

# Survey on Potential Changes to ENSO Alert System Headlines

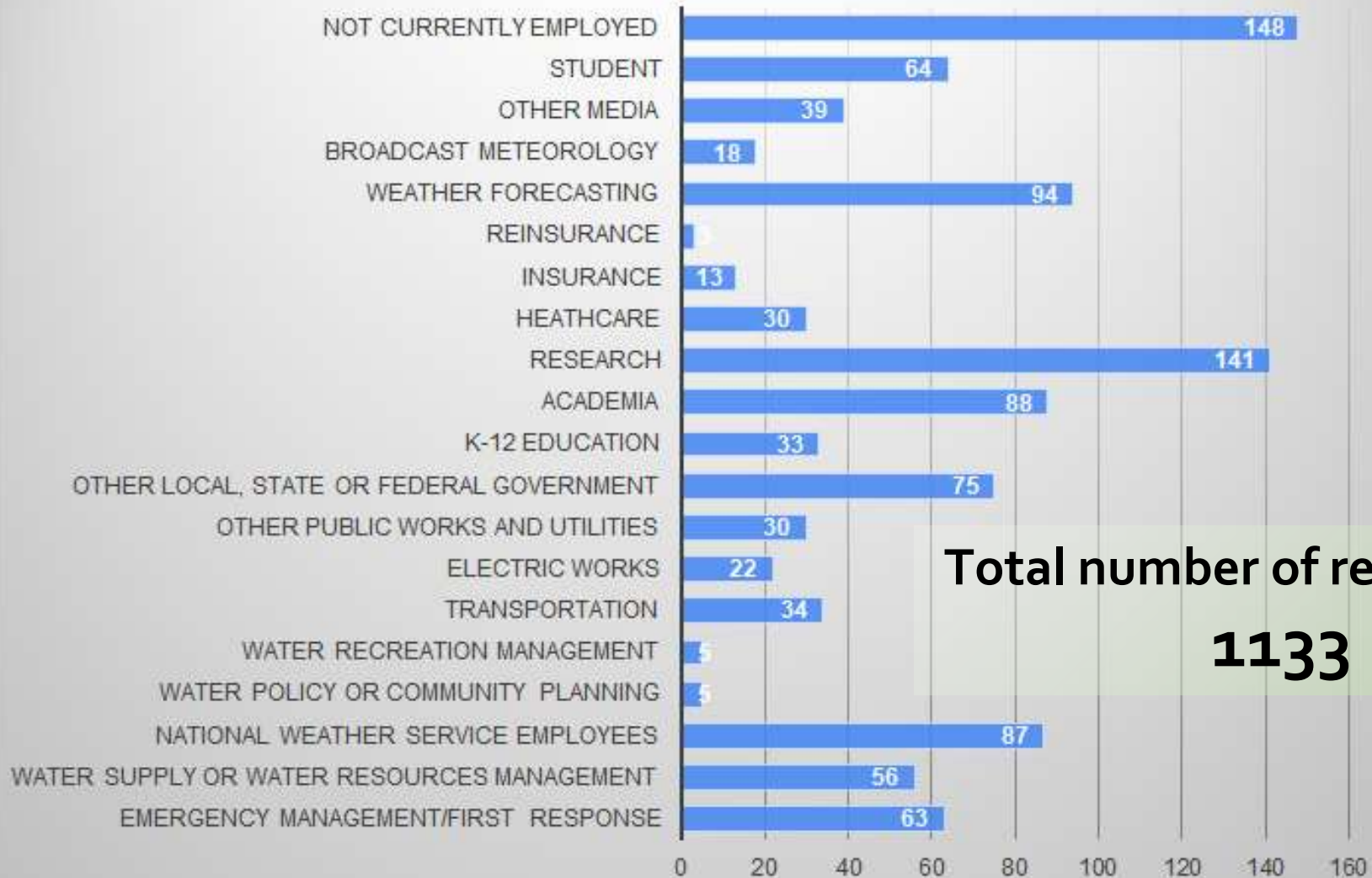
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# Survey Organization and Format

- **Purpose:** To gather feedback on users' interpretation of current headlines in the El Niño-Southern Oscillation (ENSO) Alert System and potential changes to the headlines (questionable term Advisory)
- **Content:**
  - Understanding of current ENSO headlines
  - Comparison of current and proposed headlines
- **Audience:** Wide distribution among stakeholders and ENSO Alert System users
- **Period:** Feedback collected March 20 – May 19, 2020

