



## PSA-025-Storm Awareness-Worlds Oceans

How do we save coral reefs?

Vic Ferguson

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*The World Federation for Coral Reef Conservation 281.971.7703 P.O. Box 311117 Houston Texas 77231  
3.8.15*

### **Coastal Storm Awareness Program**

Connecticut Sea Grant, New Jersey Sea Grant, and New York Sea Grant have awarded funds totaling \$1.4 million to support ten social science research projects to improve community understanding and response to coastal storm hazard information as part of NOAA Sea Grant's Coastal Storm Awareness Program.

Please take a look at [www.nyseagrant.org/csap](http://www.nyseagrant.org/csap) for more information

### **Projects Funded in 2013 (click on the title for detailed information about projects)**

**Adolescent and Family Decision Making In Time of Disaster**

**An Audience Segmentation Analysis of Connecticut Coastal Residents to Support Storm Preparedness**

**Assessment of Social Media Usage During Severe Weather Events and the Development of a Twitter-based Model for Improved Communication of Storm-related Information**

**Behaviorally Realistic Communications to Improve the Public's Response to and Preparedness for High Impact Storm Events**

**Best Practices in Coastal Storm Risk Communication**

**Evaluating evacuation decision-making processes among residents of Long Beach, NY before Superstorm Sandy: Lessons for the role of authority and language in storm Warnings**

**Forecasting evacuation behaviors of coastal communities in response to storm hazard Information**

**Measuring public responses to a surge of information: How individuals understand, react, and respond to storm surge media messages**

**They Had the Facts, Why Didn't They Act?: Understanding and Improving Public Response to NWS Coastal Flooding Forecasts**

**Understanding Responses to Storm Warnings: Learning from Those Who "Rode Out" Hurricane Sandy**

### **Related Efforts from NOAA and NOAA Partners**

**NOAA's National Weather Service**

**National Center for Atmospheric Research Societal Impacts Program**



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**Office of Weather and Air Quality and National Weather Service**

### **Storm Surge Final Report**

### **Supplemental Literature Review of Storm Surge and Risk Perception**

### **Ongoing and Completed Social Science Research**

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*"The only thing necessary for the triumph of evil is that good men do nothing"....Edmund Burke*