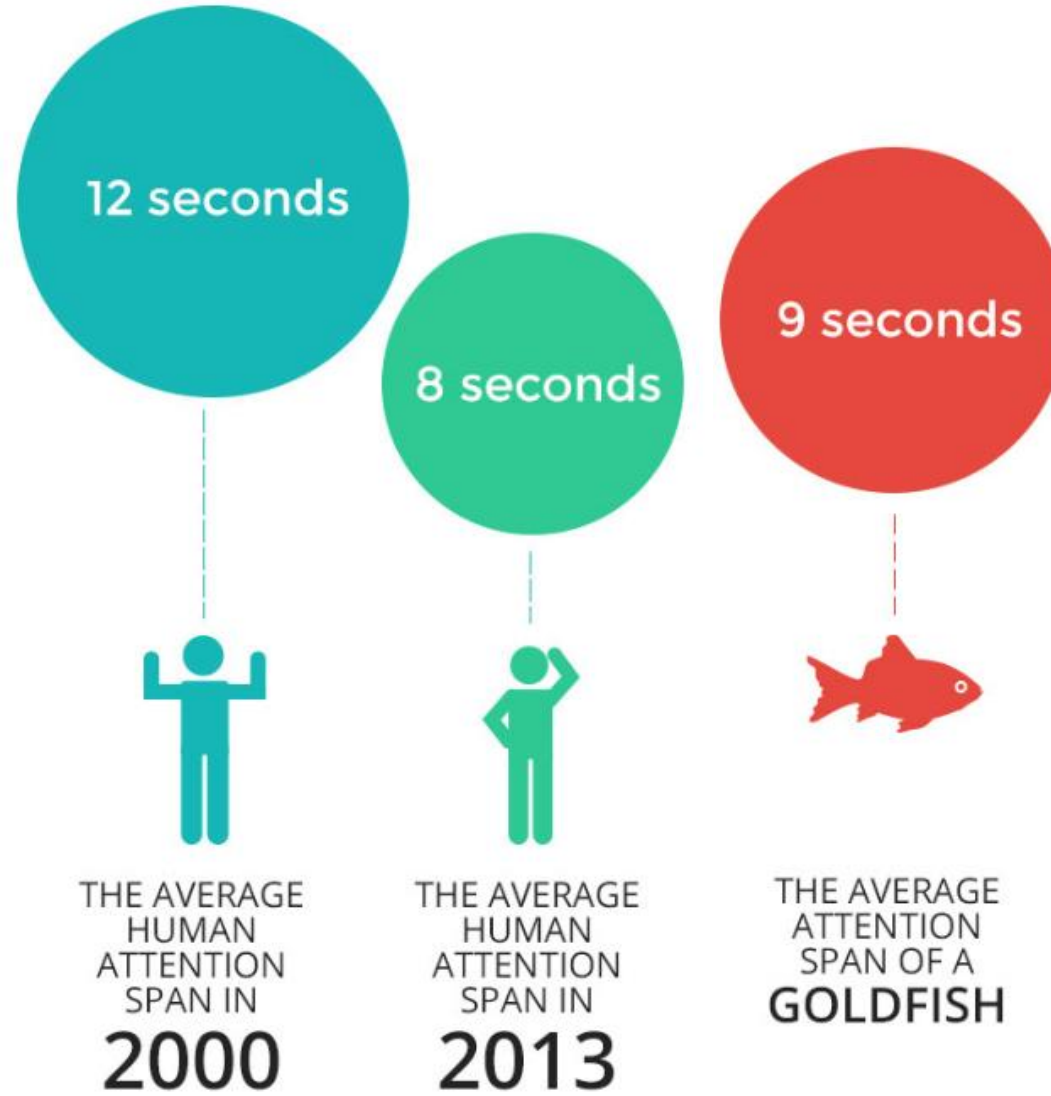
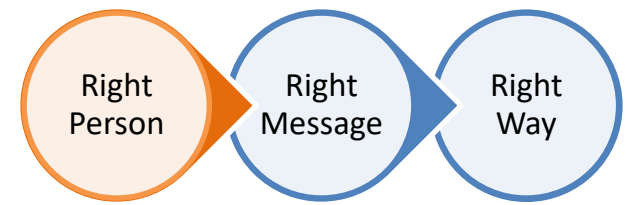


