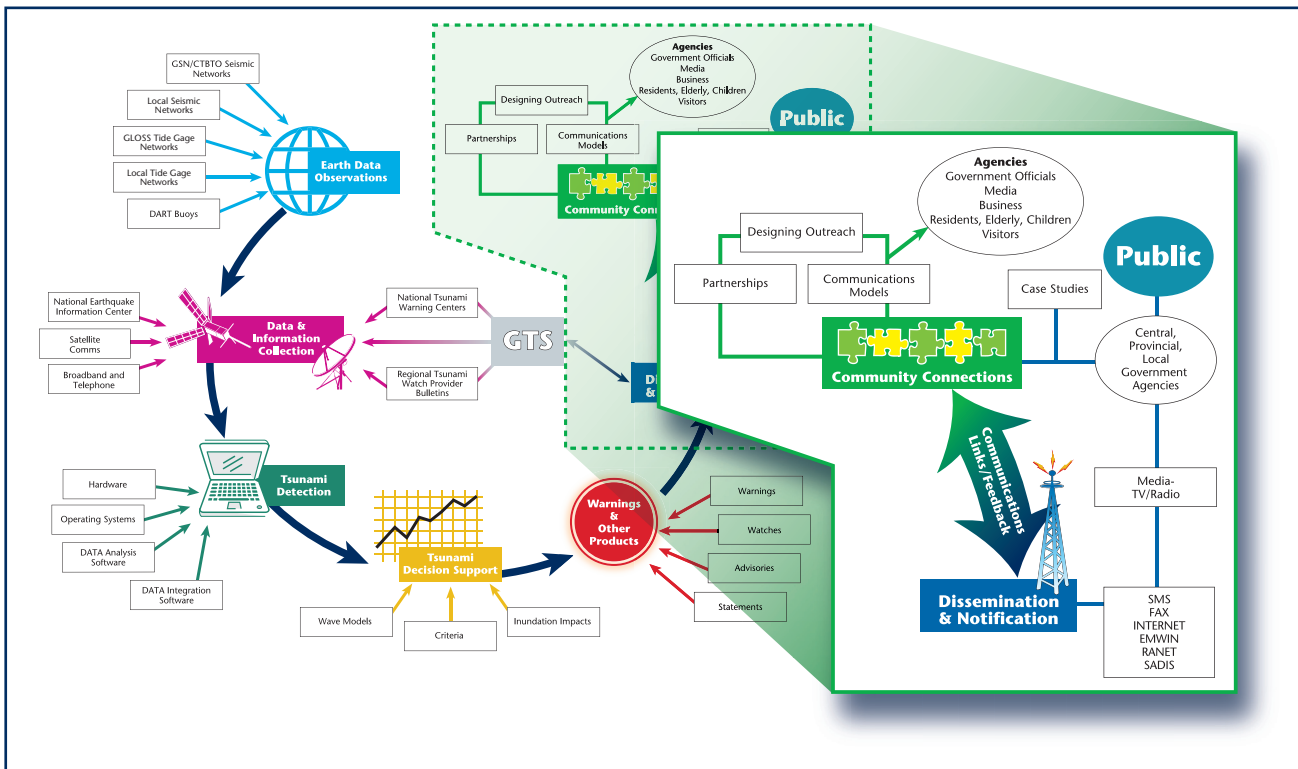# Chapter 9

Community Connections

Community connections can be defined as the relationships necessary to develop, implement, and maintain an effective end-to-end tsunami warning system. A tsunami warning center can only be successful if the warnings it produces reach individuals at risk and are easy to understand and respond to. To assure the most effective communication of warnings, staff of the tsunami warning center must establish trusted partnerships among international organizations, governmental agencies, community leaders and organizations, businesses, and local citizens prior to any warning being issued.

The purpose of this chapter is to provide tsunami warning center staff, including personnel from both the operations and policy sides, with guidance on developing community education and outreach tools in order to create more effective tsunami warning systems. Specifically, this chapter provides insight on ways to identify and establish community partnerships that can lead to better, more effective education and outreach. It also highlights communication models and case studies helpful in increasing a community's knowledge about tsunami risks and warnings.

Figure 9-1. Components of a National Tsunami Warning Center's Community Connections

Concepts in this chapter build upon current knowledge and research in risk communi-
cation as well as successful communication and outreach models both within and out-
side the hazards field in the United States. Examples of communication and outreach
models may or may not apply in every community as each one has unique qualities.
Figure 9-1 highlights how warning messages are disseminated through a community.

How Do Community Connections Fit into an End-to-End Tsunami Warning System?

A tsunami warning system cannot be effective unless the end users of the warn-
ing know what to do with the information. This local awareness and understanding
can only come from community partnerships and proactive education and outreach
efforts BEFORE warnings are issued. Effective education and outreach can best be
achieved by fostering partnerships among community organizations and local agen-
cies that can help the tsunami warning center educate the public about the warning
system and how to respond.

What Is in this Chapter?

This chapter contains sections that discuss the following topics:

- **The communication model:** This section describes a simple communication
  model that is the basis for the chapter's discussion about education and outreach.

- **Developing partnerships:** This section describes the importance of developing
  both media and community partnerships and also outlines steps on how to go
  about forming these partnerships.

