

Drought Communication

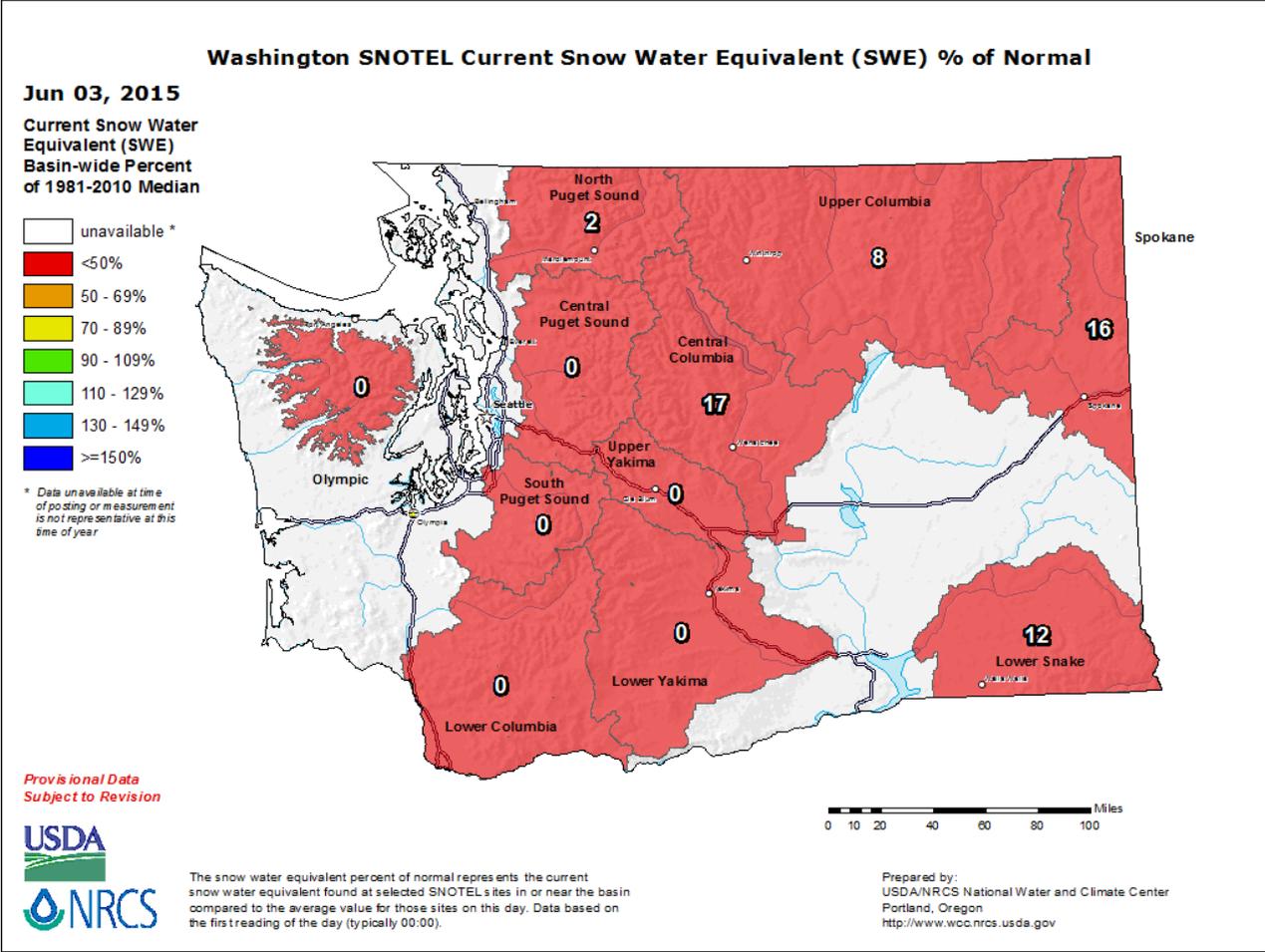
Questions of perspective and opportunity

