

QUARTERLY BRIEF FOR WMO NATIONAL PUBLIC WEATHER SERVICES (PWS) FOCAL POINTS

1 APRIL - 30 JUNE 2012

I am very pleased to present you with this Quarterly Brief in your capacity as the World Meteorological Organization (WMO) Public Weather Services (PWS) Focal Point of your country. The brief contains highlights of the activities of the second quarter of 2012 (1 April - 30 June 2012).

PWS Publications

Is your Meteorological Service considering using Social Media to provide services to the public?

A new PWS publication entitled “Guidelines on the Strategies for use of Social Media by National Meteorological and Hydrological Services” (WMO-No. 1086, PWS-24), was produced during this reporting period. The purpose of these Guidelines is to assist National Meteorological and Hydrological Services (NMHSs)

which may be considering using Social Media to deliver services. The Guidelines address the challenges and highlight the benefits of Social Media, suggest some principles for an effective strategy, and encourage NMHSs to consider Social Media as an important element of a complete service delivery framework. These Guidelines are very well written, and we hope that you will find them useful as an introduction to the use of Social Media (which includes Facebook, Twitter and Youtube, etc.) to deliver services, especially to the younger generation.

This publication is now available on the WMO Socio-Economic Website at the following link: http://www.wmo.int/pages/prog/amp/pwsp/publicationsguidelines_en.htm .

PWS Activities, Reports and Outcomes

Meeting of the CBS Implementation / Coordination Team on Public Weather Services

The Meeting of the Commission for Basic Systems Open Programme Area Group on Public Weather

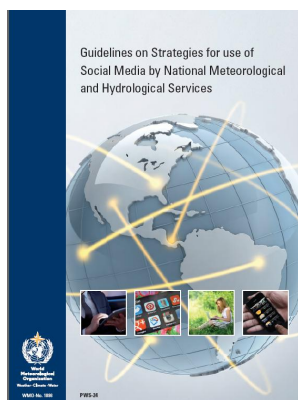
Services (PWS) Implementation / Coordination Team on PWS (CBS/OPAG-PWS ICT/PWS) was held in Montreal, Canada, from 23 to 27 April 2012. The Meeting focused on positioning of Service Delivery as one of the key Strategic Thrusts of WMO. Among the outcomes of the Meeting were the following:

- The OPAG-PWS will establish a “Competency Framework for PWS Forecasters”. The Framework will comprise a set of core competencies for PWS forecasting and specialized competencies relating to working with the media, Disaster Management Agencies (DMAs), and in the development and improvement of products and services;
- The OPAG-PWS will facilitate the development of one or a number of “one-stop-shops” for the provision of advice and assistance to the Humanitarian Response Community;
- The PWS Programme will develop materials on the Social and Economic Benefits of NMHSs, in collaboration with the Regional Association VI (RA VI, Europe) Task Team under a WMO / World Bank Joint Project; and,
- The OPAG-PWS will work to strengthen the involvement of NMHSs’ PWS Focal Points in the work of the OPAG and of the PWS Programme.

The full report of the meeting can be accessed online at the following PWS web link: http://www.wmo.int/pages/prog/amp/pwsp/eventsexpertmeetings_en.htm .

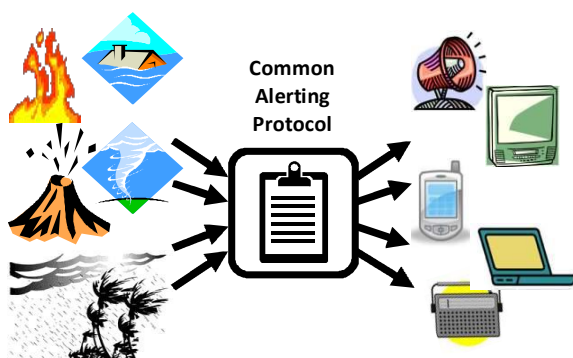
Emergency Alerting Policy Workshop

WMO, in collaboration with, Environment Canada, the International Telecommunication Union (ITU), and the Organization for the Advancement of Structured Information Standards (OASIS), co-organized the “Emergency Alerting Policy Workshop”, in Montreal, Canada, from 1 to 2 May 2012. This workshop focused on the implementation of the Common Alerting Protocol (CAP) Standard. It also explored domestic policy and international coordination issues with public alerting and how they are being addressed within CAP implementations, worldwide.



What is the CAP Standard?

CAP is an international standard format for emergency alerting and public warning. It is designed for "all-hazards", related to weather events, earthquakes, tsunamis, volcanoes, public health, power outages, and many other emergencies. CAP is also designed for "all-media", including communications media ranging from sirens to cell phones, faxes, radio, television (TV), and various digital communication networks based on the Internet. The CAP format enables simultaneous communication of alerts for any kind of emergency over many different alerting systems, thus increasing effectiveness while simplifying the alerting task.



CAP serves as a "universal adaptor" for alert messages

As a follow-up action to the Workshop, WMO, through the PWS Programme is offering NMHSs intent on implementing CAP the services of an expert to help kick-start the process. A letter on this subject will soon be sent to all Permanent Representatives with WMO in this regard. As PWS Focal Points, we will keep you informed of progress in this initiative for your information and action, as necessary.

Please note that the full report of the outcomes of the workshop can be accessed at: <http://events.oasis-open.org/home/cap/2012>.

WMO SWFDP missions to Burundi, Rwanda and Uganda

In connection with the implementation of the Severe Weather Forecasting Demonstration Project (SWFDP), the PWS Division of the Secretariat carried out missions to Burundi, Rwanda and Uganda, along with the staff of the Data Processing and Forecasting Systems (DPFS) and Agrometeorological (AgM) Programmes of WMO. The aim of the missions was to develop country-specific SWFDP implementation plans for each country. The SWFDP assists NMHSs improve the lead-time and accuracy of forecasts, the quality of forecast products such as alerts and warnings, and

the delivery of service to the media, the general public, the disaster management community and to the agricultural sector. The main outcome of each of the missions was an action plan that was agreed upon by each national meteorological service visited from which a comprehensive strategy to implement the plan will be developed. It is hoped that this project will assist each NMHS achieve a quantum jump in its service delivery to its citizens and help save lives that would otherwise be lost when severe storms, floods and strong winds occur. Experience from these missions will provide more strategies on how SWFDP could be implemented in the other countries involved in the Project, especially those with limited staff and facilities. Full reports of these missions may be accessed by opening the following link: http://www.wmo.int/pages/prog/amp/pwsp/eventsexpertmeetings_en.htm.



A Rwanda Red Cross representative stresses a point as representatives from Rwanda Met and Ministry of Disaster Management and Refugee Affairs (MIDIMAR) listen keenly.

Tell Us About Your Activities

As we continue to inform you about the PWS activities, we would greatly appreciate feedback from you on how you are implementing PWS activities or programme(s) in your Service. Please do write to us, using the contact information given below, and inform us about your experiences, for example, on how you are putting PWS publications to use, as well as how you are sharing such material with your colleagues.

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