- **Connecting with the public:** This section uses the communication model to
  describe how to reach the public with tsunami warning messages and outreach.

- **Designing and implementing warning system outreach:** This section outlines
  sample strategies for reaching certain audiences in any community.

- **Making it local:** This section provides insight on how to take the general
  concepts in this chapter and apply them to the specific needs and issues in your
  community.

- **Resources:** This section briefly describes existing resources on public outreach/
  stakeholder involvement, gender and vulnerable populations, and tsunami resources.

What Are the Most Important Points to Remember about Community Connections for NTWS and RTWPS?

■ Tsunami warnings can only be effective if the audience receives and understands the warning message.

■ Community partnerships, developed before the event, can help create a warning system that is effective in reaching the public.

■ Partnerships with the media are required for an effective warning system.

■ Existing communication models and strategies can be used to quickly and effectively reach target audiences.

■ No one message can reach everyone in a community. Messages and message delivery strategies must be specialized and diverse at the same time.

The Communication Model

Effective education and outreach must be based on a thorough understanding of the process that individuals go through when they make decisions about modifying their personal behavior. Warning specialists must understand human behavior in order to design and implement better tsunami warnings. Figure 9-2 shows the key stages in the continuum of persuasive communication that leads to behavior change. The success of tsunami warning rests in the public's and a given individual's awareness, understanding, and acceptance of their risk.

For example, in order to motivate residents to heed tsunami evacuation warnings, the residents must first be aware of their risk with regard to tsunamis. Second, they must understand the impacts a tsunami may have on their family and their community. Third, they must accept the idea that not following a warning message can result in injury or death. Finally, they must take action and heed the warning to evacuate. If the intent is behavior change or ACTION, then public outreach must focus on moving the public through the initial stages of awareness—understanding and acceptance.

Communications Continuum

Awareness   Understanding   Acceptance   Behavior Change
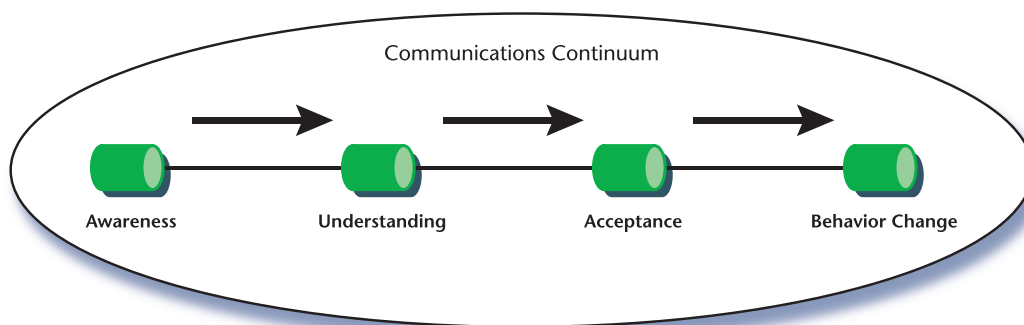
Figure 9-2. Stages of Persuasive Communication
*(Source: Nichols, Mary. 1993. Lessons from Radon. EPA Journal 19(4): 36–37)*

Developing Partnerships and Connecting to the Public

The development of community partnerships and creation of education and outreach information are tasks that may not typically be led by tsunami warning center staff. In some cases, other government agencies or an outside contractor might be involved in any outreach activities related to the tsunami warning center. This chapter emphasizes the importance of creating specialized education and outreach efforts that take local needs, characteristics, and issues into consideration. Because of the importance of this community-based approach, local tsunami warning center staff must be actively involved in the partnership and education and outreach efforts.

Developing Media Partnerships

Effective community outreach starts with **partnerships**. Beginning with agencies and organizations that have an established and trusted relationship with the public can simplify the process of moving through the communications continuum and persuading the public to respond to warnings. Further, community organizations may be better able to get warning messages and outreach directly to residents, visitors, and businesses in the community. Community partners can also help create messages in formats and languages their clients will understand. An essential partner in the warning system is the media.

