

# Watch “The Hand” to Learn about Storm Surge

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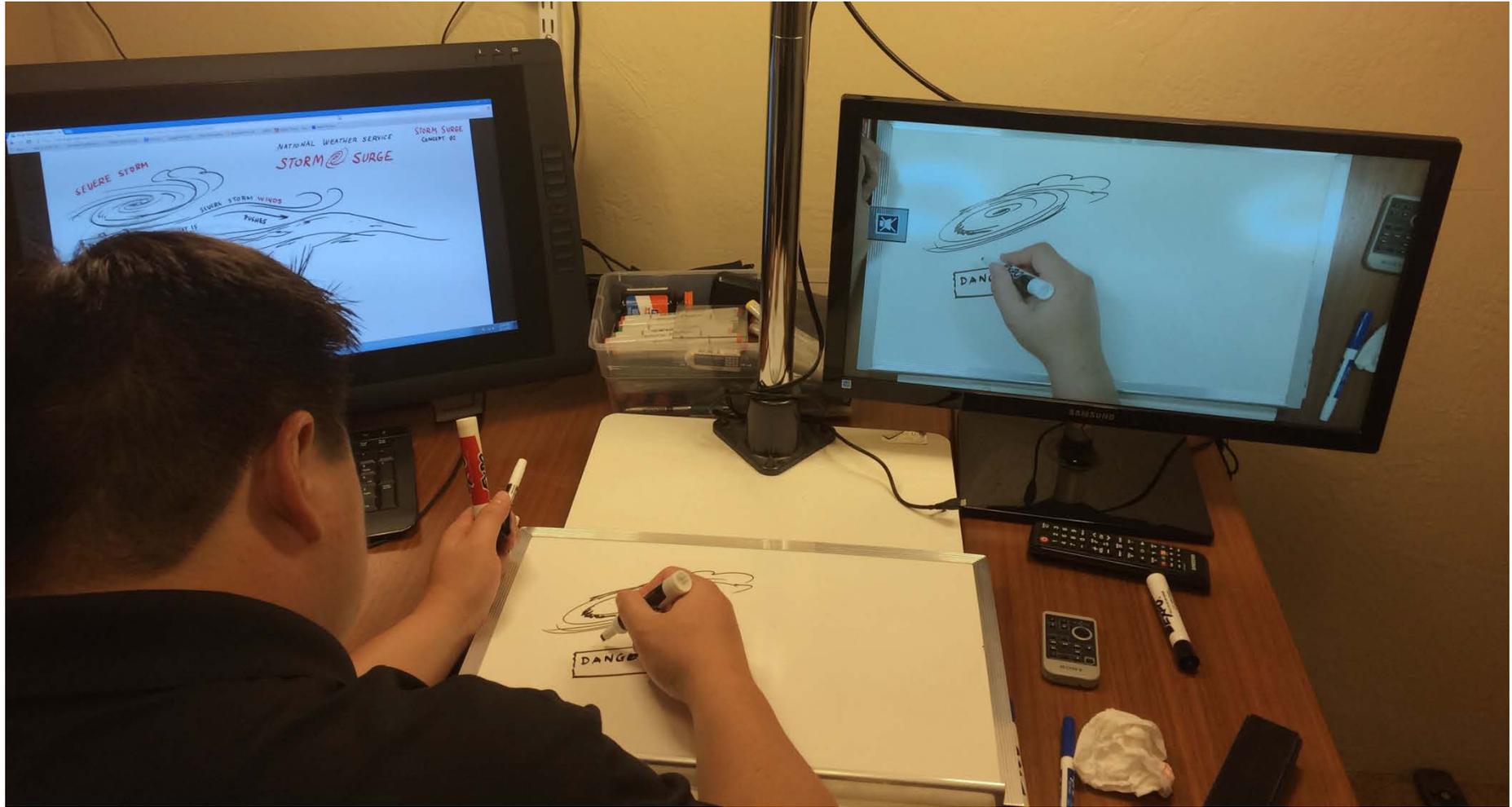
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# The Need

