

## Spanish Language Tropical Cyclone Impacts Graphics Page

### Part 1: Mission Connection

#### **1. Product Description:**

Local Weather Forecast Offices (WFO) currently produce Tropical Cyclone Impact Graphics (TCIG) when tropical cyclone hazards threaten their areas of responsibility. The graphics are generated using a highly developed process involving input from the National Hurricane Center and experts at WFOs. Users are directed to <http://weather.gov/tcig> where color coded maps and text provide specific hazard impact information and recommended protective actions.

The life and property-saving information in English will be translated into Spanish prior to the 2014 Hurricane Season, and a link on the main TCIG page to “En español” will be provided, to allow Spanish language customers can quickly assimilate the information into their life and property protection plans. This product increases the sharpness of the NWS message and relies less on third party translation which may complicate the message and result in confusion or improper protective actions taken by Spanish Language Users.

Information from the Spanish Language Hurricane Local Statement (HLS) will be incorporated into the TCIG Interactive Hurricane Local Statement Reader widget, which allows users to mouse over a map of the WFO service area and view the relevant text information for each hazard. The text will change from zone to zone or zone group to zone group based on potential impact differences across the area. The mouse over technique will be identical to the English Language version.

#### **2. Purpose/Intended Use:**

The intent of the Spanish Language TCIG is to provide the majority population of the WFO Brownsville service area - that understands Spanish more readily than English - with the same high quality preparedness information that is currently available in English.

#### **3. Audience:**

The Spanish Language TCIG audience includes the general public, Spanish language media, emergency managers, private sector vendors, local, state and federal government agencies, public health and public school district decision makers, and others.

#### **4. Presentation Format**

The presentation will be identical to the original English language version, except impact information will be translated into Spanish. The translation will be provided prior to the start of the 2014 season by WFO Brownsville meteorologists and decision support specialists.

#### **5. Feedback Method:**

Comments will be compiled and evaluated through an interactive link on the WFO Brownsville website, whether or not a tropical cyclone threatens the service area. Comments will be solicited for the duration of the 2014 Hurricane Season. During the feedback period, proactive efforts will address all issues regarding the formatter and its output.

## Part 2 – Technical:

### **1. Format and Science Basis:**

The majority of the population of the Rio Grande Valley and Deep South Texas is at least functionally bilingual. The same majority speaks Spanish as their first language. Currently, all NWS warning information originating from WFO Brownsville is in English and requires translation by third parties. Third party translation may contain inaccuracies or inconsistencies that could result in confusion or misinformation. Social science studies have shown that confusing or conflicting information in a weather emergency decreases the ability for individuals to seek correct protective action (Lindell and Perry, 2004). This product is designed to provide professionally developed impact information and protective action recommendations in Spanish. The intent is to increase the clarity of the message to Spanish speaking residents and remove ambiguities that might develop between English and Spanish information when translations are provided by third parties.

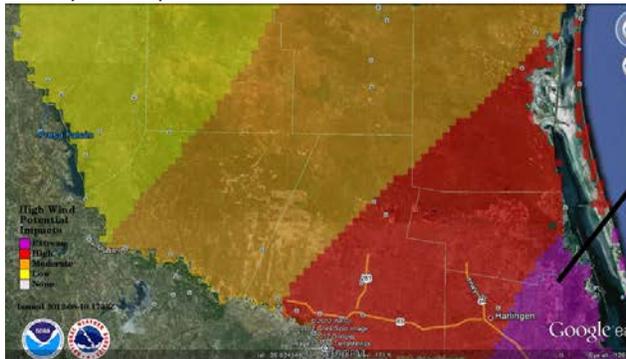
### **2. Availability**

The availability of the Spanish TCIG will be identical to the English TCIG, except that it will be on a separate web page.

### **3. Additional Information:**

A url will need to be designated for this web page.

Example Output:



Prepararse para estos impactos potenciales

#### **Extremo**

**Pueden ocurrir vientos extremadamente peligrosos y potencialmente mortales. Preparaciones agresivas deben hacerse por la amenaza del devastador para los daños del viento catastrófico.**

**Dano Devastador - Casi todos los hogares móviles serán destruidos. Mas viviendas sufriran danos graves, incluyendo el colapso parcial o completo de techos y paredes. Un numero de casas probablemente serán destruidas por completo. Muchos edificios comerciales y escuelas serán severamente danadas o destruidas con techos y paredes colapsados por el viento. Escombros en el aire pueden causar danos adicionales. La Mayoria de los arboles y lineas electricas estarán derribadas. Muchas comunidades serán irreconocibles con escombros bloqueando la entrada y salida de las residencias por dias o semanas. Carreteras serán bloqueadas por escombros de la tormenta**

**Antes de la tormenta, remueva todos los artículos de el patio que puedan convertirse en proyectiles para disminuir danos o lesiones a usted o sus vecinos. Los residentes deben encontrar refugios seguros en el**

Additional Information may be obtained by contacting the NWS Brownsville TX office:

National Weather Service  
20 S. Vermillion Ave  
Brownsville, TX 78525

**Barry Goldsmith, WCM at WFO BRO:** [barry.goldsmith@noaa.gov](mailto:barry.goldsmith@noaa.gov) or 956-504-1432 ext. 224

**Maria Torres, Forecaster/Spanish Language Liaison at WFO BRO:** [maria.torres@noaa.gov](mailto:maria.torres@noaa.gov)

**Justin Gibbs, Forecaster/Tropical Program Manager at WFO BRO:** [Justin.gibbs@noaa.gov](mailto:Justin.gibbs@noaa.gov)

#### 4. Reference

Lindell, M. K., & Perry, R. W. (2004). *Communicating Effectively in Multicultural Contexts: Communicating environmental risk in multiethnic communities*. Thousand Oaks, CA: SAGE Publications, Inc. doi: <http://dx.doi.org/10.4135/9781452229188>