

PARTNERSHIP & COLLABORATION TO FURTHER EDUCATION !

# 2012 Lightning Safety Awareness Week Kick-off Event

## HIGHLIGHTS

Sponsored by:



*When Thunder Roars - Go Indoors!*

# 2012 Event Objectives

Launch 2012 Lightning Safety Awareness Week through a “High Visibility Media Event” in the Lightning Capital of the U.S. to promote lightning protection and safety education, through partner collaboration and support from City of Tampa and fire safety community.



# Highlights of the Event

- **Mayor's Office "Upgrades" Event Venue!**
  - (Event relocated to Historic Firefighters Museum, Downtown Tampa, FL)
- **Mayor Buckhorn Presents Proclamation**
- **Introduction of *Safer Design for Safer Play* initiative for recreational facilities**
- **Radio PSA kick-off and campaign endorsement by Tampa Bay Lightning Legend Dave Andreychuk**
- **Parents of lightning victim speak publicly & lend support**
- **Extended collaboration of partners – new & old!**



# Returning Partners



- **Federal Alliance for Safe Homes (FLASH)**

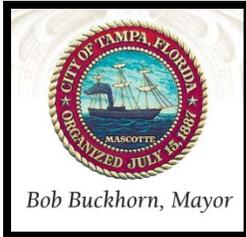


- **Insurance Institute for Business & Home Safety**



- **Insurance Information Institute**

# New Event Partners



**TAMPA BAY LIGHTNING**

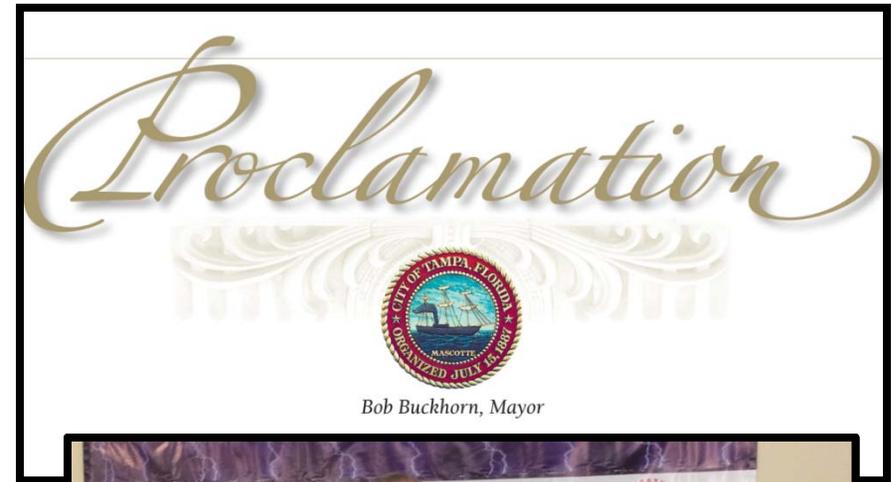
- Mayor of Tampa/City of Tampa
- Tampa Fire Chief/Tampa Fire and Rescue
- United States Lifesaving Association
- Tampa Bay Lightning Hockey

# Partner Engagement

Tampa Fire Chief, Thomas Forward serves as event emcee



Tampa Mayor Bob Buckhorn presents official Lightning Safety Awareness Week Proclamation!



# Partners Provide Important Messages to Leverage Campaign



- Key partners amplified unified campaign messages re: lightning safety and lightning protection

*“FLASH was honored to participate in such an impactful event. The kick-off event for Lightning Safety Awareness Week was a true demonstration of both partnership and leadership. The event was well attended by the media, local government including Mayor Buckhorn, first responders and a host of representatives from the organizations that can do the most to reinforce the message ‘When Thunder Roars - Go Indoors!’”*

Bruce McCullen

Senior Vice President Partner Relations  
Federal Alliance for Safe Homes (FLASH)



# Special Guests Support Campaign

## Julie and Frank Inverso

➤ Parents of Adventure Island Lifeguard Justin Inverso who was tragically killed by lightning at Adventure Island in September 2011



*“We were very happy to hear about new efforts to promote lightning safety at theme parks, water parks, and other outdoor venues, inspired in part by our son’s untimely death. This includes having the right technology in place to detect approaching lightning and having the staff on hand to monitor this threat. It also includes having a plan in place so staff will know when to order evacuations and how to safely evacuate patrons and employees until the danger clears. That’s what these facilities can and should do.”*

Julie Inverso

# Celebrity Endorsement

## Tampa Bay Lightning

- Dave Andreychuk provided intro for new radio PSA to targeted male audience, lent personal support to LSA effort & signed autographs
- Tampa Bay Cheerleaders lend support



# Media Introduced to “Safer Design for Safer Play” Initiative

- LSA/LPI showcased new [www.lightning-risk.org](http://www.lightning-risk.org) Educational Campaign for Outdoor Recreational Facilities