Media personnel are experts in communication and can help tsunami warning center staff develop effective outreach. Media can also serve as a link between scientific
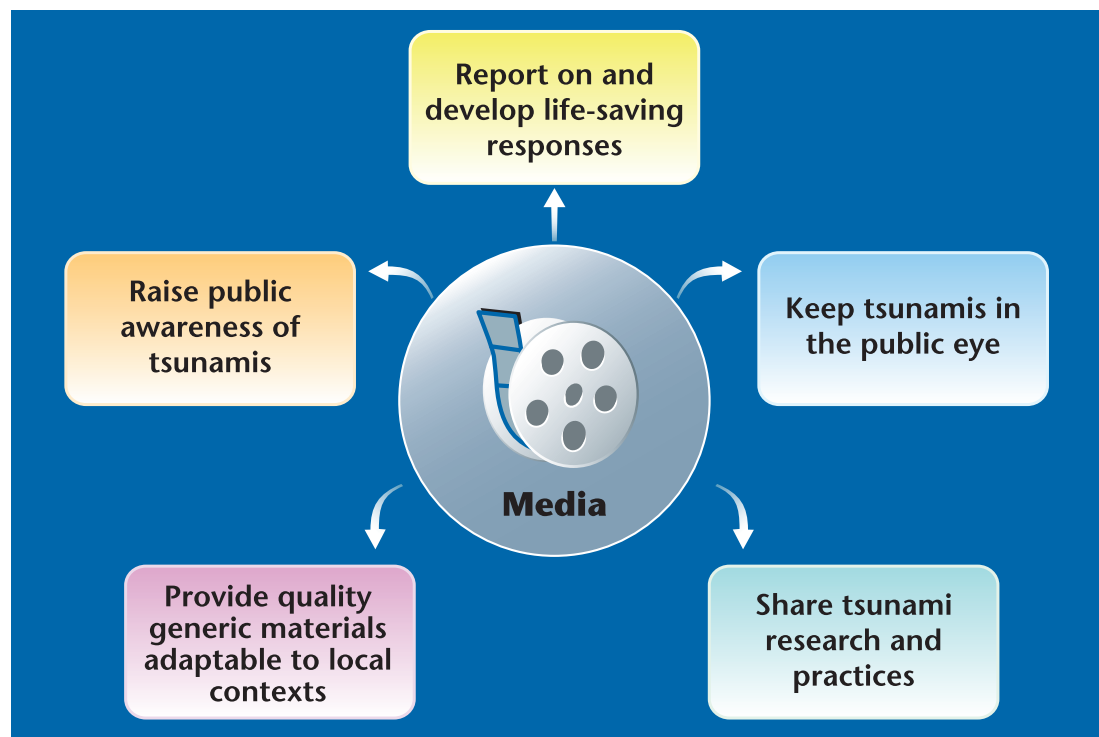
Figure 9-3. Print and Broadcast Media Roles
(Source: Rydell 2007)

experts and the community. Without the media, rapid dissemination of warnings cannot occur. This community partner can also relay, interpret, and supplement warning information from the warning center. The media also has the ability to localize the preparedness and warning message for individual communities.

Following are tips on establishing relationships with the media from (Rydell 2007):

■ Meet your media partners and get to know them **before** an emergency. Exchange contact information, invite them to visit the office and meet your staff, and establish a working relationship.

■ Educate media partners about the hazard. Provide them with scientific information. Provide detailed warning process information, including desired responses and outcomes, as well as workshops, pamphlets, brochures, fliers and handouts.

■ Working with news directors and editors can be fruitful as these are the individuals who make decisions about what gets air time. In Hawaii, during Tsunami Awareness month, outreach efforts focused on directors and editors and resulted in increased coverage of the issue.

■ Include media partners in practice drills.

■ Anticipate the story. Create and provide background video and canned interviews with scientists for later use. Coordinate who will be knowledgeable and available to speak with media during an emergency.

■ If experts don't provide information in an emergency, others will.

T**ip**

Media Guidebook

The State of Washington developed a Broadcasters Tsunami Emergency guidebook that provides a concise overview of the notification process used to send tsunami alerts to public information broadcasters, local jurisdictions, and the public. It includes a Tsunami Warning Flow Chart that shows how information is sent to broadcasters, a contact list of tsunami experts who can provide credible tsunami information during a tsunami event, and Washington coastal community maps of regions most susceptible to tsunamis. Two DVDs accompanied the guidebook: Tsunamis in Washington (running time: 4:31:26); and U.S. National Tsunami Hazard Mitigation Program Selected Interviews.

Building Broad Community Partnerships

In addition to working with the media, it is critical that the right community partners are identified. They must represent the full range of a community demographically. One place to start in thinking about how to target the right organizations is to consider the elements that make a community function on a day-to-day basis. If all of these day-to-day functions can continue after an event, the community will truly be

disaster resilient. The Coastal Community Resilience Guide (US IOTWS Program 2007) developed as part of the U.S. Indian Ocean Tsunami Warning System Program provides a framework for enhancing coastal community resilience through collaboration and partnerships with government, nongovernmental organizations, and communities. The eight elements of coastal community resilience defined in the Guide are:

A. **Governance:** Leadership, legal framework, and institutions provide enabling conditions for resilience through community involvement with government.

B. **Society and Economy:** Communities are engaged in diverse and environmentally sustainable livelihoods resistant to hazards.

C. **Coastal Resource Management:** Active management of coastal resources sustains environmental services and livelihoods and reduces risks from coastal hazards.

D. **Land Use and Structural Design:** Effective land use and structural design compliment environment, economic and community goals and reduce risks from hazards.

E. **Risk Knowledge:** Leadership and community members are aware of hazards risk and the risk information is utilized when making decisions.

F. **Warning and Evacuation:** Community is capable of receiving notifications and alerts of coastal hazards, warning at-risk populations, and acting on alert.

G. **Emergency Response:** Emergency response mechanisms and networks are established and maintained to respond quickly to coastal disasters and address emergency needs at the community level.

H. **Disaster Recovery:** Plans are in place to accelerate disaster recovery, engage communities in the recovery process, and minimize negative environmental, social, and economic impacts from recovery.

Developing partnerships with the organizations that either have authority or that work in these fields on a daily basis would give the tsunami warning center a good start on developing diverse community partnerships.