# Who are the Respondents?

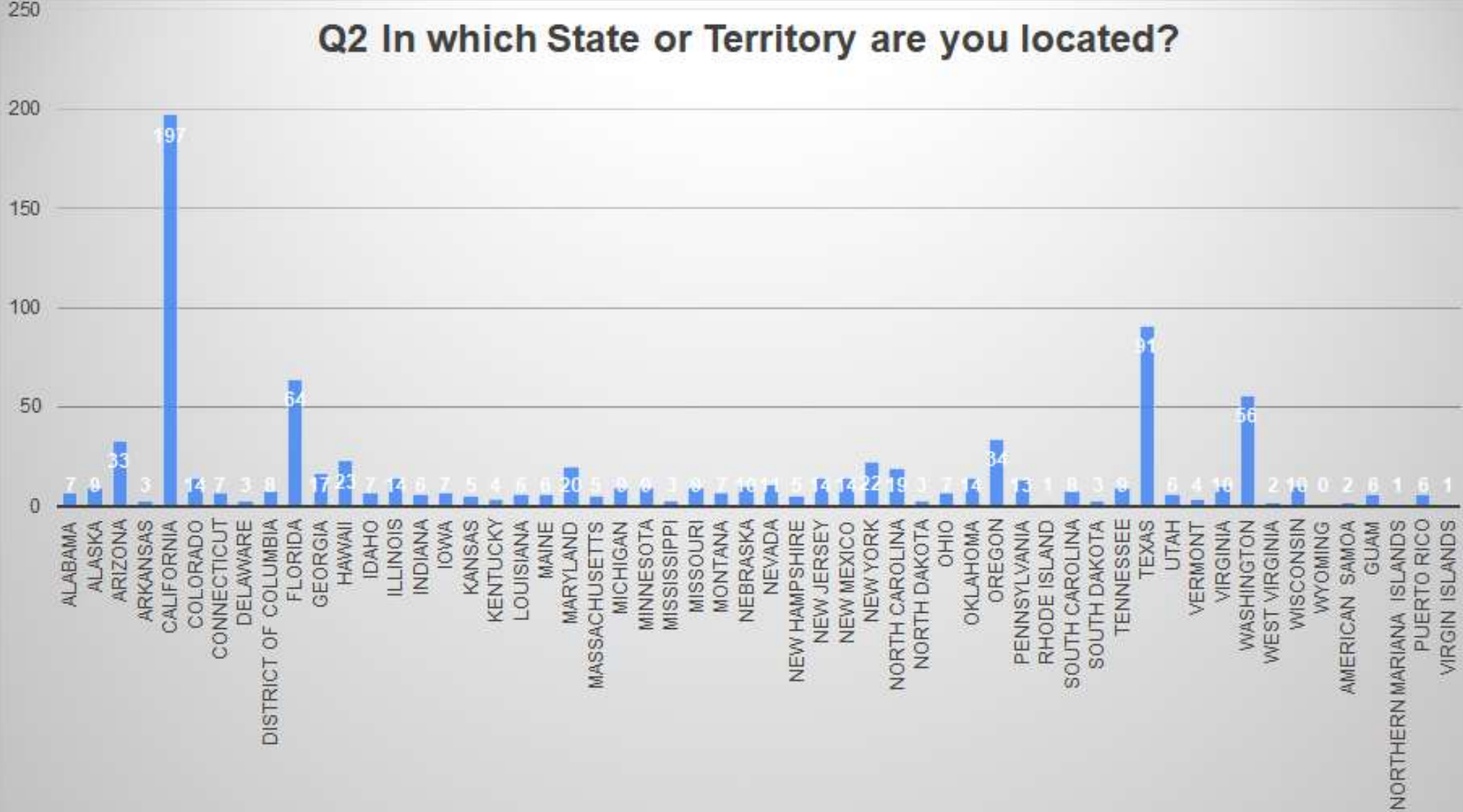
## Q1 Which category best describes your job?