Paralegal Pam

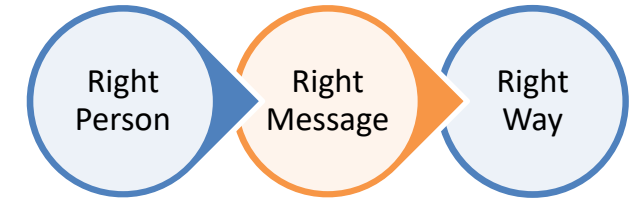


Friendly Fran





What you need to include in your Flood Message



Required Info

1. Message Type
2. Geographical extent covered by the message
3. Issue date
4. Message number
5. Related active messages and their expiry date
6. Identification and contact information of sender (agency and duty officer)
7. Flood potential (based on the assessment)
8. Reported flooding
9. Weather outlook: short and long range
10. Watershed conditions (including snow and river conditions)
11. Risk of flooding
12. Date of expected update
13. Expiry date and time
14. Request for verification of receipt of message (if applicable)
15. Recipient list (if applicable)

Standardized Flood Message Title

[Message Type] – {Hazard Location}

Where:

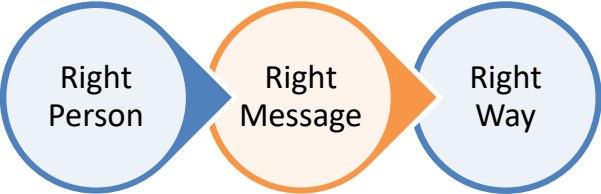
[Message Type]:

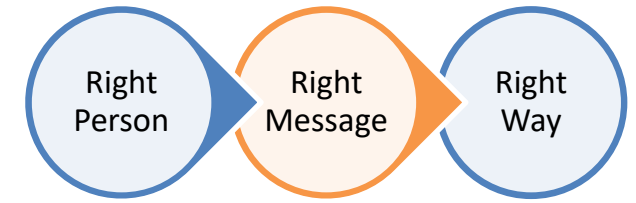
- **Watershed Conditions Statement – Water Safety**
- **Watershed Conditions Statement – Flood Outlook**
- **Flood Watch**
- **Flood Warning**

Where:

{Hazard Location}:

- Lake [Ontario/Erie/Huron/Superior] (High) Static Water Level
- Lake [Ontario/Erie/Huron/Superior] Storm Surge
- Inland Lake and River – Flooding

