<u>Group 1</u>:

1. What strategies do you use for communicating with underserved and vulnerable communities?
   - CSTAR
     - Original approach leveraged NWS contacts through emergency managers but this was not effective as it was learned that NWS has not branched out into communities
     - New approach features branching out to community leaders to find out how their constituents obtain their information- best ways to communicate with the people of those communities
       - Leveraging weather ready nation program
         - Fostering partnerships through that program such as with skywarn spotters
       - Not convinced that this is the best and most effective approach
         - Are the most vulnerable communities being reached?
   - Outreach programs- reaching out to schools so that students learn information and bring it home to their families
2. Are there any tools/methods of guidance that have been used to conduct outreach to vulnerable populations?
   - Scientists can go out and give a presentation, but what really helps that information "get through" or at least be physically taken away is having something tangible to give out at a presentation
     - Giving people, students and teachers especially, something concrete that can be lasting will help information stick because you are in control of what is taken away.
       - Make something that hones in on the key points so that you know that the audience has the information that you want them to retain and they have a way to reference it later.
3. What resources/training materials would benefit communicators in learning how to effectively communicate and connect with vulnerable populations?
   - Repository of past events and the impacts that occurred during that event
     - Graphics- visuals will tell a lot more than words
       - Make it real, make it personal
   - Question from the group: Can social media be used to convey messages to vulnerable populations?
     - Vulnerable populations may not have access to technological resources wherein social media can be accessed
     - Many folks may have cellphones but not smartphones
     - Language barriers make social media difficult to interpret and retain information

- ○ "Boots on the ground" (manually going out and speaking to people) is the best way to learn perception and become educated on how best to communicate with vulnerable populations

Group 2:
1. What are some of the strategies that you have used for engaging vulnerable communities?
    - Reaching out to community leaders is more effective as they have a broader reach within the communities that they serve
        - ○ "Intermediary" to bridge the gap
            - ■ A trusted source who may be able to communicate more effectively with the people they serve, reach more people within their communities, and therefore gain a better understanding of their communication needs
    - Social media within NWS- warnings and different products are going out in English and Spanish
        - ○ Some people may not be receiving that communication depending on the resources that they have and there are others who may be receiving the message but who don't speak either of those languages
            - ■ Translation is difficult as different dialects can alter message meaning
2. Are there any tools/guidance/training materials that you desire to help you increase your experience and abilities in communicating with vulnerable communities?
    - Integrating communications courses/certificates/training within school curriculum or occupational training plans to develop skills in communicating science with the general populations
        - ○ Necessary to learn how to articulate scientific information with the same level of intensity or significance as we understand it from the scientific perspective but in a way that the general public can understand and not just understand what is going to happen but the impact of the message that is being conveyed
        - ○ Listening is so important
            - ■ Listening is discounted/taken for granted
                - ➢ It can be difficult to not get caught up in delivering the message that we want to provide or checking off a box based on what we have been trained to say but it is incredibly important to know what our audience needs and how they best receive AND understand that information otherwise they may not get what they need out of it
                    - Communication is about what the audience needs to take away- not what we need to communicate

- We don't have a good understanding of what people need/what they understand
  - Everyone is different- a couple inches of rain is going to have different impacts on someone living in a city vs a farmer
  - Messages need to be geared towards impacts but impacts are very different depending on the audience receiving the message
  - It's difficult to reach everyone- individual needs are extremely difficult to tailor to (not enough time/people/resources)
    - But it is important to know vulnerabilities of communities regardless

Group 3:
1. What strategies have you taken for engagement of underserved communities?
   - Sitting down with stakeholders to understand their needs and receive feedback on communication of critical information
     - Implementing/integrating weather stations within vulnerable communities to broaden observational data that can provide critical information about the conditions in those areas so that it can be communicated
       - Aids in modeling/simulating conditions in a given area based on past events
         - Leads to communication of impacts and creates an opportunity to discuss and develop mitigation strategies
       - Help with education of what an event is (e.g. tornado for those communities who may not have ever experienced one), how it can impact them, how to prepare for that, and why it is important to do so
2. Are there any tools/guidance/training materials that you desire to help you increase your experience and abilities in communicating with vulnerable communities?
   - Identification of vulnerable communities- general lack of knowledge of where the vulnerable communities are and why they are vulnerable (different types of vulnerability- varying vulnerability will influence how those communities are impacted by different events and how they may need to be educated/communicated with)
     - Social Vulnerability Index is a helpful tool that provides details on vulnerability
       - Insight into what makes each community vulnerable

3. Based on your experience, what are some things that could make communication with vulnerable communities more effective?
   - Be mindful of the language being used when communicating with and about some of these populations
     - "Resiliency" for example can be a "trigger" word
       - Some people don't want to be called "resilient" because they don't feel that that classification represents them and their community especially after a disaster

Group 4:
1. What strategies have you taken for engagement of underserved communities?
   - County leaders/emergency managers are instrumental in bridging the gap between NWS and vulnerable communities due to their access to and knowledge of a broad spectrum of people within those counties
     - So many vulnerable communities do not have access to technology that would give them the weather information they need which poses a huge challenge as we don't have the staff or time to address individual needs
       - Numerous calls come in from individuals who are asking for the same information and without access technology there is no easy way to get information to the people who need it
         - Individual vulnerability is hard to target but there is no one size fits all
           - Utmost importance to understand vulnerabilities so that impacts can be communicated effectively
         - Learning process- learn from previous experience
           - Develop best practices based on methods that have worked and implement them
           - Create new ways to communicate to replace methods that didn't work
         - Additional resources are needed to be able to accomplish more effective community engagement as it can be too much to take on locally
           - Volume of phone calls becomes too much at times especially during significant weather events so additional resources are needed to help field outreach efforts
2. Are there any tools/guidance/training materials that you desire to help you increase your experience and abilities in communicating with vulnerable communities?
   - Hearing success stories

- ○ Still gathering information and assessing best practices- hearing about how other offices are performing outreach efforts can help other offices develop some efforts of their own
- ○ Some people at the WFO level don't see outreach to vulnerable communities as part of their job- hearing about methods being used at other offices could help to engage more people within WFOs
- New SVI tool will help assess vulnerability within CWAs and can be overlapped with other observational data