Total number of respondents

**1133**

# Where are the Respondents?

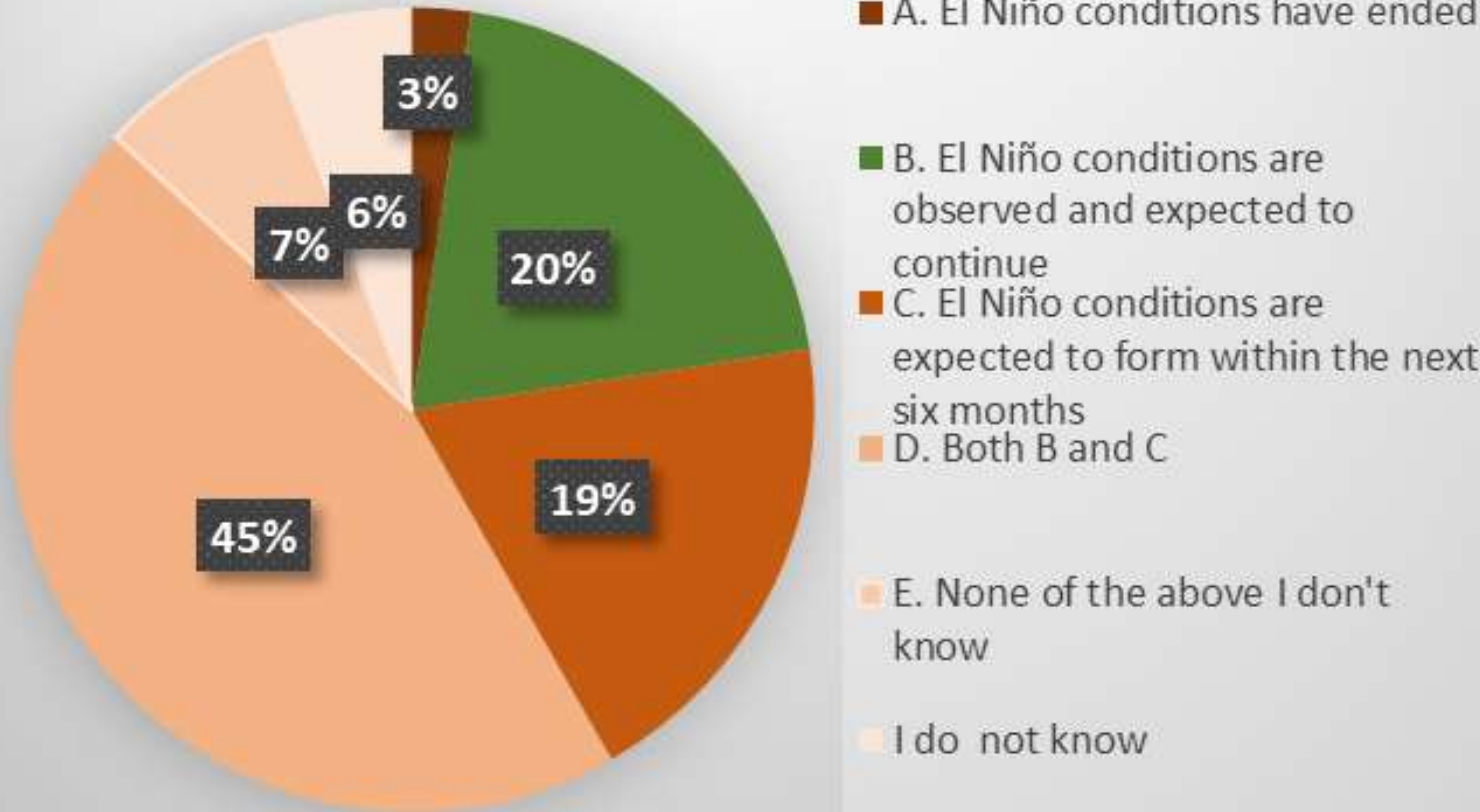


# Current and Proposed Headlines

<u>Set A (Current)</u>		<u>Set B (Proposed)</u>
<p><b>ENSO Alert System Status: <b>El Niño Advisory</b></b></p> <p><b>Synopsis:</b> Weak El Niño conditions have started and are expected to continue through the Northern Hemisphere spring 2019 (~55% chance).</p>	→	<p><b>ENSO Alert System Status: <b>El Niño In Effect</b></b></p> <p><b>Synopsis:</b> Weak El Niño conditions have started are expected to continue through the Northern Hemisphere spring 2019 (~55% chance).</p>
<p><b>ENSO Alert System Status: <b>Final El Niño Advisory</b></b></p> <p><b>Synopsis:</b> El Niño conditions have ended and transitioned to ENSO-neutral, which is most likely to continue through Northern Hemisphere winter 2019-20 (50-55% chance).</p>	→	<p><b>ENSO Alert System Status: <b>El Niño Ended</b></b></p> <p><b>Synopsis:</b> El Niño conditions have ended and transitioned to ENSO-neutral, which is most likely to continue through Northern Hemisphere winter 2019-20 (50-55% chance).</p>