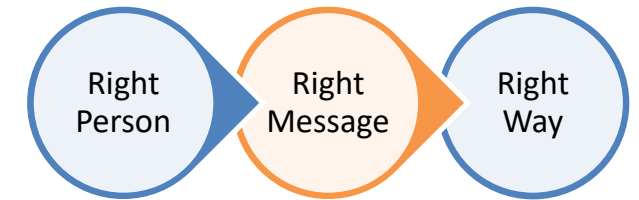




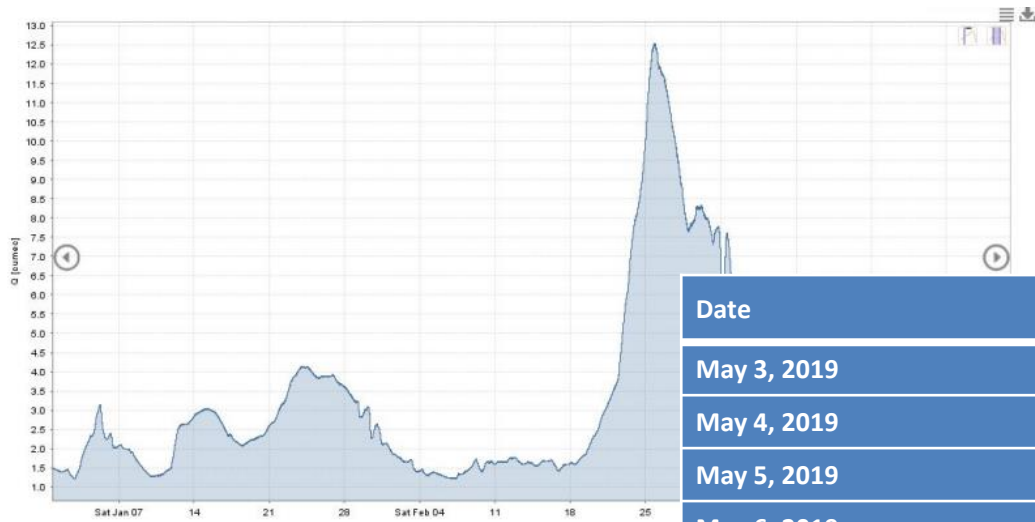
“ **No one will ever complain**
because you have
made something
too easy
to understand.

- Tim Radford

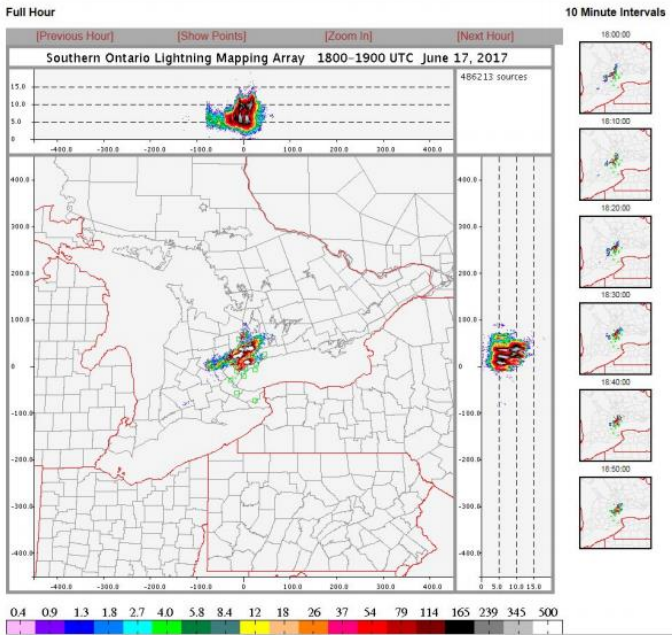
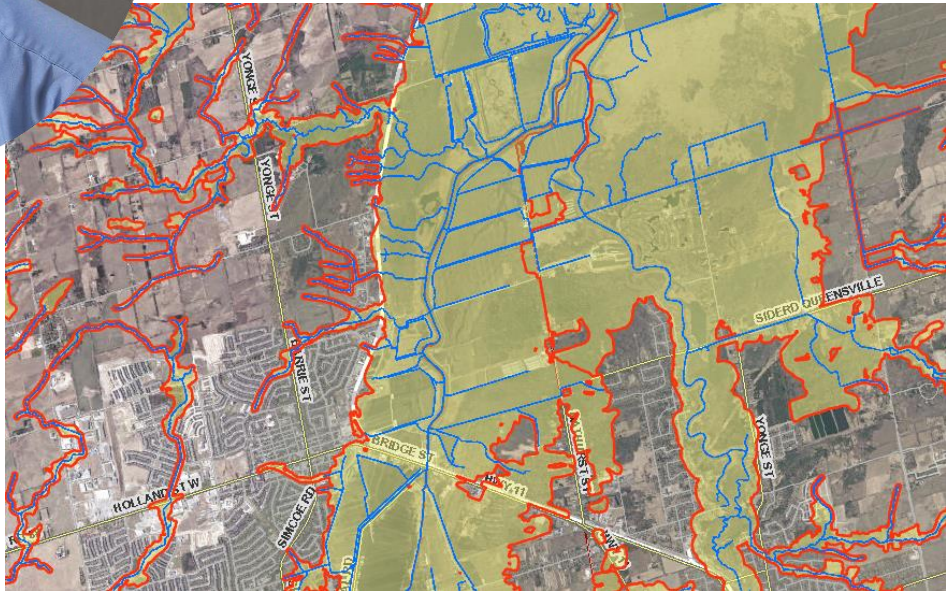
Readability Statistics		?	×
Counts			
Words		48	
Characters		216	
Paragraphs		2	
Sentences		2	
Averages			
Sentences per Paragraph		2.0	
Words per Sentence		13.5	
Characters per Word		4.0	
Readability			
Flesch Reading Ease		83.4	
Flesch-Kincaid Grade Level		4.9	
Passive Sentences		0.0%	
			OK



