



## **Societal Impacts Project for Communicating Weather Forecasts and Warnings**

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The Met Office is undertaking a project to better integrate a social science approach into weather services, in order to improve the communication of weather and climate information. A particular area of focus will be on weather warnings to both the public and other users, such as emergency responders.

By collaborating with colleagues overseas, and with the aid of social science research in this area, the strengths and weakness of weather communications around the world will be reviewed, and innovative approaches sought. At the end of the project, we will produce a set of recommendations to optimise our weather communications, to a range of end-users and through an array of multi-media platforms.