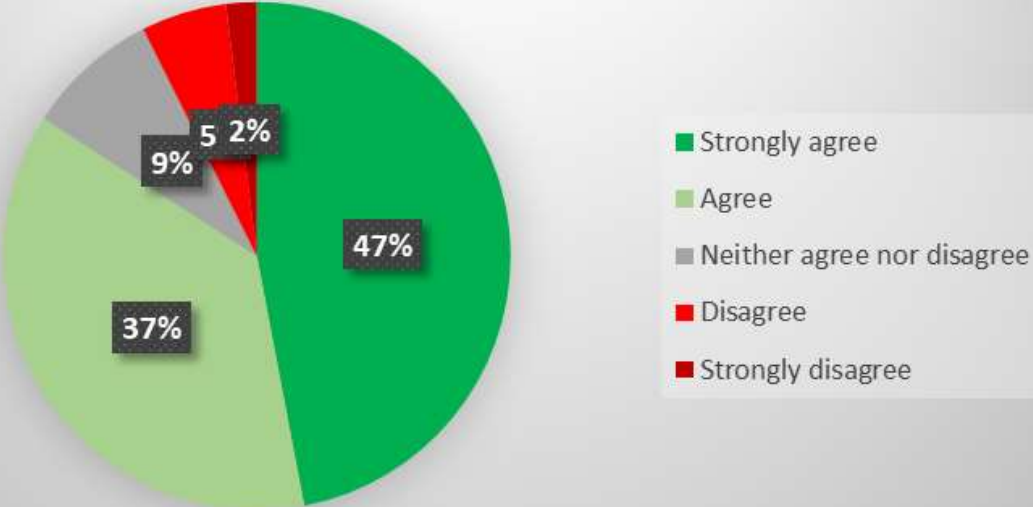
# Overall Results

## What does "El Nino Advisory" mean to you?

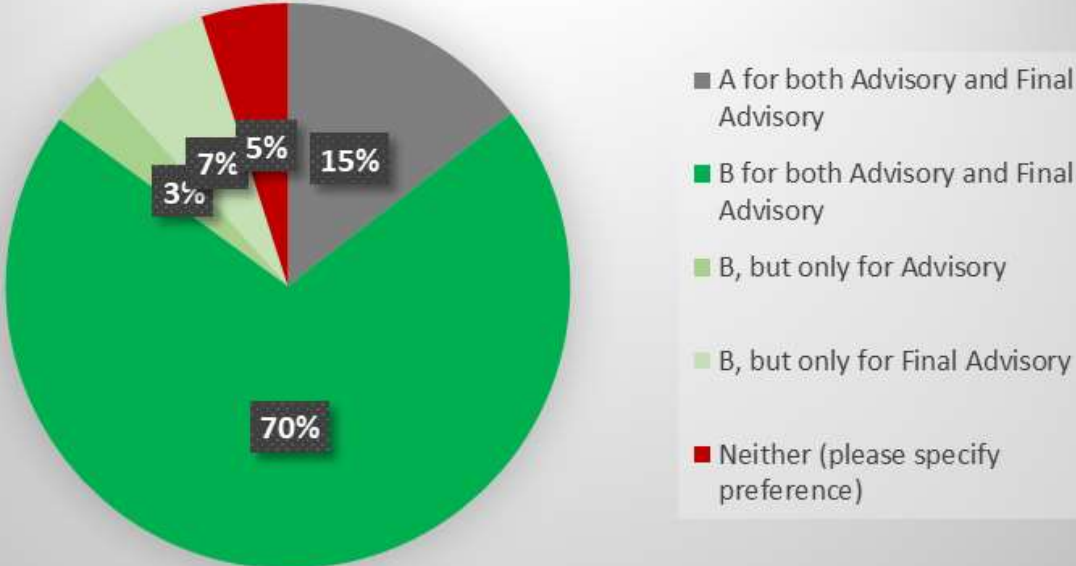


# Overall Results

### Set B headlines enable me to more quickly assess the ENSO status when compared to Set A



### Which Headlines do You Prefer?



# Written Comments

## EL-Nino In Effect

El Nino In Effect sounds very awkward and still isn't clear. El Nino Occurring or El Nino Ongoing makes more sense for the Advisory and is more consistent with the El Nino Ended phrase.

I prefer Advisory rather than In Effect, as it means to me that El Nino is in effect and the condition is either the same or is changing. I much prefer El Nino Ended rather than Final Advisory

Instead of El Nino In Effect, why not say "El Nino Conditions" or just "El Nino"

"In effect" has little meaning to me. "Advisory" sounds like an update more than anything.

El Nino in Effect looks like a typo (missing word)

I would like to express that is more easy for me El Nino advisory (A) and El Nino ended (B).

The headline "El Niño in Effect" doesn't say much to me

The reason I select Advisory over In Effect, is that it gives me the chance to prepare for the coming season. In Effect essentially means we're in it already without being forewarned. Ended is self-explanatory. When something does actually end, I want to be notified, not advised of a potential ending.

I don't think El Nino in Effect would work very well, instead, I would prefer El Nino Warning, for El Nino continuing and El Nino Advisory for when it is going to develop within the next 6 months, And keep El Nino Watch.

For B, suggest El Nino is Occurring instead of in Effect

instead of saying El Nino is "in effect" it could be even more clear to use El Nino "is occurring"

For the Advisory, it would be clearer to say "El Nino Exists" than "El Nino In Effect." It would be an abbreviation of El Nino [Conditions] Exist.

## EL-Nino Ended

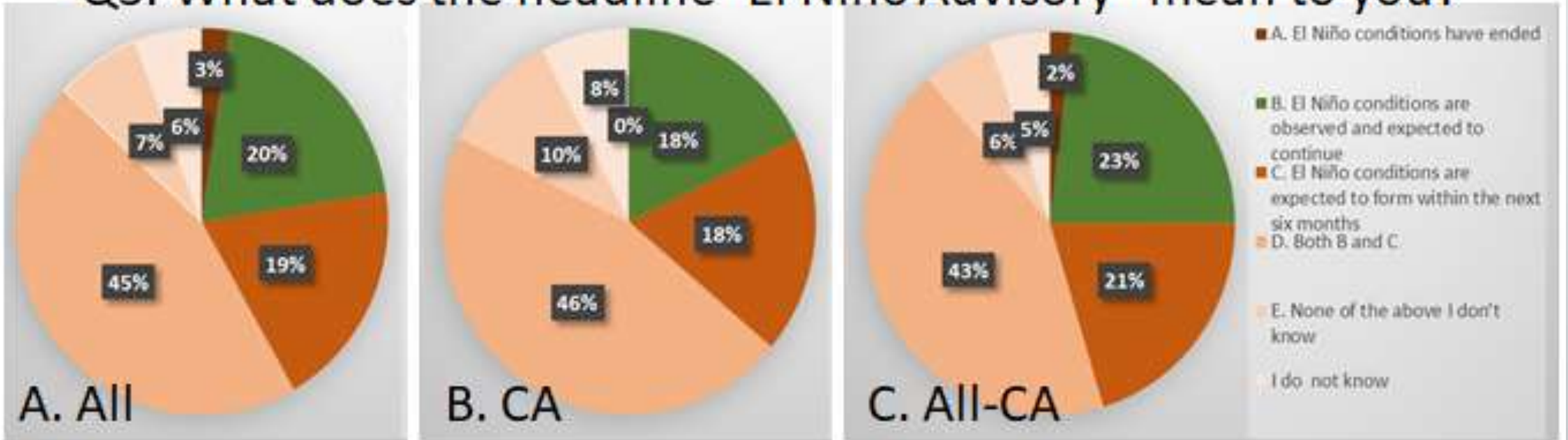
"Ended" is a clunky word, I would use "concluded" or "expired" to line up with wording used by other forecasters. It's still a lot clearer than the current wording.