**SAFER DESIGN FOR SAFER PLAY** A Lightning Safety Initiative for Recreational Facilities

Join the Lightning Safety Initiative

ABOUT US | WHAT IS LIGHTNING? | OUTDOOR VENUE SAFETY FOR FAMILIES | DESIGN PROFESSIONALS/FACILITY OPERATORS | RESOURCES

**ADVENTURE ISLAND LIGHTNING INCIDENT:** REPORT ON THE DEADLY FAILURE OF NON-STANDARD LIGHTNING ROD DEVICE...read more

**LIGHTNING SAFETY AWARENESS WEEK** June 24-30, 2012

**Kick-off Event:** Thursday, June 21st Tampa, Florida  
More information coming soon.

Welcome to [Lightning-Risk.org](http://Lightning-Risk.org), an online lightning safety resource to educate consumers, design professionals and facility operators about effective lightning protection measures and best practices in lightning safety strategies for outdoor recreational facilities such as theme parks, golf courses, playgrounds and sports stadiums.

**Lightning Safety: Large Venues**

The National Weather Service (NWS) has implemented a voluntary recognition program to help large outdoor venues, including those on university campuses, better protect staff and patrons from the dangers of lightning. Eligible sites include outdoor sporting arenas, golf courses, concert venues, water parks, raceways, and amusement parks.

The NWS recognizes the efforts of outdoor venues that follow these guidelines to protect staff and patrons from the dangers of lightning:

- **Information Reception:** The venue must install a locally-run lightning detection system with a display unit on site or subscribe to a commercial notification system. The facility must also have a NOAA Weather Radio on location.
- **Decision Support Standards:** The venue must have a written lightning safety plan that includes written instructions on how to contact local emergency management and the National Weather Service.
- **Public Notification Plan:** The venue must have several means to notify its patrons that a lightning threat exists. Options include a public address system, internal television/radio broadcast, text/email message alerts, use of social media, and staff announcements.
- **Protection Program:** The venue must have means to shelter patrons. This would include a written emergency operations safety plan to evacuate the venue, signs indicating where shelters are located, substantial structures on venue property (e.g. golf courses could use restrooms and club house facilities which are easily accessible from a majority of the course). The venue should investigate lightning protection equipment that diverts strikes to the tallest object and away from patrons and staff.
- **Education:** The NWS can provide lightning safety education materials. The venue should ensure it informs patrons of lightning precautions it has taken and the actions patrons should take when notified of a lightning threat.

This program can help inform staff and patrons of lightning threats and reduce the risk of injury or death. It also will increase public awareness of lightning hazards and strengthen relationships with local emergency managers and the National Weather Service. University emergency managers are encouraged to utilize the lightning safety toolkit to develop a lightning safety plan. Those who complete the process will be recognized for their proactive efforts in lightning safety.

To find out more about this program, contact Charlie Woodrum at: [charles.woodrum@noaa.gov](mailto:charles.woodrum@noaa.gov)  
To access the lightning safety toolkit visit: [www.lightningsafety.noaa.gov](http://www.lightningsafety.noaa.gov)

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- NOAA introduced Lightning Tool Kit for Large Venues



**Measuring the Impact of 2012  
Lightning Safety Awareness  
Week Kick-off Event &  
Partnership Alliance**

# Media BLITZ! T.V., Radio & Print Coverage!

- Bay News 9 - Tampa
- InfoMas - Tampa Hispanic News Outlet
- Fox 13 - Tampa
- NBC Channel 8 – Tampa
- Tampa Bay Community Access Cable Network
- Radio Disney “Kids Concerns” Program Interview



# Print Media Coverage

- Tampa Tribune
- Tampa Bay Times
- Hispanic Media
- Trade Journals
- Newswire Release reporting 250+ media clips = 61 million + impressions!



**Tampa Mayor Bob Buckhorn announces lightning safety week**  
By Caitlin Johnston, Times Staff Writer  
In Print: Friday, June 22, 2012



TAMPA — Lightning strikes are more than the tragedies that happen to other people, the oddities that deserve attention, but active safety measures, Julie Inverso, along with firefighters and weather officials, want to debunk the



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**Lightning Safety Awareness Week Promo From This Deadly And Destructive Force**

TAMPA, Fla., June 21, 2012 (PRNewswire-USNewswire) — City of Tampa Mayor Bob Buckhorn is declaring June 24-30, 2012, Lightning Safety Awareness Week, noting that education is the key to understanding lightning's dangers. Lightning safety advocates from the Lightning Protection Institute (LPI), the National Weather Service (NWS), the National Weather Service (NWS) and other partnering organizations joined Mayor Bob Buckhorn and Tampa Fire and Rescue Chief Thomas Ford for a press conference at the Tampa Firefighters Museum at 10:30 a.m. on Thursday, June 21, to kick off Lightning Safety Awareness Week and share educational resources. Dave Andryshak of LPI is on hand at the event to help introduce a newly-produced, radio Public Service Announcement (PSA). The PSA will be used by the NWS to promote lightning safety to men ages 50 as 80% of lightning victims are typically male.

