Impact Based Warning
Experimental Product

Weather-Ready Nation:
Saving Lives and Livelihoods

Central Region Headquarters

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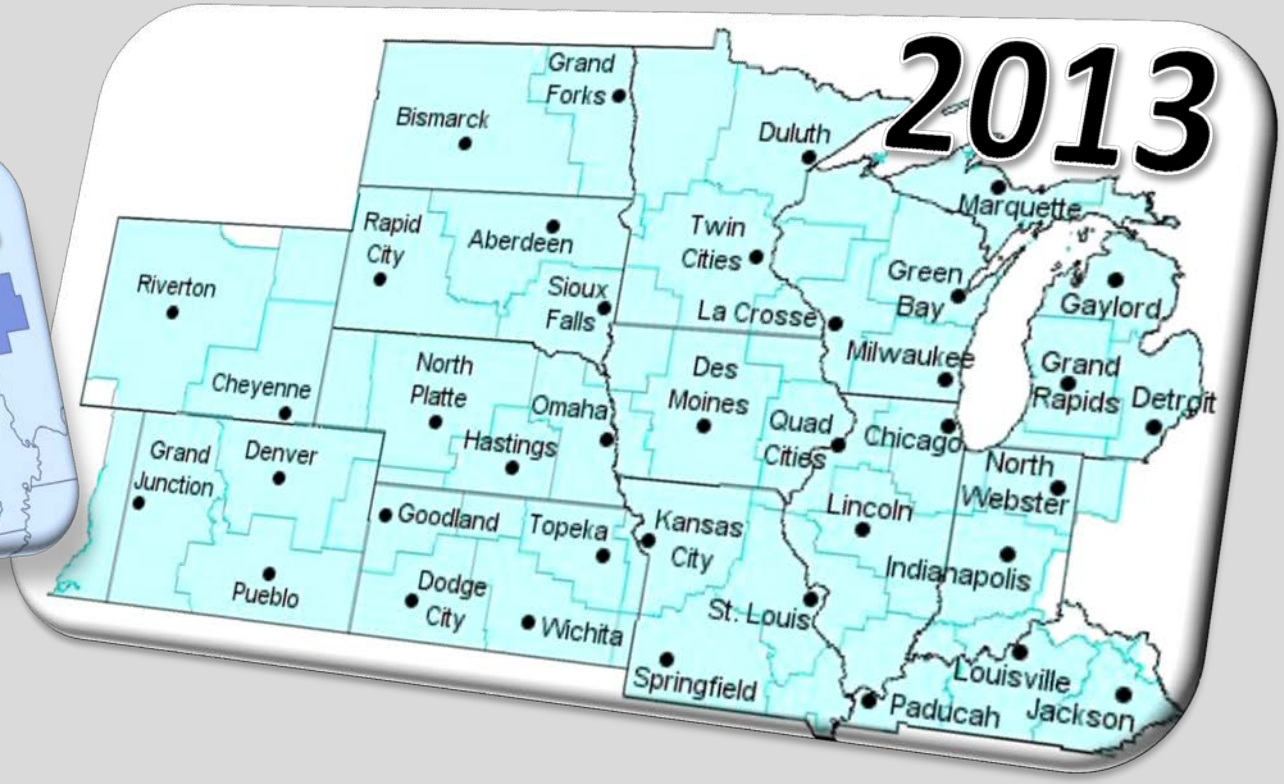
On April 1, 2013 – Expands to include all offices in NWS Central Region



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Goals:

- **Provide additional valuable information to media and Emergency Managers**
- **Facilitate improved public response and decision making**
- **Better meet societal needs in the most life-threatening weather events.**

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Intended Outcomes:

- Optimize the convective warning system within the existing structure
- Motivate proper response to warnings by distinguishing situational urgency
- Realign the warning message in terms of societal impacts
- Communicate recommended actions/precautions more concisely
- Evaluate ability to distinguish between low impact and high impact events