Creating relationships with community organizations will not occur overnight: it is a deliberate process that requires commitment over time. It will require staff from the tsunami warning center to meet with the various organizations to discuss the mutual benefits of the partnership. Taking the time to establish these relationships early on will result in more effective outreach strategies that reach the identified audience and ultimately help create a more effective tsunami warning system.

Key Components to Developing Partnerships. An important step in developing community partnerships is to identify what community planning activities are taking place in the area. Specifically, the tsunami warning center will want to identify activities being overseen by diverse committees or working groups. These committees or working groups do not have to be engaged in activities directly related to hazards;

any diverse committee or working group addressing any community issue may be a helpful partner. It may be useful to meet with local government representatives to identify these groups. Committees addressing various community activities could include those listed below. (This is merely an example list; there may be a different set of active organizations in a given tsunami watch center's community.)

- ☐ Emergency response and planning committees
- ☐ Natural hazard mitigation steering committees
- ☐ Planning commission (land use)
- ☐ Citizen advisory boards
- ☐ School boards
- ☐ Others

By working with these entities, the tsunami warning center may be able to reach more than one segment of the community at once. For instance, a local emergency response or planning committee might be made of up individuals from the local governments, private sector, media, state or federal agencies, schools, and private citizens.

If there are no diverse committees or working groups actively working in the community, the tsunami warning center should begin to identify other community organizations or social service providers such community nongovernmental organizations that work with specific community groups or focus on specific community issues such as health, economic development, housing, and/or legal services that may meet on a regular basis. These groups may include:

- ☐ Regular meetings of local elected officials
- ☐ Downtown business associations or Chambers of Commerce
- ☐ Service organizations such as Rotary, Lions, or Kiwanas Clubs
- ☐ Associations of churches or ministers
- ☐ Social service provider agencies or advocacy groups
- ☐ Homeowners, renters, or builder's associations
- ☐ Others

Tip

Trust & Partnerships

Building partnerships requires trust. Often, it is not as easy as, "if you build it, they will come." It will benefit the tsunami warning center to do research before meeting with potential partners. It is important to set the stage and convince the organization that joining in the partnership is also in their best interest. A successful "sales pitch" involves knowing what motivates that particular organization and demonstrating the benefits of working with the tsunami warning center.

Tip

First Impressions and Partnerships

The initial meetings held with potential community organizations are critical in establishing lasting relationships that will benefit both the tsunami warning center and the organization. Select the appropriate staff to be involved in these meetings. Individuals representing the tsunami warning center should be able to translate technical information into a form that will be understandable by the organization. It is a good idea to utilize the tsunami warning center's public affairs officer, as this individual is trained in communicating with the public. The tsunami warning center may want to consider hiring a public affairs officer with a background in communications and public relations rather than training a technical staff person to fill the position.

Initial Partnership Meeting Tips

Whether meeting with the local media or other community partners, being prepared for the initial partnership meeting requires that tsunami warning center staff pull together some information and practice their sales pitch. When the active community committees and organizations have been identified, tsunami warning center staff can contact the organizations to arrange a meeting. At the initial meeting, tsunami warning center staff should present the following in a clear and concise manner:

■ **What the tsunami warning center does:** Community partners may be unaware of what a tsunami warning center is and what its purpose is. Staff should be prepared to describe, in a clear and concise manner, what the tsunami warning center does and why it exists. Staff may choose to use the overall warning system graphic used in this document to talk about the components of the system. In addition to meeting with community committees and organizations, the tsunami warning center could host an open house and invite all potential partners to come together to learn more about the tsunami warning center and to discuss opportunities for partnerships.

■ **Why the tsunami warning center is interested in partnering:** Tsunami warning center staff must clearly present to the potential partner why the partnership is important. When talking with the media, the reasons for partnering are fairly clear: The media is a component of the dissemination of tsunami warnings. The media can also help disseminate outreach messages about the tsunami warning system so that residents are better prepared to heed warnings in the future. Describing partnerships between the center and community organizations may not be as clear. Staff should focus on how the organization can help the center conduct outreach or disseminate warning messages. For example, when meeting with a nonprofit that works with the elderly, focus on why the center is interested in getting messages to the elderly. When the potential partner sees that you are also interested in helping their clients, they may be more likely to want to help.

■ **How the tsunami warning center can help the organization do its job:** Organizations are more likely to partner when they know that the partnership does not create additional work, but helps them do their existing work. For the media,

giving them examples of the types of stories you can provide for them helps directors or editors do their job. Staff can also provide contact lists of technical experts that media can contact for future stories. For community organizations, staff can offer to provide content for the organization's newsletters or websites.

■ **What the organization might gain from partnering with the tsunami warning center:** Benefits to an organization may include increased visibility within the community, ability to assist in saving lives by participating in a vital link in a tsunami warning system, and providing clients a new or different service.

Connecting with the Public: Communication Model

Establishing connections with community partners is an important first step in connecting with the public because it creates new channels for distributing warning messages. Once those channels are established, how can the warning message be crafted and delivered effectively? A simple communication model can help establish local strategies for effectively distributing tsunami warning information to the public. The following is a brief explanation of key components of a communication model and an explanation of how it can be used to build awareness and understanding of tsunami warnings prior to an event.

