

BUILDING LIGHTNING SAFE COMMUNITIES



Communication Tools for Your Campaign

Presented by Kimberly Loehr
Lightning safety & protection consultant
Member NLSC, NFPA, LSA & ULPA

Identify your campaign objectives.



What are you looking to achieve?

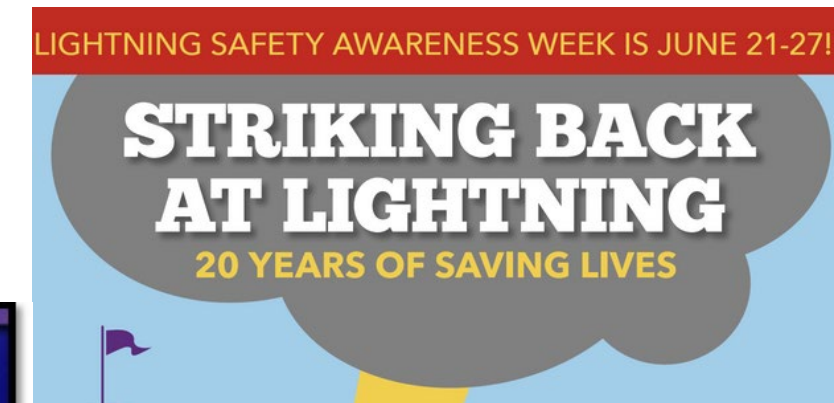
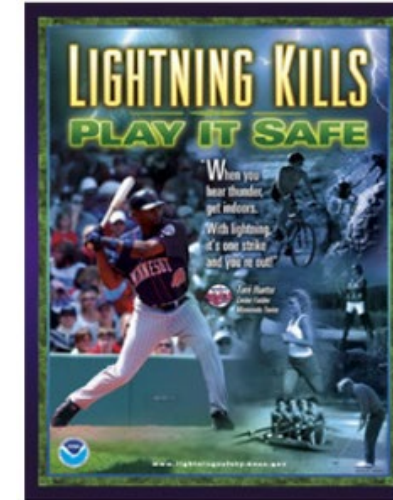
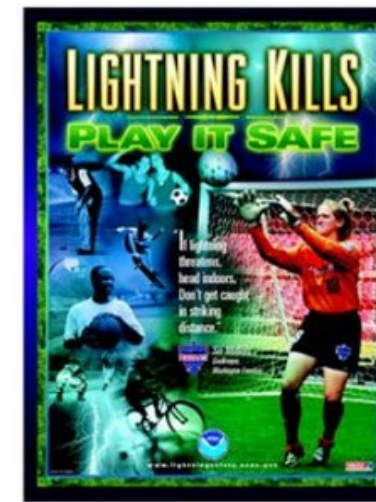


- ⚡ Change apathy about lightning and increase awareness about its dangers.
- ⚡ Educate public about best practices for lightning safety.
- ⚡ Educate property owners, A &E's and builders about best practices for lightning protection.
- ⚡ Educate property owners about quality assurance for lightning protection systems (LPS).
- ⚡ Provide best practices for lightning safety during outdoor events.
- ⚡ Create support synergies with partner organizations and safety stakeholders.



Give your campaign a theme.

Piggyback on existing slogans or launch your own lightning safety initiative.



- ⚡ When Thunder Roars Go Indoors!
- ⚡ Building Lightning Safe Communities
- ⚡ Striking Back at Lightning
- ⚡ Lightning Kills. Play it Safe.
- ⚡ Protect Today to Weather Tomorrow's Storms
- ⚡ Safer Design for Safer Play



Determine your campaign budget.

Determine what your campaign budget is and who can help with donations and \$ funding.

Volunteer and grassroots efforts may want to seek out associations, individuals or stakeholders who can contribute time, talent and resources.

Cite statistics about lightning deaths and property losses to gain support of safety stakeholders.

Cite trends affecting building and the construction market to gain support for communication that educates the public about safety standard-compliant lightning protection systems.