I prefer B1 (El Nino in Effect) and A2 (Final El Nino Advisory) because the words "in effect" and "final" both point to a specific state at the current time. "El Nino Ended" means it ended at some point so it is less specific and more difficult to grasp instantly. That being said, I understand that introducing the term "advisory" just for the event ending lacks the nice parallelism of both the current and proposed wording.



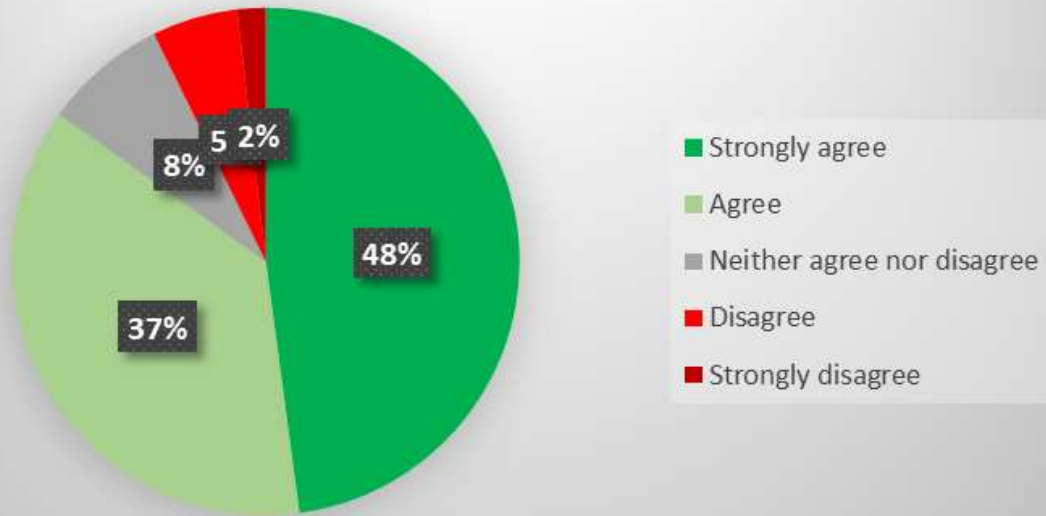
# California versus Rest of the Country

Q3. What does the headline “El Niño Advisory” mean to you?

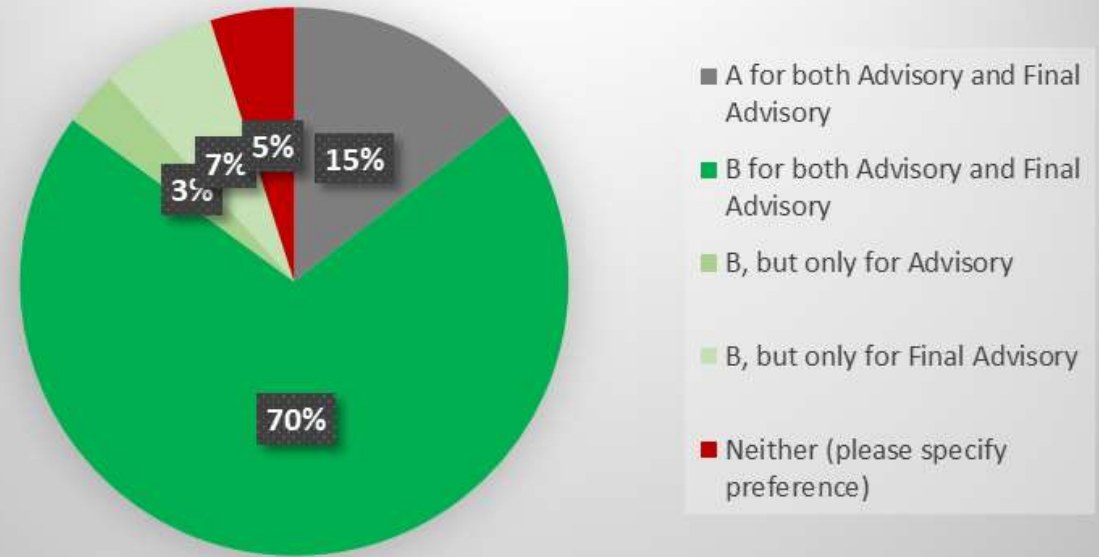


# California

Set B headlines enable me to more quickly assess the ENSO status when compared to Set A

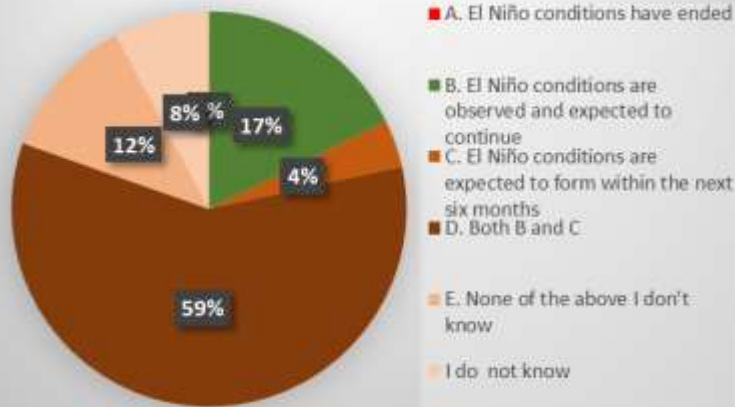


Which Headlines do You Prefer?