As the model illustrates, for a warning message to be credible, it must have the following five essential components:

■ The **source** of the message must be credible.

■ The **message** must be appropriately designed.

■ The **channel** for communicating the message must be carefully selected.

■ The **audience** must be clearly defined.

■ The recommended action must be clearly stated, and a **feedback** channel established for questions, comments and suggestions.
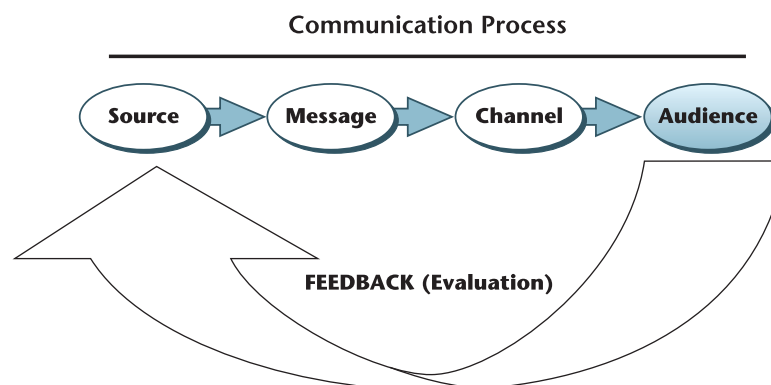
Figure 9-4. Communication Model
(Source: Adapted from EPA Radon Division outreach program)

Applying the concepts of this model to tsunami warnings is an important step in developing a warning system. In order for education and outreach about the warning system to be effective, all of these components must be clearly defined, established, and exercised prior to an event. When developing warning system education and outreach strategies, it is best to start by defining the audience (e.g. tourist, local businesses, school-age children, etc.). Defining the audience will assist the tsunami warning center and community partners in determining the appropriate message and channel. In the case of the tsunami warning system, it is assumed that the primary source of the information will come from the tsunami warning center. The following defines the components in greater detail, starting with the audience and working back to the source.

Audience

When a tsunami occurs and an evacuation order is issued, all people in the path of the tsunami must respond to the order. However, the people in the path of the tsunami will not be one homogenous group: they will include tourists from multiple countries speaking multiple languages, permanent residents who know the landscape and transportation systems of the area, permanent residents who lack the financial resources to heed an evacuation order, and others. Each of these audiences requires messages sent in slightly different channels in order to be able to make informed decisions about evacuation if a warning is issued. In addition, audiences can be broken into subsets related to language, knowledge of tsunami risk, work schedules, or physical capabilities, among others. There is no one message or channel that is going to effectively distribute the message to all people in the community.

Tip

Understand Vulnerable Populations

In effect, populations are vulnerable when they have lesser capabilities than others around them. Some populations experience greater risk from hazard events not because of their geographic proximity to the hazard, but because of decreased resources and capabilities arising from their socioeconomic status and/or physical abilities. People living near or below the poverty line, the elderly, disabled, women, children, ethnic minorities, and renters have all been shown to experience, to some degree, more severe effects from disasters than the general population. They are more likely to die in an event and, if they survive, they are less likely to recover financially. Thinking about vulnerable populations when developing tsunami warning system related education and outreach tools is extremely important because these groups may require specialized messages.

Channel

The *channel* is the method in which outreach messages are distributed to the audience. Channels may include the media (TV and radio, billboards, etc.), social service providers, schools, churches, and other community organizations that work with community members on a daily basis. Selecting an appropriate and trusted channel helps ensure that the intended audience will receive the message.

The most effective outreach efforts use **existing channels in the community**. For instance, organizations that work with a certain subset of the population on a daily basis typically make good channels because they already have communication methods (brochures, newsletters, websites, phone lists) in place and have established a trusting relationship with the subset. As an example, a social service organization that provides services to the elderly would be a good organization to partner with to get tsunami related messages out to the elderly.

> # Tip
> ### Identify and Use Existing Channels
> Some communities may have already developed and implemented tsunami-related outreach strategies. If so, this can serve as a good starting point for creating an outreach program about the tsunami warning system. There may be opportunities to partner with those organizations that have already taken the lead on educating the public about tsunamis.

Message

Messages should be targeted to the specific audience and packaged in a way that is clear and understandable for the selected audience. Having diversified community partnerships can assist the tsunami warning center as it creates and disseminates clear messages that reach the intended audience.

An example of an ineffective message would be to only provide information in the community's native language. Oftentimes, a community is composed of people who speak many different languages and dialects. In tourist communities, the range of languages can be even wider. Staff must consider the languages spoken in the community when designing tsunami warning messages.

> # Tip
> ### Craft Audience-Appropriate Messages
> Crafting messages that are audience appropriate can be difficult. It is a good idea to enlist a professional with marketing or public relations expertise to help design the message. These professionals can help translate technical or scientific information into a format and language that is understandable for the intended audience.

Source

The source is the entity or entities that provide the information for the outreach campaign. In this case, the tsunami warning center is one of the primary sources of education and outreach messages because it is the technical expert on the warning system. Local and State government emergency management departments may also be sources for tsunami warning system education and outreach.