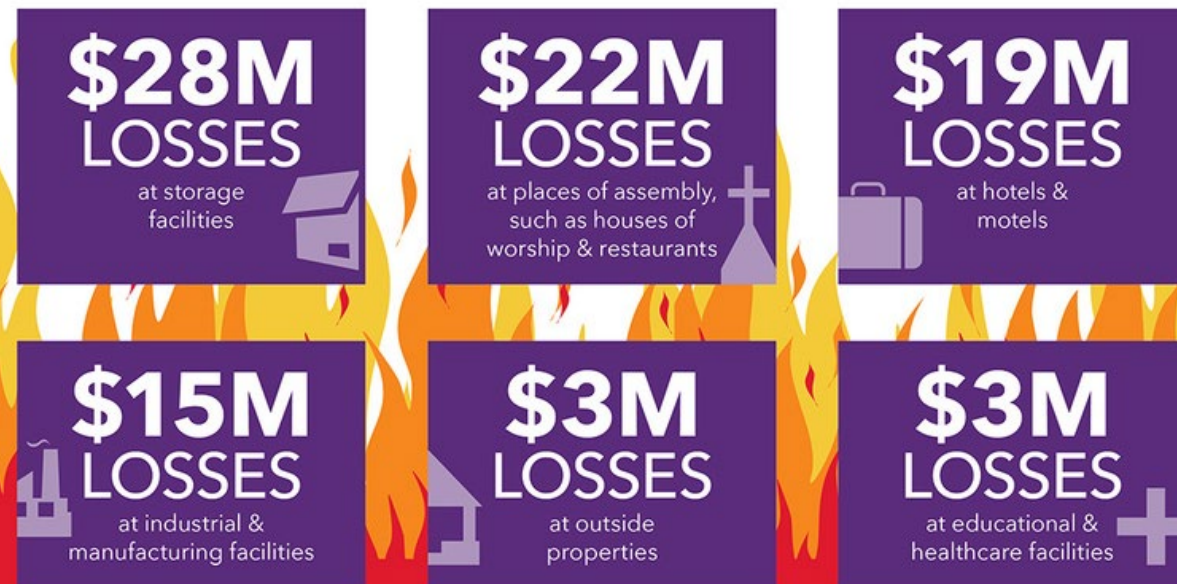
Building lightning safe communities helps protect people, property and places from a leading weather risk.



Are there companies who can help sponsor your campaign efforts or help host an event?

Lightning's Lethal Fury

A single lightning strike can carry as much as 200 kA of destructive electric energy, which can rip through roofs, explode walls of brick and concrete, ravage circuitry, perforate gas piping and ignite deadly structural fires. Compared to a household electrical circuit of 120 volts, a single lightning strike can carry up to 300 million volts of electrical energy, which can pack a powerful punch. Loss tracking sources reveal shocking statistics about lightning's yearly toll.



Devastating lightning losses are also routinely reported at: petrochemical plants, refineries, photovoltaic collectors, power plants, server farms, data centers, emergency and 911 facilities, wind turbines and many other structures—adding up to a multitude of costly, yet preventable economic consequences.

Source: NEPA

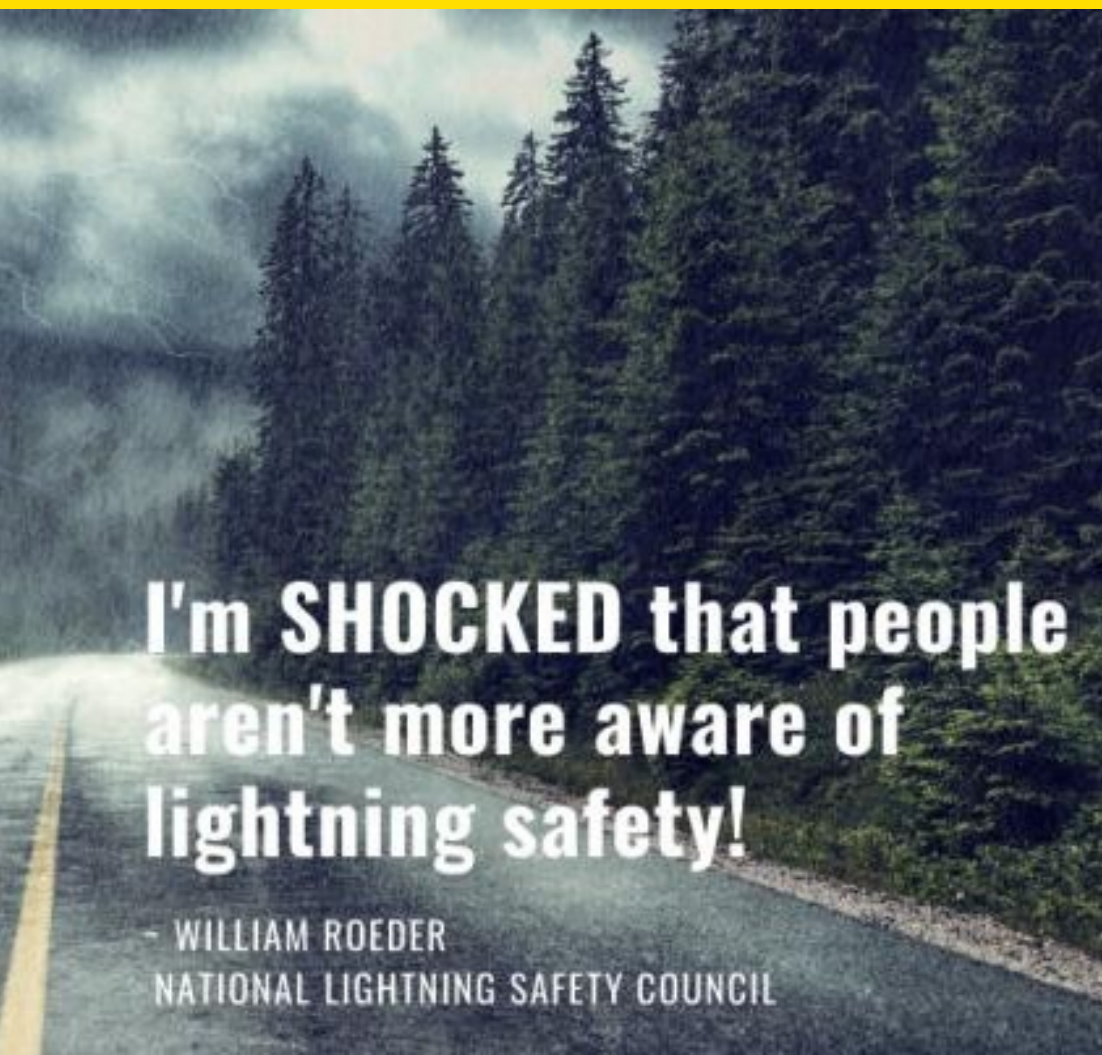
Trends Affecting Lightning Protection Requirements