**AUSTIN BUSINESS JOURNAL**

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**THE BUSINESS REVIEW**

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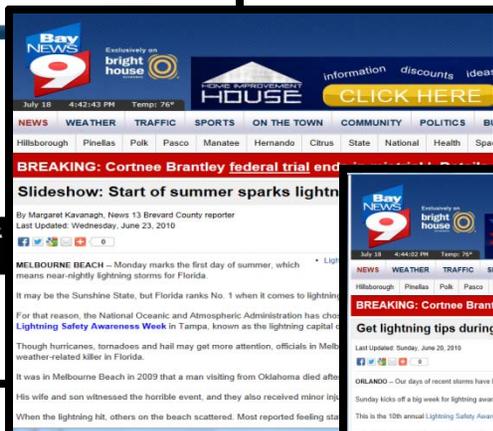
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**FOX KFXL**

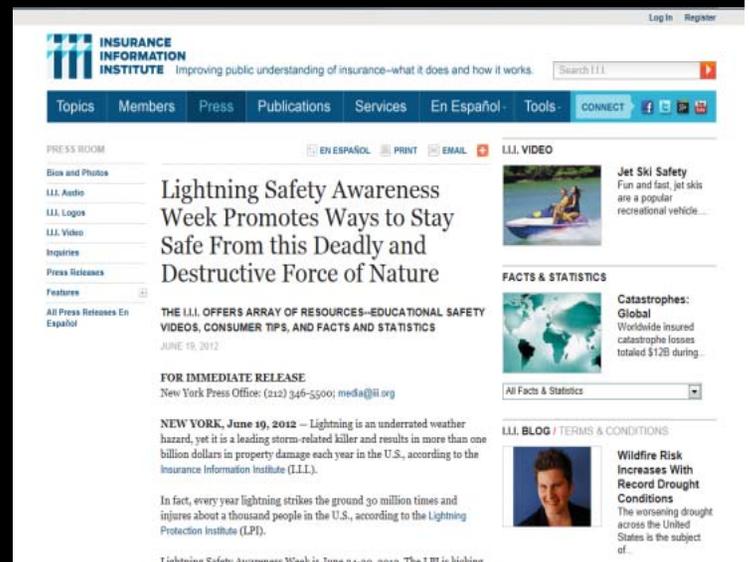
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# Website Postings Provide More Event Coverage



- Broadcast coverage boosted by online articles and posts
- Partner websites post news items to provide PR support & education



# Social Media Spreads the Message

## ➤ NOAA Blog, i-Radio and Social Media Outreach

- Over 14.5 million reach!

## ➤ I.I.I. Blogging provides 2,500 hits/mo.

## ➤ LSA Week press release creates blogger chatter

The screenshot shows the 'INSURING FLORIDA' website. The main content is a blog post titled 'STRAIGHT TALK' by Lynne McChristian. The post is about 'Lightning Safety Awareness Week: When thunder roars, go indoors'. It discusses the frequency of lightning in Florida and the importance of safety during storms. The website has a navigation bar with 'PRESS RELEASES', 'EN ESPAÑOL', and 'INSURANCE TOOLS'. There are also search bars and category links like 'HOMEOWNERS + RENTERS', 'AUTO', 'LIFE', and 'BUSINESS'.

The screenshot shows the Mother Nature Network (MNN) website. The main content is a blog post by Russell McLendon titled '7 tips for Lightning Safety Awareness Week'. The post provides practical advice on how to stay safe during lightning storms. The website has a navigation bar with 'WELCOME', 'BLOGS', 'PHOTOS', 'VIDEOS', 'SOCIAL', and 'THE BEST'. There are also social media icons and a search bar.

The screenshot shows the Mommy Perks website. The main content is a blog post titled 'Summer is here: learn about lightning safety'. The post is dated June 05 and has 0 comments. It discusses the importance of lightning safety during the summer months. The website has a navigation bar with 'ABOUT', 'CONTACT', 'MOMMY PERKS HOME', and 'PR/REVIEWS'. There are also social media icons and a search bar.

The screenshot shows the EHS Works website. The main content is a blog post titled 'Lightning Safety Awareness Week'. The post is dated Monday, June 25, 2012. It discusses the importance of lightning safety and provides tips on how to stay safe. The website has a navigation bar with 'READ IT. WRITE IT. LIVE IT.' and social media icons. There are also a 'BLOG ARCHIVE' and a 'CONNECT WITH ASSE' section.

# Thank you partners and lightning safety advocates!

- We appreciate your support in promoting lightning safety awareness and helping to build lightning safe communities!

