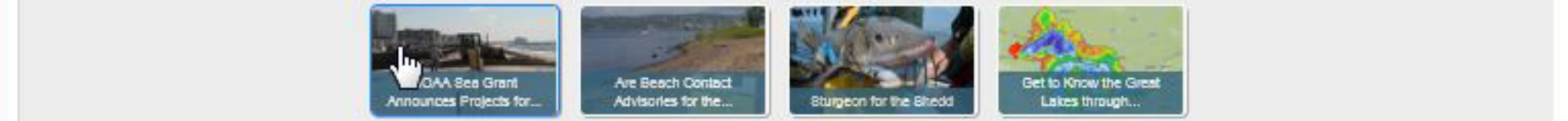


NOAA Sea Grant Announces Projects for \$1.4M Coastal Storm Awareness Program

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.



Where We Work

There are 33 Sea Grant programs across the US

Sea Grant Announcements

[Sea Grant Job Announcements and Fellowship Opportunities](#)
Openings across the country

[Now Accepting Applications Sea Grant Knauss Marine Policy Fellowship](#)
Applications due 5:00PM (local) Feb 14th 2014. Contact your local Sea Grant ...

[Now Accepting Applications for Joint Sea Grant National Marine Fisheries ...](#)
Fellowships in either Population and Ecosystem Dynamics or Marine Resource ...

Tweets

[Minnesota Sea Grant](#) @MNSeaGrant 2h
PUB OF THE WEEK: Stop Aquatic Hitchhikers: It Makes Dollars and Sense. Now available for download: [seagrant.umn.edu/publications/X...](#)
Retweeted by NOAA Sea Grant

[NOAA Sea Grant](#) @SeaGrant 5h
Do you understand severe storm warnings? Exciting new projects to improve hazard communication
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Our Focus Areas

Sea Grant concentrates effort in four Focus Areas. These interrelated areas are of critical importance to the health and vitality of the nation's communities and coastal resources.

- Healthy Coastal Ecosystems
- Sustainable Fisheries and Aquaculture
- Resilient Communities and Economies
- Environmental Literacy and Workforce Development

Sea Grant News

[Law Center Leads Efforts to Draft Model Law Addressing Aquatic Invasive ...](#)
Unlikely partners come together to improve management of the trailered boats

[VIDEO: Celebrating America's Largest Commercial Fishing Port Community](#)
Keeping maritime traditions alive

[New Maryland Stream Map Informs Conservation Efforts](#)
New map identifies small and buried streams west of the Chesapeake Bay

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NOAA Sea Grant Announces Projects for \$1.4M Coastal Storm Awareness Program

Ten Projects to Improve Hazard Warnings for New Jersey, New York and Connecticut Residents



Thursday, January 16, 2014



Sandy. Credit: NOAA

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.

Despite the unparalleled accuracy of the forecast for Post Tropical Cyclone Sandy, too many coastal residents either failed to fully understand the severity of the storm and the dangerous conditions it would produce, or chose not to evacuate in spite of the serious risks of staying in their homes. The awarded projects will study community response to disasters by closely examining the coastal storm warning systems, the information conveyed (what to expect, when to expect it, and what do) and the factors that affect whether recipients of this information decide to act on it. The results of this research will improve the communication of coastal hazards to both the general community and to community leaders.

This national competition drew on the decades of experience within NOAA and Sea Grant as well as the well-earned reputation for credibility and trust of the Sea Grant outreach communities in New York, New Jersey and Connecticut. By combining Sea Grant's established relationship within local communities with current social science research, this effort will be able to maximize awareness and understanding of the true severity of coastal hazards - even amongst hard to reach, isolated groups within communities.

Sea Grant's CSAP is a part of the Disaster Relief Appropriations of 2013 (DRA), commonly referred to as the Sandy Supplemental. DRA provided supplemental appropriations to the NOAA to improve and streamline disaster assistance associated with Post-Tropical Cyclone Sandy, and for other purposes. In addition to recovering and rebuilding infrastructure from the devastation of Sandy, NOAA will conduct a coordinated program of activities to improve NOAA information and services for decision makers, communities, and the public in preparation for, response to, and recovery from other high-impact events. The results of these efforts will contribute to NOAA's vision of resilient ecosystems, communities, and economies.



Post-Sandy rebuilding efforts in the Rockaways. Credit JayTanski, New York Sea Grant

For a full list of projects funded in 2013 click [here](#)



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 - Coastal Storms Awareness Program

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 for more information



Post-Sandy rebuilding efforts in the Rockaways. Credit JayTanski, New York Sea Grant

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
- 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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