Technical Tom



Date	Lake Simcoe Water Level (metres above sea level)
May 3, 2019	219.25
May 4, 2019	219.25
May 5, 2019	219.26
May 6, 2019	219.25
Current Water Level:	+/- 219.25



Paralegal Pam



Lake Simcoe CA @LSRCA

Flooding can happen to anyone. It's important to know that you can take steps now to protect yourself, minimize your risk and be prepared in case it happens to you. www.lsrca.on.ca/It-Never-Rains-It-Pours #floodprevention #floodready



Lake Simcoe CA @LSRCA

With rain in the forecast and leaves starting to fall, it's a good time to #rakethegrate. Help reduce flooding problems and get your home and neighborhood rain ready. #floodprevention #floodready



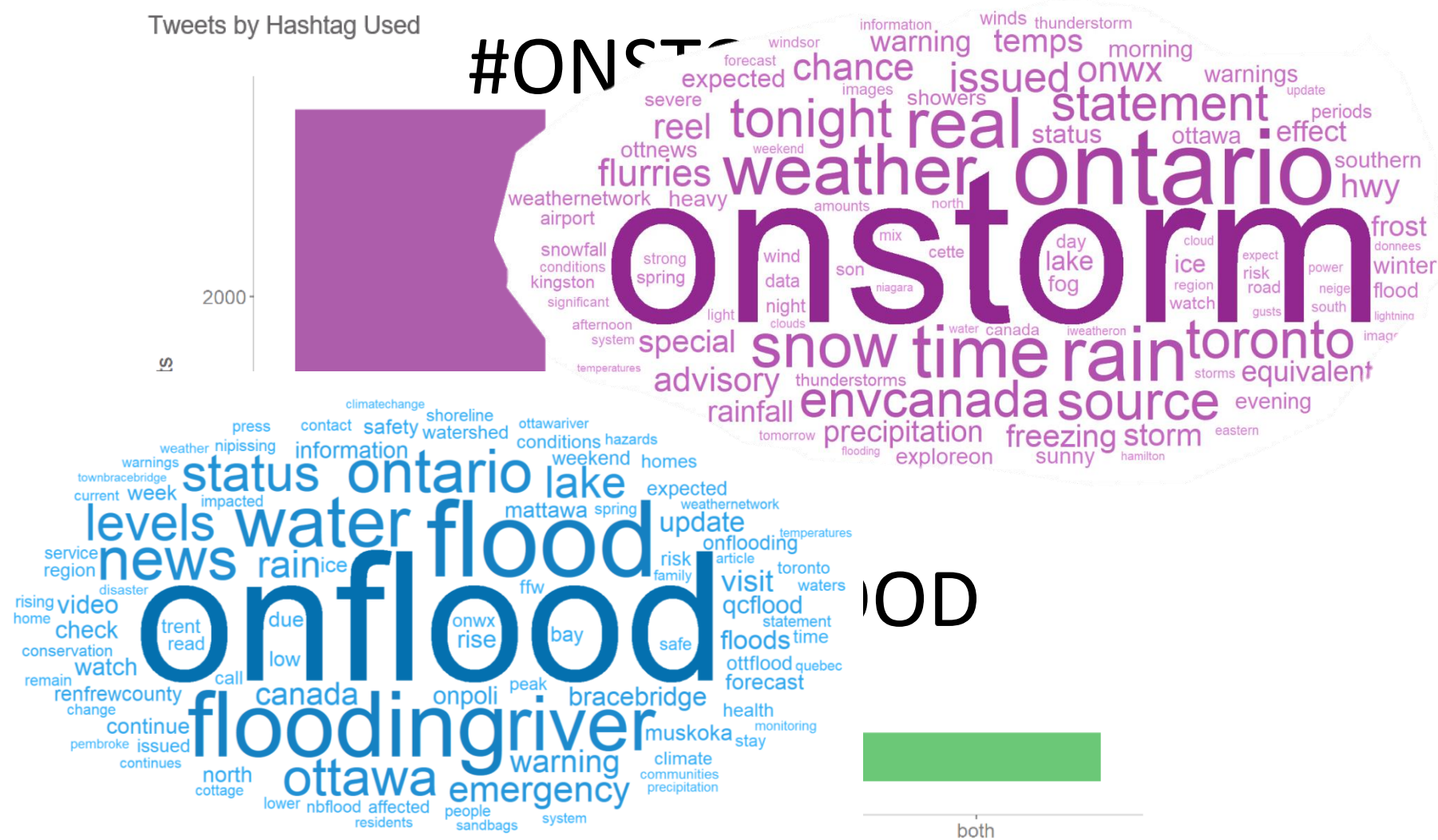
Lake Simcoe CA @LSRCA

Wondering how we forecast floods? What's the difference between : #FloodWatch and a #FloodOutlook? Read about our flood forecastin warning www.lsrca.on.ca/Pages/Flood-Forecasting.aspx



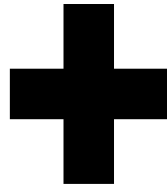


A Flood of Tweets

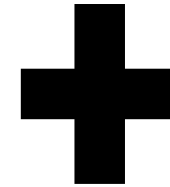