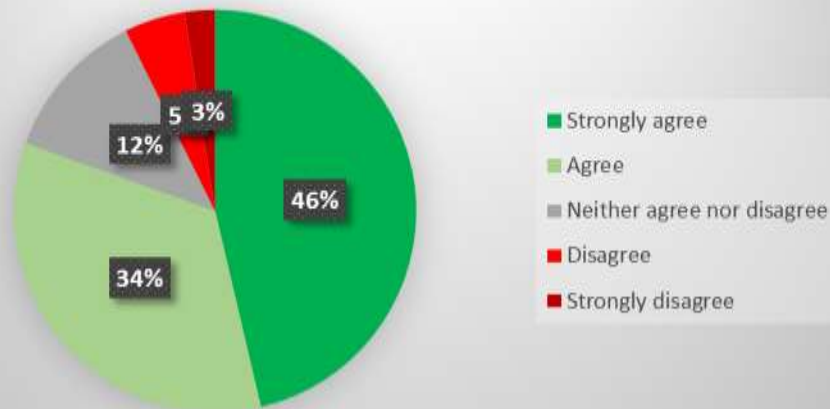
# Water Resources

What does "El Niño/La Niña Advisory" mean to you?

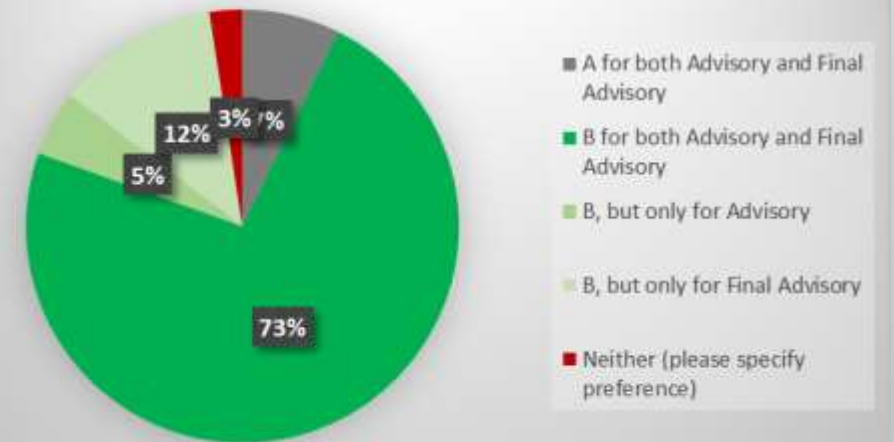


- The headline "El Niño in Effect" doesn't say much to me
- It needs to be geared towards western water commissioners, so we can advise non computer literate farmers.
- It is what I've grown accustomed to. Why change? ...Add a summary at the end with plain, simple, long term forecast.

Set B headlines enable me to more quickly assess the ENSO status when compared to Set A

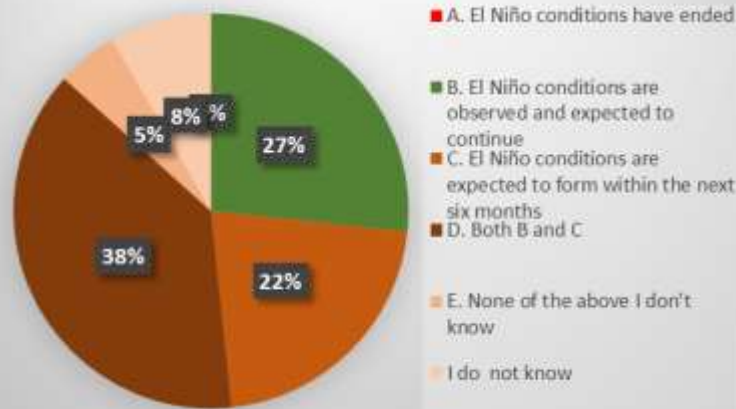


Which Headlines do You Prefer?



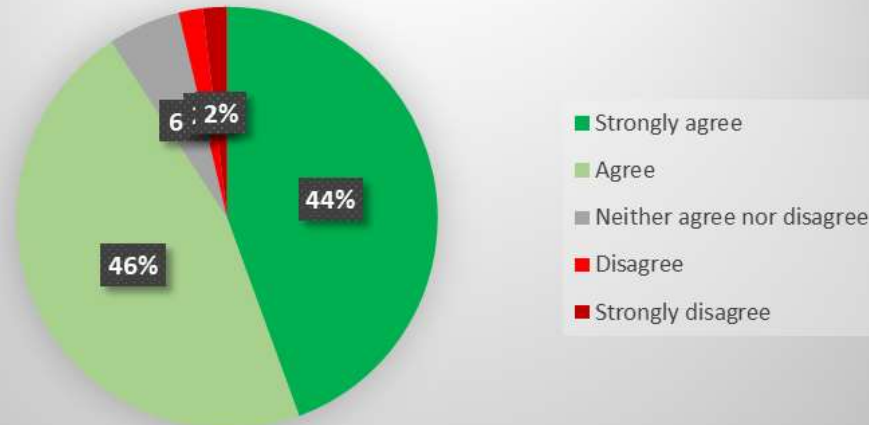
# Emergency Management

What does "El Niño Advisory" mean to you?

