



September 2023

New Data, New Resources

Office for Coastal Management

- Read about three of the Digital Coast fellows in the summer edition of the [Fellow News](#).
- Learn about the power of brevity in the latest edition of the [Coastal Communicators newsletter](#).
- Explore the [list of state impact stories](#) and use them in your communication efforts. The most recent stories are at the top.

Digital Coast

- **Story from the Field** – [Improved Storm Surge Modeling Enhances Disaster Preparedness](#)
- **Story from the Field** – [South Carolina Community Lowers Flood Insurance Premiums Using NOAA's Land Cover Data](#)
- **Data** – [See the list of new and updated data sets.](#)

Register Now

Margaret A. Davidson Graduate Fellowship Webinar Series

Dive into the world of estuarine research! Join us as Taylor Armstrong, based at the Jacques Cousteau National Estuarine Research Reserve, discusses algal toxins in New Jersey estuaries and their connection to phenolic content. Explore the impactful research shaping our National Estuarine Research Reserve System. Don't miss out—[register](#) by September 20, 2023. The one-hour webinar will be held September 21 at 3 :00 p.m. Eastern.

Products You Can Use

Data Access Viewer

The Product: [This tool](#) provides a one-stop

shop for data rather than a strenuous search among various agency websites and portals. The standardized location, search capabilities, and metadata make it easy for users to navigate and download these critical baseline data sets.

Why Jaci Chose It: Not all digital elevation models are created the same, and the difference is important for developing flood and inundation map products. The Data Access Viewer gets users the data they need, customized best for their application.

There's more data available across Alaska than one might expect (with a LOT more to come in the next few years). Keep an eye on the viewer to see progress mapping Alaska's coast!



Tech Topics

Risk Communication Tip: Consider Worldviews

Perception is influenced by a person's worldview, which is defined as the way someone believes society should function. Four category ranges are often used: individualism to communitarianism, and hierarchy to egalitarianism.

Communicators will benefit from understanding an audience's worldview, and structuring their approach accordingly. People who lean toward individualism, for instance, tend to prefer fewer regulations and restrictions. For this group, framing the conversation to focus on individual preparedness or taking care of the individual may resonate most. One of the ways to identify this worldview has to do with how often "I" or "my" is used to describe themselves and their family. But use caution!

- See this [risk communications publication](#) to get more information on this topic and more.

Stories from Your Peers

Rescuing Stranded Turtles – the Public's Role

In the past year, the Texas coast recorded a number of stranded turtles (433 loggerheads). The Mission-Aransas National Estuarine Research Reserve, along with other partners, worked hard to rescue these creatures, nurse them back to health, and solve the mystery of their high stranding rates. The public played and continues to play an important role in this

effort, from reporting turtle strandings, volunteering to become trained rescuers, and keeping the issue in the forefront of community conversations.



- To learn more, read the full story [here](#).

Tips from the Digital Coast Academy

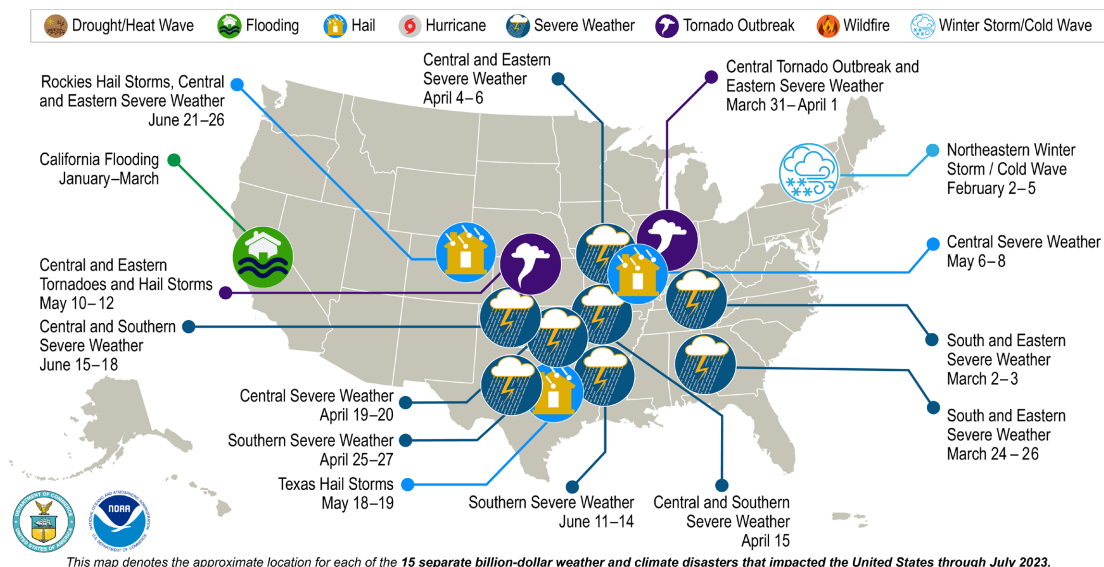
From Gray to Green: Lessons Learned from Replacing a Bulkhead

A failing bulkhead at a high wave-energy site in North Carolina gave coastal managers a chance to implement one of the first living shoreline projects in the state. It proved to be effective and provided the team with valuable insights. For example, since the project was located in a high wave-energy area, the team quickly realized the need for a “speed bump” to slow wave energy and fully mitigate erosion forces. In other words, they recommended practicing adaptive management. It was also important to consider the plants’ needs. Riparian plantings need a lot of water, so before construction starts, make a plan for watering them.

Get all the details and lessons learned in [this case study](#).

Fast Facts

U.S. 2023 Billion-Dollar Weather and Climate Disasters



This is just one of the many coastal management [fast facts and graphics](#) provided for your use. [Read the list](#) and let us know if there are others you'd like to see added.

Feedback? Please!

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NOAA's Digital Coast



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