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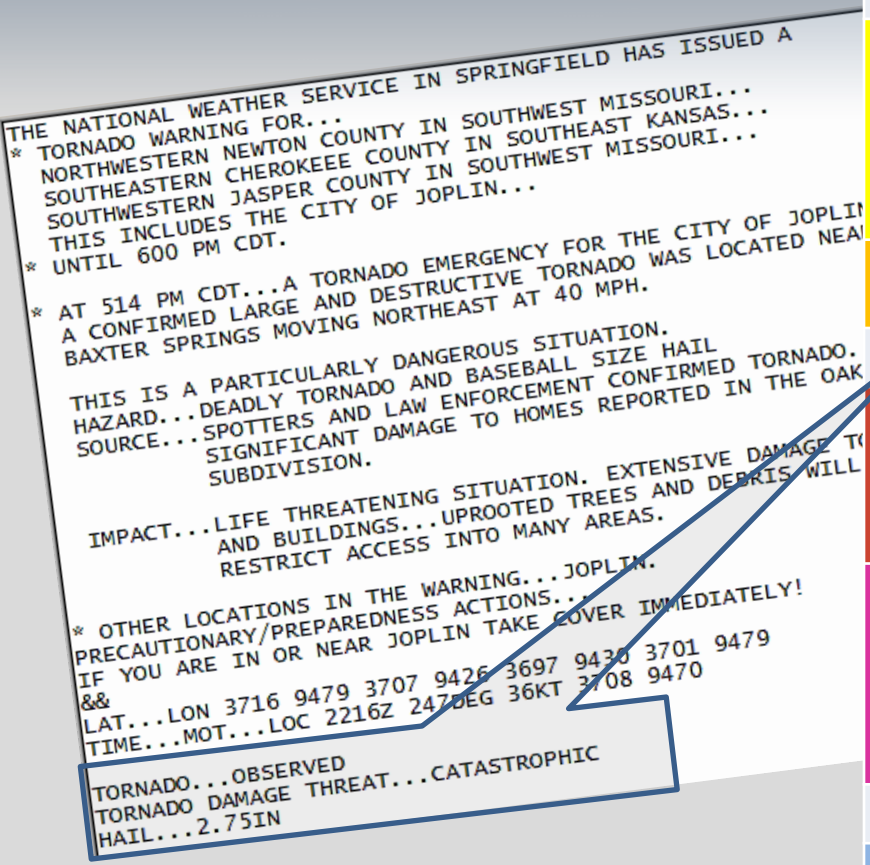

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THE NATIONAL WEATHER SERVICE IN SPRINGFIELD HAS ISSUED A
* TORNADO WARNING FOR...
  NORTHWESTERN NEWTON COUNTY IN SOUTHWEST MISSOURI...
  SOUTHEASTERN CHEROKEEE COUNTY IN SOUTHEAST KANSAS...
  SOUTHWESTERN JASPER COUNTY IN SOUTHWEST MISSOURI...
  THIS INCLUDES THE CITY OF JOPLIN...
* UNTIL 600 PM CDT.

* AT 514 PM CDT...A TORNADO EMERGENCY FOR THE CITY OF JOPLIN
  A CONFIRMED LARGE AND DESTRUCTIVE TORNADO WAS LOCATED NEA
  BAXTER SPRINGS MOVING NORTHEAST AT 40 MPH.

  THIS IS A PARTICULARLY DANGEROUS SITUATION.
  HAZARD...DEADLY TORNADO AND BASEBALL SIZE HAIL
  SOURCE...SPOTTERS AND LAW ENFORCEMENT CONFIRMED TORNADO.
          SIGNIFICANT DAMAGE TO HOMES REPORTED IN THE OAK
          SUBDIVISION.

  IMPACT...LIFE THREATENING SITUATION. EXTENSIVE DAMAGE T
          AND BUILDINGS...UPROOTED TREES AND DEBRIS WILL
          RESTRICT ACCESS INTO MANY AREAS.

* OTHER LOCATIONS IN THE WARNING...JOPLIN.
PRECAUTIONARY/PREPAREDNESS ACTIONS...
IF YOU ARE IN OR NEAR JOPLIN TAKE COVER IMMEDIATELY!
&&
LAT...LON 3716 9479 3707 9426 3697 9430 3701 9479
TIME...MOT...LOC 2216Z 247DEG 36KT 3708 9470

TORNADO...OBSERVED
TORNADO DAMAGE THREAT...CATASTROPHIC
HAIL...2.75IN
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Tornado Tag	
TORNADO...RADAR INDICATED	Evidence on radar and near storm environment is supportive of a tornado. A tornado may be developing or ongoing, but no confirmation has been received.
TORNADO...OBSERVED	Tornado is confirmed by spotters, law enforcement, etc.
Tornado Damage Threat Tag	
TORNADO DAMAGE THREAT...CONSIDERABLE	There is credible evidence that a tornado, capable of producing considerable damage, is imminent or ongoing.
TORNADO DAMAGE THREAT...CATASTROPHIC	A severe threat to human life and catastrophic damage from a tornado is occurring. This will only be used when reliable sources confirm a violent tornado.
Tornado Tag In Severe Thunderstorm Warnings	
TORNADO...POSSIBLE	A severe thunderstorm has some potential for producing a tornado although forecaster confidence is not high enough to issue a Tornado Warning.

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Enhancements By:

- Improving communication of critical information
- Making it easier to quickly identify the most valuable information
- Enabling users to prioritize the key warnings in your area of interest
- Providing different levels of risk within the same product
- Enabling the NWS to express a confidence level of potential impacts

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Independent Evaluation:

- Performed by the group Weather and Emergency management (WxEM)
- Using focus groups and surveys
  - Media partners
  - Emergency Management
  - Public
  - NWS Forecasters

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To provide feedback:

http://goo.gl/rlF9r

http://www.weather.gov/survey/nws-survey.php?code=IBW

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