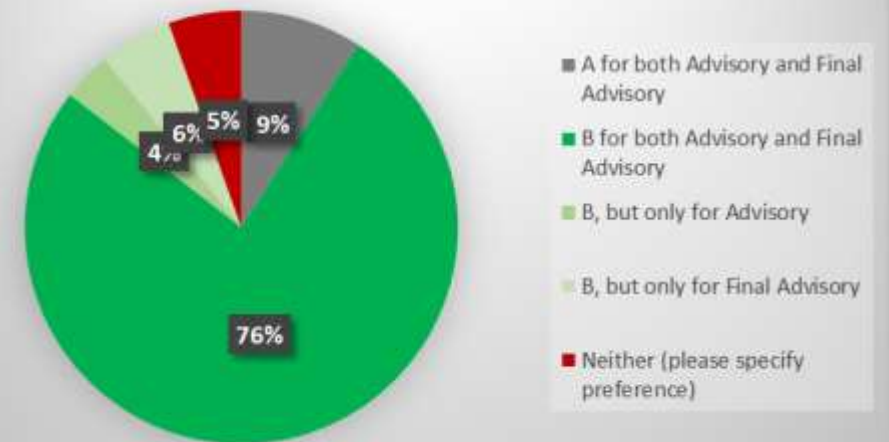


- "Would be "nice" to understand background information driving the "Advisories."
- The proposed new language is very clear.
- I think both terminologies work, just not sure if saying the word "Advisory" gives decision-makers the communication necessary to determine response level. Not sure if the words "In Effect" will convey the same threat level.

Set B headlines enable me to more quickly assess the ENSO status when compared to Set A

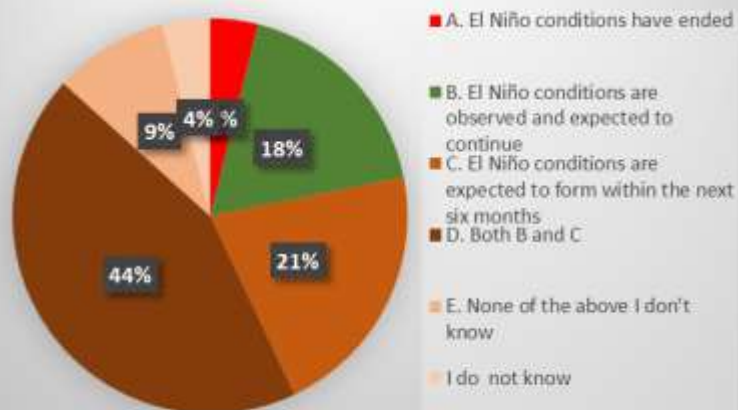


Which Headlines do You Prefer?



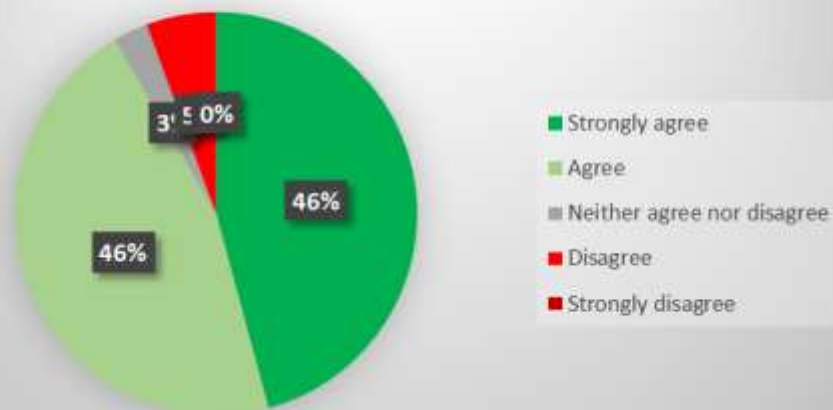
# Research

What does "El Niño Advisory" mean to you?

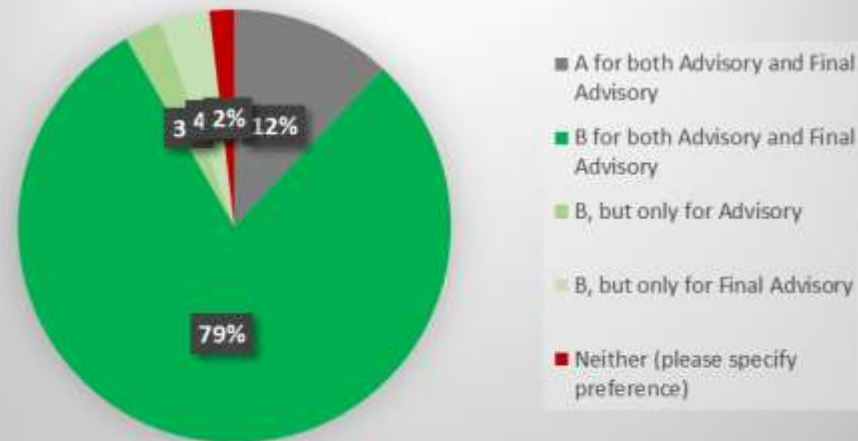


- Both versions are good, it's all a matter of teaching yourself what they mean.
- Seems strange to have an advisory when something has ended (even if its final) and an advisory when something is already underway.
- Have you considered to add the intensity of the El Niño/La Niña event into the headline?
- Very useful assessments