The Formula for Flood Message Success:

RP

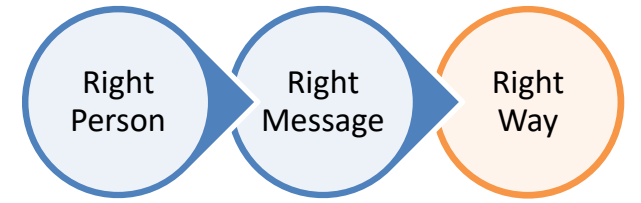


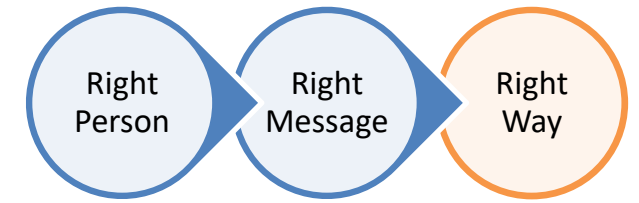
RM



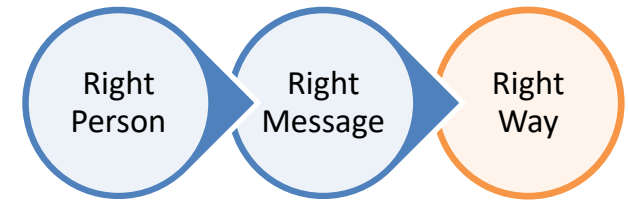
RW







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 COMMUNITY

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 OF ISSUES**
 HOMEOWNERS CAN MITIGATE
 CLIMATE-CHANGE EFFECTS /P5

Lake Simcoe Region Conservation Authority engineering director Tom Hogenbirk at Barrie city hall.

Chris Simony/Torstar

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OPINION
**MEASLES
 ARE BACK**
 WHY ARE ANTI-VAXXERS
 RISKING LIVES?

WHAT'S ON
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 ALL MEDIA
 SPEAKS**
 HOWARD STERN TALKS
 ABOUT REGRET, THERAPY

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“ The single biggest problem
with communication is
the illusion
that it has taken place.

- George Bernard Shaw

The Formula for Flood Message Success:

$$RP + RM + RW = \text{Success}$$

Where:

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Questions?