Model of a Multi-Stakeholder Outreach Source

Example: In Hawaii, a Tsunami Technical Review Committee composed of tsunami experts from academia, government, and the private sector meets on a regular basis to review research, exchange information, and coordinate projects. Several committees have been formed, including a Public Affairs Working Group that meets regularly to plan and coordinate outreach events. Membership includes technical experts and public affairs, outreach, and education officers from government agencies, the Hawaii Tourism Board, the Pacific Tsunami Museum, and academia. This committee plays an important role in coordination of tsunami-related projects, community awareness events, etc. and could serve as a model forum for use in other countries.

Designing and Implementing Warning System Outreach

This section outlines strategies for designing and implementing warning system outreach to various audiences in the community. The ideas presented below are provided as examples only. The communities in which the tsunami warning center operates may have additional audiences to think about and plan for.

Strategies by Sample Audience

Once community partnerships have been established, the tsunami warning center should begin to identify the audiences that need to be reached. As described earlier, this is best done by working with local government departments and other community partners to identify the types of audiences present in the community. Potential audiences might include:

- Elderly
- Children
- Local businesses
- Visitors
- Non-native speakers
- Residents

In this part of the chapter, possible strategies for reaching these audiences are provided merely as an example of how the tsunami warning center might accomplish
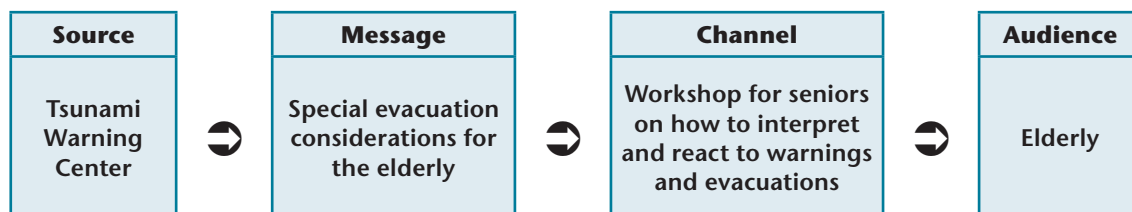
the creation and dissemination of an appropriate message. In general, the tsunami warning center should think creatively about how to leverage partnerships to assure that the message is reaching as many people as possible.

Elderly

The elderly in the community often lack the ability to evacuate quickly and may lack the financial resources necessary to recover from a catastrophic disaster. Ensuring that the elderly are aware of and understand what to do when a tsunami warning is issued may be a priority in the community. The following is a list of potential channels for getting education and outreach messages to elderly populations in the community.

■ **Senior centers:** The communities in which the tsunami warning center works may have senior centers that provide a place for seniors to gather and to participate in various activities. These centers typically provide information in the form of brochures and fliers, and may have regular meetings that the tsunami warning center could attend to directly provide information to seniors. Alternatively, the senior center could host an open house where tsunami warning center staff could talk about the warning system and what steps elderly residents can take to be better prepared to evacuate when a warning is issued. At a minimum, outreach to the senior center's leadership about how to assist seniors with evacuation should a warning be issued during the senior center's hours of operation would be useful.

■ **Churches:** Many of the community's elderly population may be members of the various churches in the community. Churches often provide a number of social services to their congregations, and they could be used to distribute tsunami warning outreach as well.

The following figure illustrates an example communication strategy for reaching the elderly using the communication model.

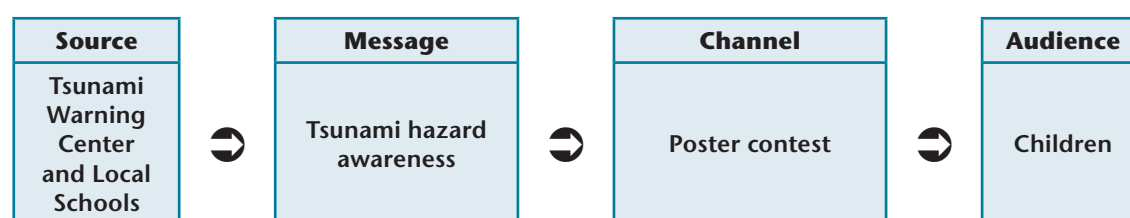| Source		Message		Channel		Audience
Tsunami Warning Center	➡	Special evacuation considerations for the elderly	➡	Workshop for seniors on how to interpret and react to warnings and evacuations	➡	Elderly

Children

Children are also considered a vulnerable population because they typically rely upon adults to assist them in emergencies and may not have the capacity to make informed decisions. Ensuring that children are aware of and understand warnings is critical

because children are the community's future. The following is a list of potential channels for getting education and outreach messages to children in the community.

- **Schools:** Children can be one of the easier audiences to reach because they typically attend school on a regular basis. Schools can be used to distribute outreach materials about tsunami warnings. The messages for children may take the form of classroom curriculum, poster contests, coloring books, cartoons, or special assemblies. Often, children will take information home to their parents, an additional benefit of implementing outreach.

- **Parks and Recreation Departments:** Parks can be an effective means of getting tsunami warning outreach to children. Partnering with Parks and Recreation Departments to develop public information centers or kiosks in parks would be an effective means of reaching children. These centers or kiosks should be designed using language and images that children can relate to, such as cartoons.