Set B headlines enable me to more quickly assess the ENSO status when compared to Set A

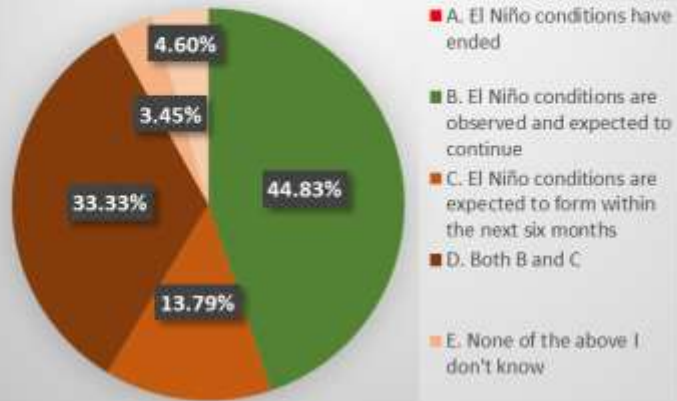


Which Headlines do You Prefer?



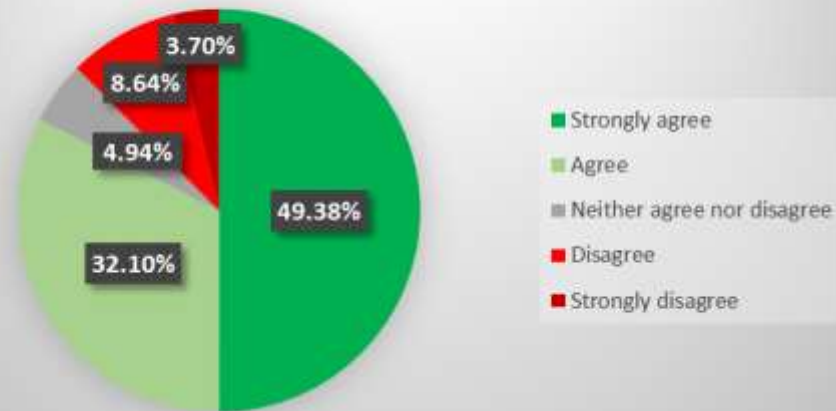
# NWS Staff

### What does "El Nino Advisory" mean to you?

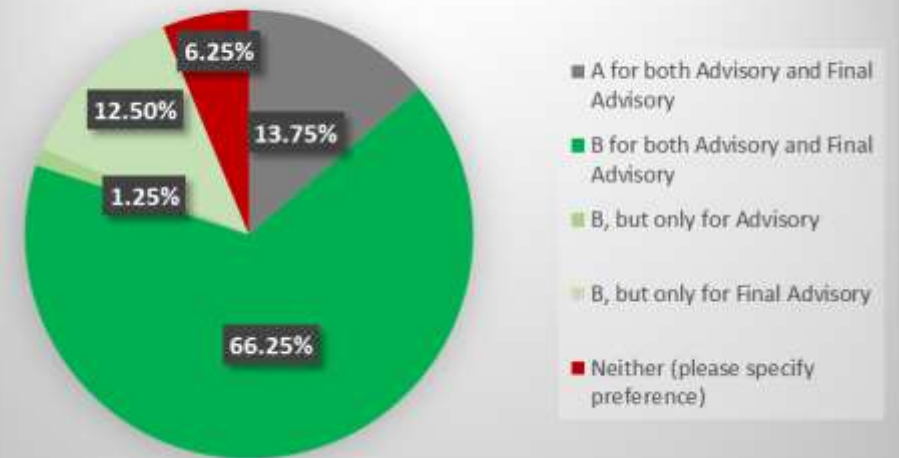


- Advisory has always been a nebulous sounding term
- El Nino In Effect sounds very awkward and still isn't clear. El Nino Occurring or El Nino Ongoing makes more sense for the Advisory
- due to lack of enso driven skill in our area, this product is not very useful to regional NWS stakeholders

### Set B headlines enable me to more quickly assess the ENSO status when compared to Set A



### Which Headlines do You Prefer?



# Conclusion

- Only 20% of respondents identified the correct interpretation of the current headlines of the products with higher percentage of correct answers among EM users (27%). Only 44% of NWS users identified correct interpretation of ENSO Advisory term.
- Overwhelming majority (95%) favored alternative headlines
- All groups of users favored the proposed changes at about the same distribution of respondents
- Written comments provided additional ideas for alternative headlines
- The survey proved to be an effective method of collecting user feedback and ideas for improving current communication practices in NWS

# Summary

- Consider changes to current headlines of the ENSO Alert System
- Investigate options to developing training tools for NWS staff and users to increase understanding of ENSO products
- Simplify and use terms in the Alert System that are easier to understand and represent that ENSO is either occurring or has ended
- Options for New Headlines

<b>Originally Proposed in Survey</b>	<b>Alternative</b>
El Nino in effect	El Nino is occurring
El Nino ended	El Nino has ended





BACKUP SLIDES

# Written Comments

