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Communicating Severe Weather during The 2016-17 Winter In Spain

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Title: COMMUNICATING SEVERE WEATHER DURING THE 2016-17 WINTER IN SPAIN
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A series of high impact weather events have happened in Spain in December 2016 and January 2017: intense snowfalls and rains, wales, sea storms, cold waves, etc. have affected most of the regions. In particular, to be remarked those that hit the south and southeast regions of the Iberian Peninsula, with the Mediterranean Sea playing a main role. In fact, the two weather conditions in the southeast are more typical of autumn.
In the framework of the Spanish National Plan for Adverse Meteorological Phenomena, METEOALERTA, AEMET the Spanish Meteorological Agency has distributed the agreed warnings through its website and the traditional channels. In parallel, due to the anomalous severity of the episodes other channels have been used to convey the critical information to decision makers regarding the expected impacts, where intensity or exposition / vulnerability were higher. Additionally, special early warnings were issued with more than two days of anticipation explaining the weather change and the description of the likely phenomena to occur. This was very useful for protection of citizens, authorities and companies, because the special character of the situation had woken up the interest of the media, gaining in public attention.
The collaboration with the Emergency Authorities, and Roads and Traffic Management responsible staff, by having planning meetings when snowfall and a continuous communication during the events, will be shown. At the same time, information about the development of the weather and the impacts were given back to the meteorologists. All these tasks within the execution of the Winter Viability Plan. A special consideration was given to the main points of the network of motorways where more impact was expected, taking into account height and forecasted snow accumulations.
All the information gathered through the AEMET regional offices, with the operational performance, meteorological records and impacts were structured in bulletins for the involved departments. The events were catalogued accordingly with the return periods to emphasize the anomalous character.
The work will characterize meteorologically and climatologically these infrequent winter events, how the traditional warning system behaved and how the communication was enhanced for more effective information and prevention.