The following figure illustrates an example communication strategy for reaching children using the communication model.
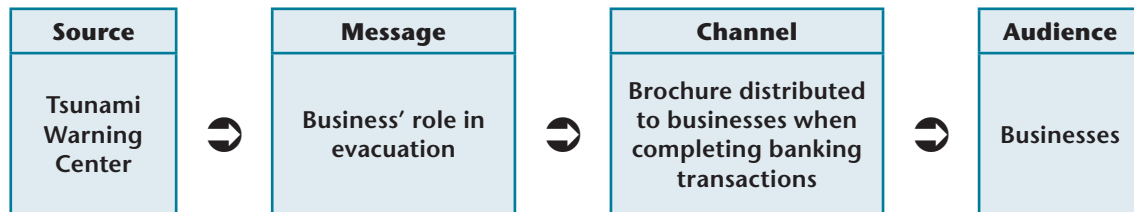
Source		Message		Channel		Audience
Tsunami Warning Center and Local Schools	⇨	Tsunami hazard awareness	⇨	Poster contest	⇨	Children

Local Businesses

Local businesses are a key audience to reach. Collectively, they can employ large numbers of the community's residents; in addition, they provide goods and services to the community. When local businesses are informed about the tsunami warning system, they can serve as educators to visitors and residents who might patronize the business. The following is a list of potential channels and modes for getting education and outreach messages to local businesses in communities.

- **Business associations/chambers of commerce:** Partnering with business associations and chambers can allow the tsunami warning center to reach a large business audience in one effort. These organizations often provide training to their members. Tsunami warning center staff could work with the association or the chamber to host a training or seminar. The associations and chamber could also provide information to their members through websites.

- **Banks:** Most businesses conduct daily business transactions with banks (making deposits, getting change, etc). The banking industry provides an opportunity to reach businesses on a one-on-one level. Banks can provide information in the form of brochures or fliers about the tsunami warning process and how it relates

to running a business. Banks might also be a potential partner with the ability to fund the development and dissemination of tsunami warning education and outreach material.

The following figure illustrates an example communication strategy for reaching businesses using the communication model.
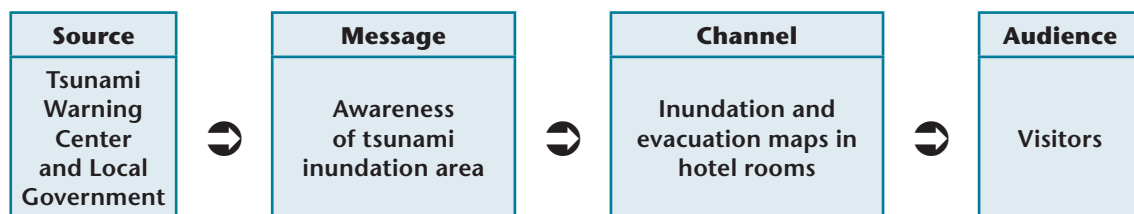
Source		Message		Channel		Audience
Tsunami Warning Center	➡	Business' role in evacuation	➡	Brochure distributed to businesses when completing banking transactions	➡	Businesses

Visitors

Visitors or tourists should be considered because they may not be familiar with the tsunami hazard or the warning system and they most likely would not know what to do if a warning was issued. The following is a list of potential channels and modes for getting education and outreach messages to visitors in the community.

■ **Visitor's bureaus:** Some communities have a visitor's bureau where potential visitors can get information about the community. This presents an opportunity to provide potential visitors with information about the tsunami warning system. The bureau's website could be used to provide information about the warning system. This can be done in a way that does not dissuade people from visiting the community. Developing relationships with visitor's bureaus and the tourism industry early on is important because of the perception that providing risk information will negatively impact tourism.

■ **Local businesses:** Local businesses that would be patronized by visitors may serve as an effective channel for getting information out to visitors. Brochures or fliers could be available at local businesses. Employees of local businesses can also be trained to assist visitors with evacuation if a warning is issued.

The following figure illustrates an example communication strategy for reaching visitors using the communication model.

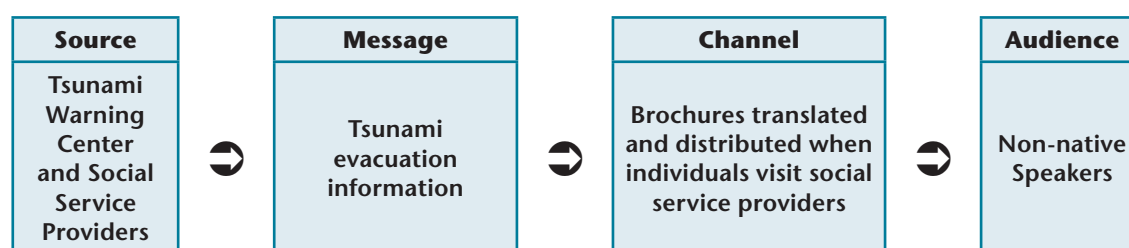| Source		Message		Channel		Audience
Tsunami Warning Center and Local Government	➡	Awareness of tsunami inundation area	➡	Inundation and evacuation maps in hotel rooms	➡	Visitors

Non-Native Speakers

Non-native speakers can be considered vulnerable populations because they may not have access to warning information in an understandable language. Information about warnings that is not translated is like not having any information at all. The following are potential methods for reaching non-native speakers.

