

TALKING POINTS

Thunderstorms

MAIN POINT(S) / KEY MESSAGES:

- 1) Understand the danger of thunderstorms and prepare.
- 2) Be safe during a thunderstorm indoors.
- 3) Be safe during a thunderstorm outdoors.

NOTES:

Understand the Danger of Thunderstorms and Prepare

- Thunderstorms can be destructive and extremely dangerous weather emergencies. Thunderstorms bring high winds, heavy rains and dangerous lightning, one of the leading causes of weather-related deaths in the United States each year. Although most lightning victims survive, people struck by lightning often report a variety of long-term, debilitating symptoms. Thunderstorms are dangerous storms that include lightning and can include powerful winds over 50 MPH, create hail and cause flash flooding and tornadoes.
- You can find detailed information on your local TV and radio stations, as well as on websites and social media sites from the National Weather Services, the National Oceanic and Atmospheric Administration, and New Hampshire Homeland Security and Emergency Management.
- Pay attention to weather reports and warnings of thunderstorms.
- Take Action at Home
 - Remove dead or rotting trees and branches that could fall and cause injury or damage during a severe thunderstorm.
 - Secure outdoor objects that could blow away or cause damage.
 - Shutter windows and secure outside doors. If shutters are not available, close window blinds, shades or curtains.

FOLD ALONG DASHED LINE

TALKING POINT RECOMMENDATIONS:

- Rule of Three: Structure your talking points/interview around three most important points.
- **Keep it short and simple.**
- **Capture the main point or points.**
- **Think about your audience.**

INTERVIEW RECOMMENDATIONS:

- Be Prepared.
- Take a moment to formulate your answer.
- Avoid jargon.
- Be simple and succinct.
- Every question is a new question – avoid “as I said earlier.”
- Voice Inflection.
- Eye Contact.
- Relax.
- End with a call to action.

Tough Questions:

- Touch and go – answer quickly and pivot to a main point.
- Refocus the question.
- Build a bridge to a main point.
- Avoid hypothetical questions.

TALKING POINTS

- If a thunderstorm is likely in your area, postpone outdoor activities.
- Identify nearby, sturdy buildings close to where you live, work, study, and play.
- Consider buying surge protectors, lightning rods, or a lightning protection system to protect your home, appliances, and electronic devices.
- Follow NHHSEM on Twitter, Facebook, or Instagram for the latest storm updates and recommendations.
- Learn more about Family Emergency Plans, Emergency Contact Cards, and Emergency Kits at ReadyNH.gov.
- Learn more about thunderstorm, flooding, and power outage preparedness at ReadyNH.gov.

Be Safe During a Thunderstorm Indoors

- Get inside a home, building, or hard top automobile (not a convertible). Do not touch anything metal.
 - The steel frame of a hard-topped vehicle provides increased protection if you are not touching metal. Although you may be injured if lightning strikes your car, you are much safer inside a vehicle than outside.
- Avoid showering or bathing. Plumbing and bathroom fixtures can conduct electricity.
- Report fallen trees, flooded streets, or damaged public utilities to the proper department and stay tuned to local weather stations for updated information.
- Use a corded telephone only for emergencies. Cordless and cellular telephones are safe to use.
- Unplug appliances and other electrical items such as computers and turn off air conditioners. Power surges from lightning can cause serious damage.

Be Safe During a Thunderstorm Outdoors

- If you are outside during a thunderstorm, avoid:

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- Natural lightning rods such as a tall, isolated tree in an open area.
- Hilltops, open fields, the beach or a boat on the water.
- Isolated sheds or other small structures in open areas.
- Anything metal, such as tractors, farm equipment, motorcycles, golf carts, golf clubs and bicycles.
- In a forest, seek shelter in a low area under a thick growth of small trees. Avoid the tallest trees.
- In an open area, go to a low place like a ravine or valley, but watch for flooding.
- On open water, get to land and find a sturdy, grounded shelter or vehicle immediately.
- If you feel your hair stand on end, a lightning strike is about to happen:
 - Squat low but do not lie down.
 - Place your hands over your ears and head between your knees.
 - Make yourself the smallest possible target.

Important Language to Know

- **Thunderstorm Watch:** there is a possibility of a thunderstorm in your area.
- **Thunderstorm Warning:** a thunderstorm is occurring or will likely occur soon. If you are advised to take shelter, do so immediately.

ANTICIPATED TOUGH QUESTIONS:

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