National Weather Service Partner Update

Lightning Protection Institute 2013 Annual Conference
Average Number of U.S. Lightning Deaths* Since the Campaign Began (2000)

*30-year average
Impacts of the Lightning Campaign

• 687 deaths 12 years before campaign
• 444 deaths 12 years since campaign began

That’s 243 lives saved!
2012 Lightning Campaign

A big THANK YOU to LSA and LPI for:

• “Safer Design for Safer Play” Initiative
• Lightning Safety Week Kick-Off in Tampa
2012 LSA Campaign Activities

- Developed more lightning safety toolkits
- Reached out to more organizations
- Created a new brochure on risk reduction in the backcountry
- Updated the Leon the Lion coloring book
2012 Lighting Campaign Results

- Hundreds of media/press interviews, articles all across US
- Public service announcement = 138,000,000 audience impressions
- Online news release = 19 million unique viewers
- Blogs/Twitter posts = 50,000 unique viewers
2012: 28 Lightning Deaths in 17 States
2012 Lightning Deaths: A Closer Look

• 89% were *male*
• 6 were *children*
• 7 were on *fishing trips*
• 7 *left safe shelter* or were steps away
• 6 were in or *near water*
• 12 were *under or near trees*
• Many were *resuscitated* but died later
2013 Lightning Safety Campaign Plans

✓ “Campaign to Help Build Lightning Safe Communities”
✓ Haiti Project
2013 Lightning Safety Campaign Plans

- More outreach to professional sports and non profit associations
- Add more lightning protection information on our Website
- Revise Leon the Lightning Lion game
- Refresh and add new website information
Outdoor Enthusiasts . . .

Lorenzo - 51

Tim - 48

Jesse - 24
Community Leaders . . .

Ray - 61

Frank - 71
In the Same Family . . .

James - 42

Tristan - 14

Luther - 54

Luther - 33
Moms and Dads . . .

John Henry - 33

Kathryn - 67

Ronald - 68

Burdette - 52
Children . . .

Aven - 12

Luke - 9

Connor - 16

James - 11

Jesse - 11
Update on Christina and Ellen

Christina Turns 30

News Anchor – ABC 26
Your partnership means the world to us!

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• Bud van Sickle
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