- **Local government agencies:** Local government agencies can be a channel for getting information out to non-native speakers. Agencies can provide brochures or fliers in their offices, can post information on their websites, or can host open houses along with tsunami warning center staff to educate residents about the warning system. All of this information can be translated into the languages commonly spoken in the community.

- **Social service providers:** There may be groups or organizations, typically nonprofit or culture-based organizations, that already provide services to non-native speakers. These groups can serve as a channel for getting the message out. Examples of social service providers could include a nonprofit groups that provide legal services, housing assistance, or financial advice to non-native speakers.

The following figure illustrates an example communication strategy for reaching non-native speakers using the communication model.

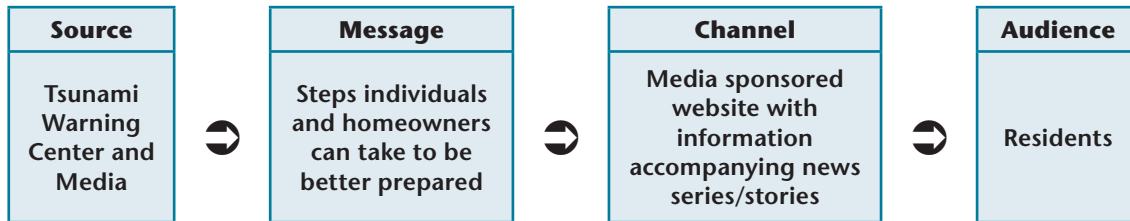| Source	Message	Channel	Audience
Tsunami Warning Center and Social Service Providers	Tsunami evacuation information	Brochures translated and distributed when individuals visit social service providers	Non-native Speakers

Residents

In addition to the vulnerable populations described above, it is also important to ensure the average citizen in the community is aware of the warning system and what to do when a warning is issued. Again, it is best to try to segment the general population into specific audiences, but in general, the following are example channels and methods for reaching the average citizen.

- **Media:** The local newspaper or television station may be a potential channel for getting outreach messages to residents in the community. The messages may take the form of a newspaper article, a story on the evening news, or a public service announcement.

- **Utility companies:** Utility companies can make good channels because they can often include outreach information, such as brochures, in monthly bills that are sent out to customers. This method could assist the tsunami warning center in reaching the general population.

■ **Local government agencies:** Local government agencies can be a channel for getting information out to residents. Agencies can provide brochures or fliers in their offices, can post information on their websites, or can host open houses along with tsunami warning center staff to educate residents about the warning system.

The following figure illustrates an example communication strategy for reaching residents using the communication model.
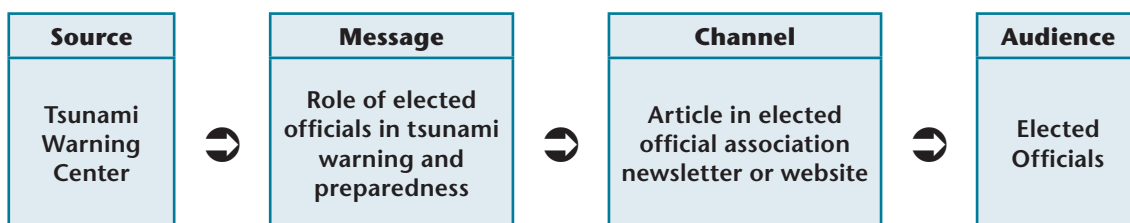
Source		Message		Channel		Audience
Tsunami Warning Center and Media	➡	Steps individuals and homeowners can take to be better prepared	➡	Media sponsored website with information accompanying news series/stories	➡	Residents

Elected Officials

Elected officials can be an asset during an emergency, so they must be informed before the event ever happens. Officials are often seen as a trusted source of information for the general public. The following are example channels and methods for reaching the elected officials.

■ **Elected official work session:** One of the best ways to reach elected officials is to schedule a work session with them. In this case, tsunami warning center staff would have their direct attention and could talk one on one about the roles that elected officials can play in providing the public with information about tsunamis.

■ **Associations for elected officials:** In some cases, elected officials may be members of an association or professional group. For instance, in Oregon, County elected officials are often members of the Association or Oregon Counties. This organization holds an annual conference and regularly sends out newsletters. Tsunami warning center staff could take advantage of these existing channels to provide elected officials with information about their role in tsunami warning and preparedness.

The following figure illustrates an example communication strategy for reaching elected officials using the communication model.

Source		Message		Channel		Audience
Tsunami Warning Center	➡	Role of elected officials in tsunami warning and preparedness	➡	Article in elected official association newsletter or website	➡	Elected Officials

Making it Local

The example audiences and channels discussed above may or may not be appropriate in the communities in which the tsunami warning center operates. The audiences and channels are provided as an example to help the center think about strategies that make sense for the local characteristics. Tsunami warning center staff should meet with community partners to identify the various audiences that exist within the community. Once the audiences have been identified, appropriate channels and messages can be assigned.