Ginny Stern
WA Dept. of Health

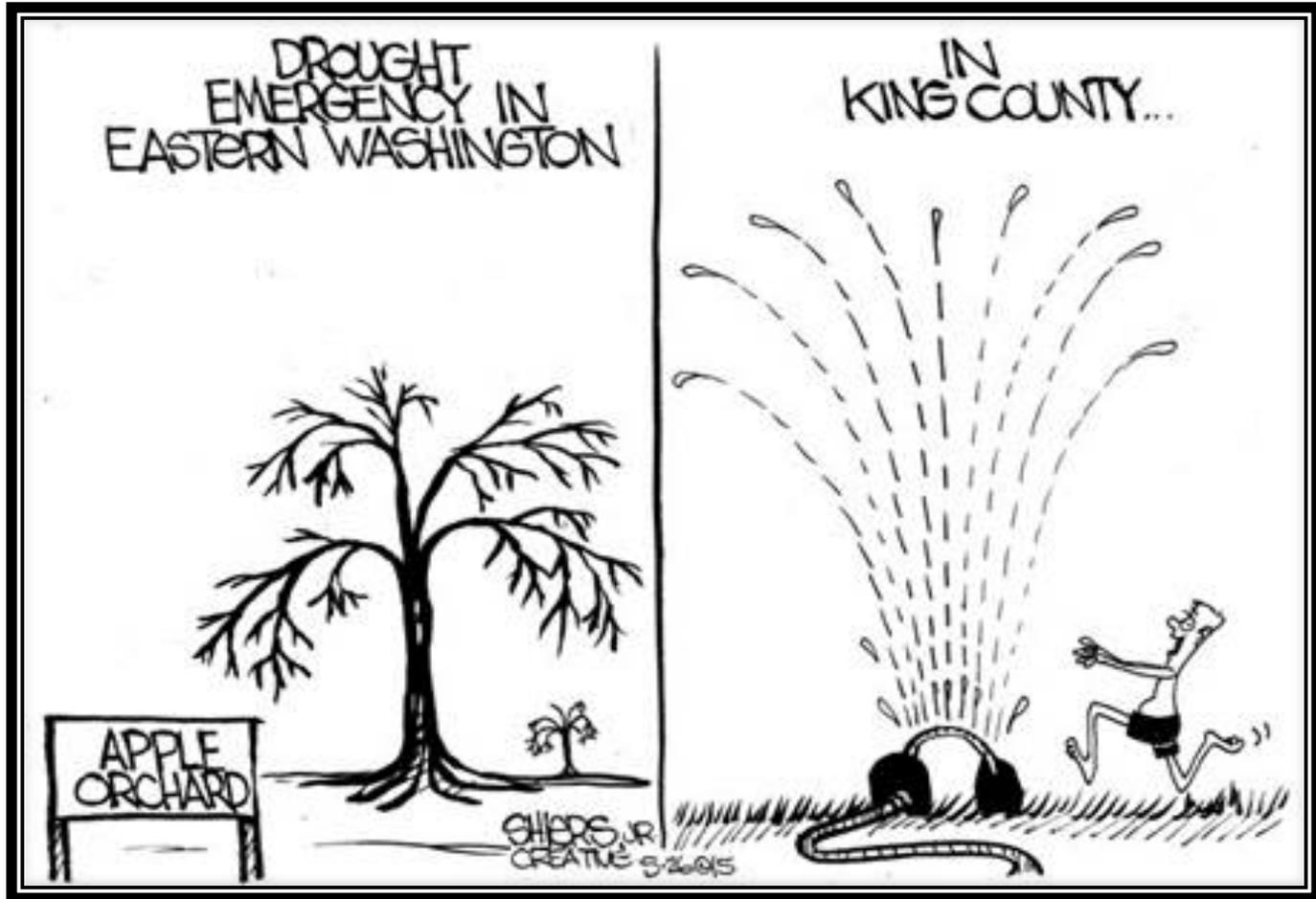


Public Health – Always Working for a Safer and Healthier Washington

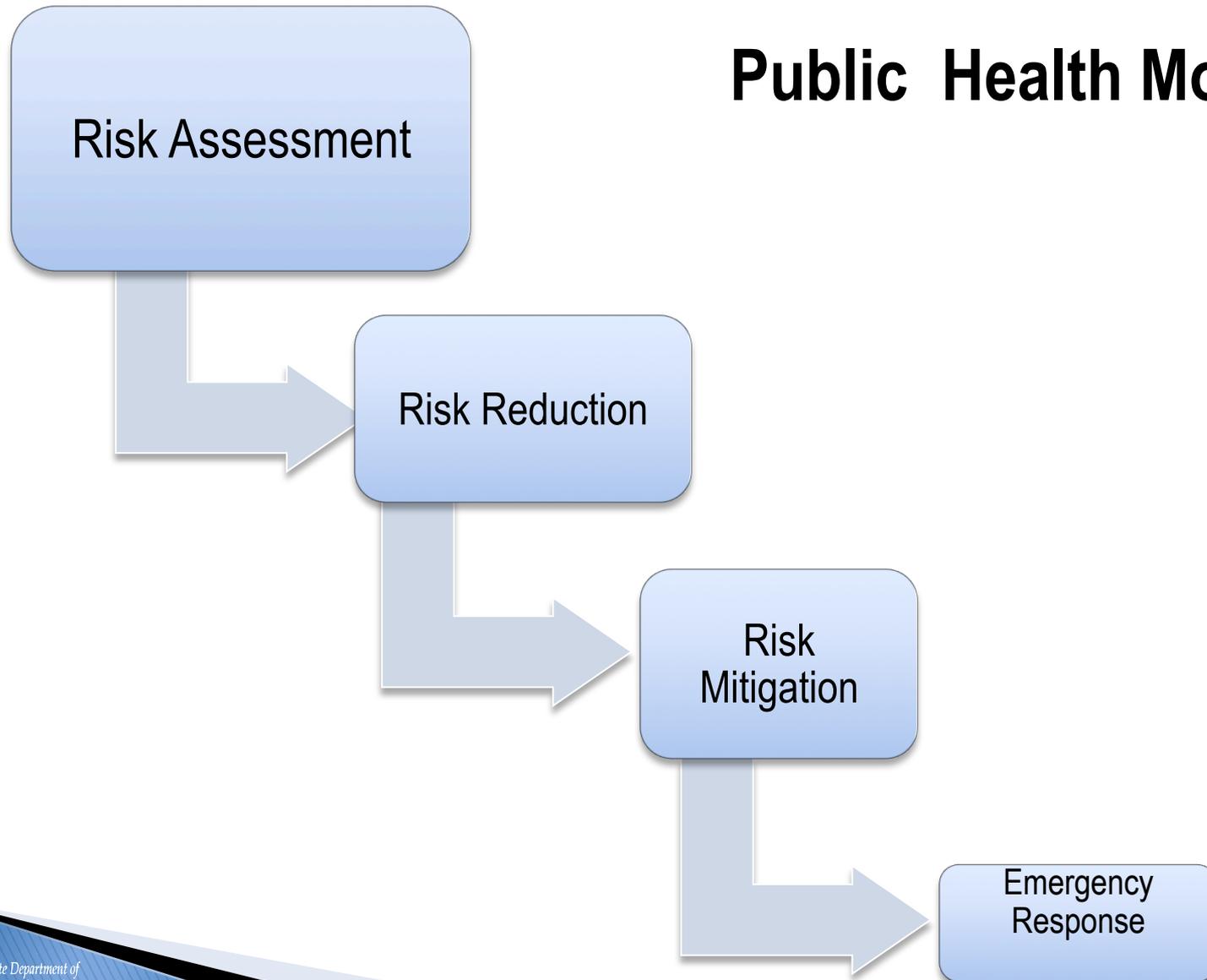
What does drought look like?



Perspective is Everything....



Public Health Model



How do we take an emergency response model and convert it to a preparedness & mitigation model?

Why?

What if this “drought” stops being an exception and becomes part of the new “normal”!