NATIONAL WEATHER SERVICE  
*STORM @ SURGE*



# The Idea

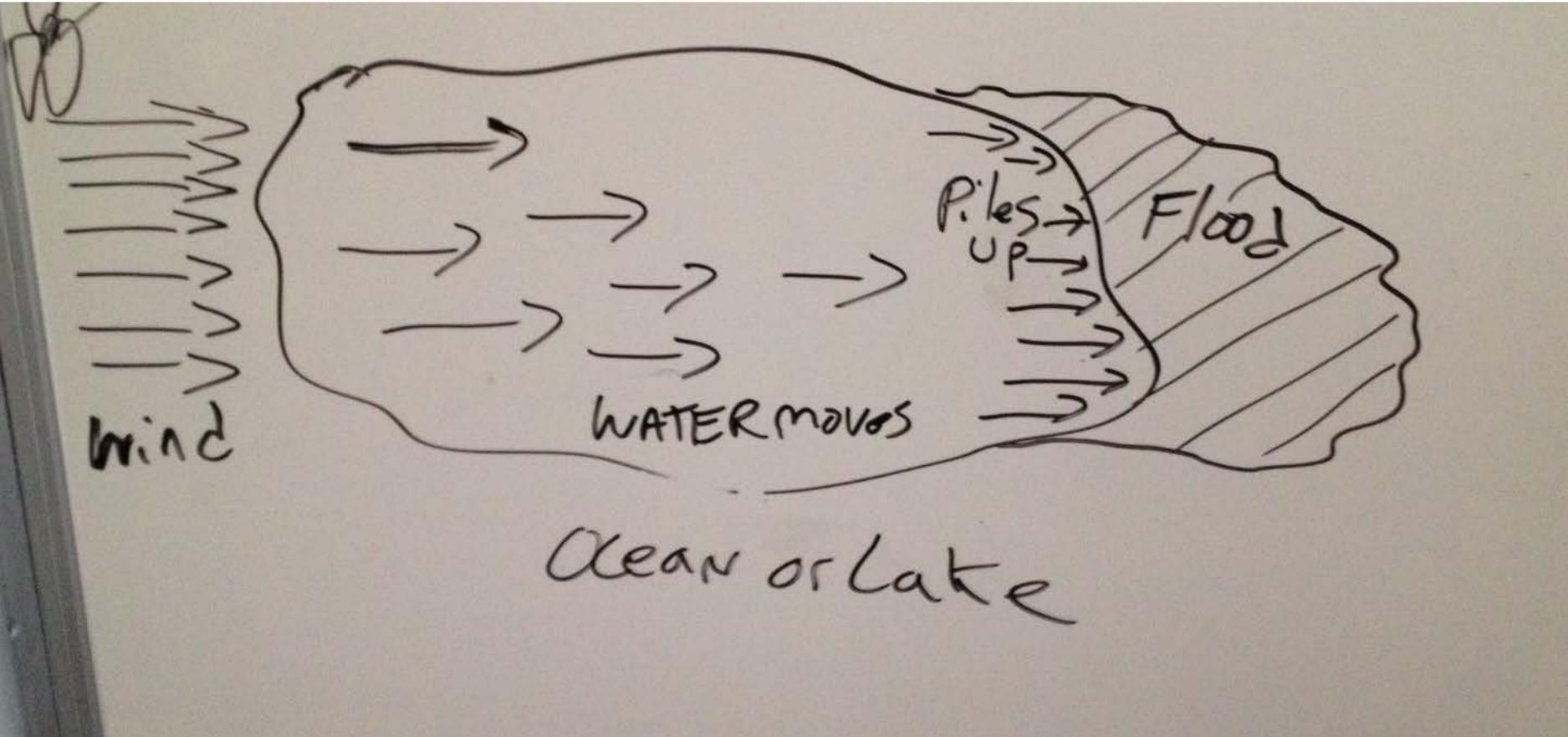


# The Principles

- Provide a simple explanation
- Show why people should care
- Include a call to action



# Provide a Simple Explanation



# Show Why People Should Care



# Include a Call to Action



# The Result



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# The Spanish Version



# The Response

“As someone whose understanding of this subject is, at best, casual, I found this a clear, concise, and compelling source of information on the subject. Thank you for sharing it.”

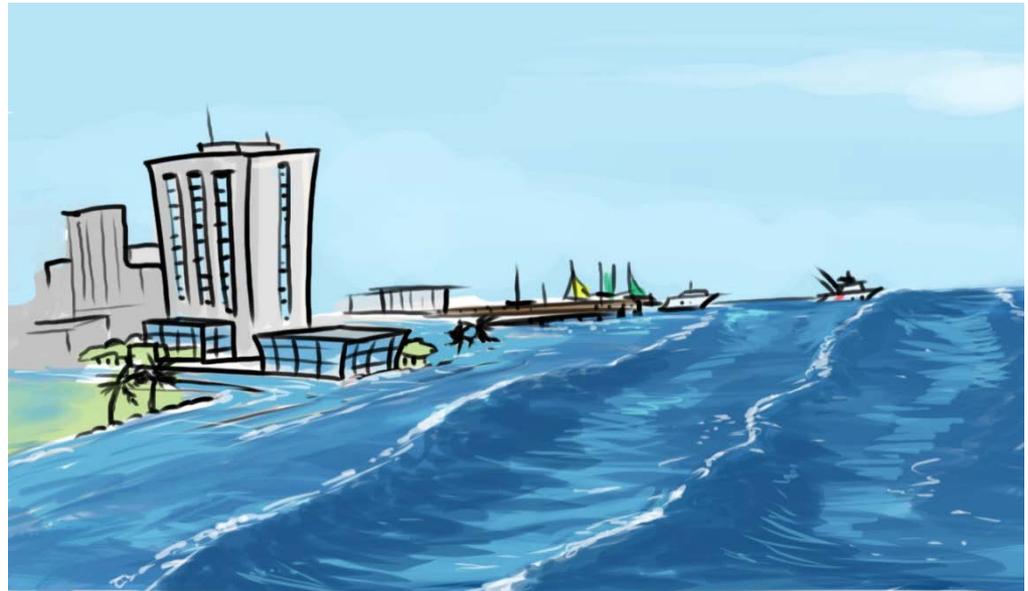
Digital Coast Facebook follower



# Next from “The Hand”

Tsunami  Awareness

presented by:  
**NOAA**



# **NOAA's Digital Coast Multimedia Gallery [Coast.noaa.gov](http://Coast.noaa.gov)**



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# Questions?

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