LPS requirements are on the rise. Trends we're seeing in the industry include:

<p>Insurance companies recommending lightning protection and providing customer incentives for LPS installations.</p>	<p>Requirements at local and state levels, for LPS on buildings such as educational facilities, hospitals, extended care homes and healthcare facilities.</p>	<p>Litigation stemming from large-scale lightning losses and OSHA citations for failure to provide adequate LPS are a concern for today's building planners.</p>
<p>Federal agencies like the FAA, VA, DoD, Federal Bureau of Prisons and others routinely call for LPS to meet or exceed NFPA 780, with third-party inspection and certification cited for all systems.</p>	<p>With lightning a preventable loss, mitigation guidelines are increasingly calling for construction planners to include provisions for LPS or lightning risk assessment in their projects.</p>	<p>Concerns about CSST gas piping and lightning-related losses have led to increased recommendations for bonding, grounding and LPS applications for homes in high-risk regions.</p>

Let your graphics do the talking.

Infographics help communicate safety messages, slogans and education 4 11.



Adopt a mascot like Leon the Lightning Lion to lend a friendly face to your campaign.

Lightning: The Shocking Truth about Nature's Underrated Hazard

Cartoons may make being hit by lightning look funny, but the fact is, lightning is no laughing matter. Lightning is a leading storm-related killer, causing nearly \$1 billion in property damage each year. Knowing the facts about the weather hazard experienced most often in the U.S. can save lives, prevent injuries and protect property.

Some Truths About Lightning

As lightning passes through air, it can heat the air to **50,000 degrees Fahrenheit** (about five times hotter than the surface of the sun)

Myth: Lightning Never Strikes the Same Place Twice.

Fact: Lightning strikes (like that old joke about where 800 lb gorillas sleep), "Anywhere (and anytime) it wants."

Did You Know... The Empire State Building is struck by lightning nearly 25 times per year, and has been hit up to a dozen times during a single storm.

Myth: Lightning only strikes the tallest objects.

Fact: Lightning is indiscriminate and it can find you anywhere. It hits homes instead of trees, people instead of nearby telephone poles, and homes and businesses instead of schools.

The Top Five States Most Often Struck by Lightning

(ranked by no. of strikes per sq. mile)

- No. 5 (tie) South Carolina/Oklahoma: 14.6 strikes per sq. mile
- No. 4 Alabama: 15.9 strikes per sq. mile
- No. 3 Mississippi: 18.0 strikes per sq. mile
- No. 2 Louisiana: 20.3 strikes per sq. mile
- No. 1 Florida: 25.2 strikes per sq. mile

JANUARY 16 million Average number of thunderstorms on Earth per year.

How lightning enters a structure:

- Through a direct strike that can ignite fires or explode roofing, brick, wood, mortar or concrete
- Via roof projections like antennas, architectural ornaments, vent fans and satellite dishes
- Through a strike to a chimney, dormer, cupola or metal roofing accessory
- Via telecommunications, utility lines, and electronics
- Via surges or side flash delivered through a nearby tree or pole
- Through wiring, electronics, cable lines and data systems
- Through irrigation systems, invisible fences, security systems and electric gates
- Through metallic lines, piping or CSST gas piping

All of the above can create a pathway for lightning's extreme electricity and destructive energy.

STRIKING BACK AT LIGHTNING

20 YEARS OF SAVING LIVES

2001 LSA Team organized in January. Partnered with PGA Tour to kickoff LSA Week in June

2003 Campaign introduces "When Thunder Roars, Go Indoors!" slogan

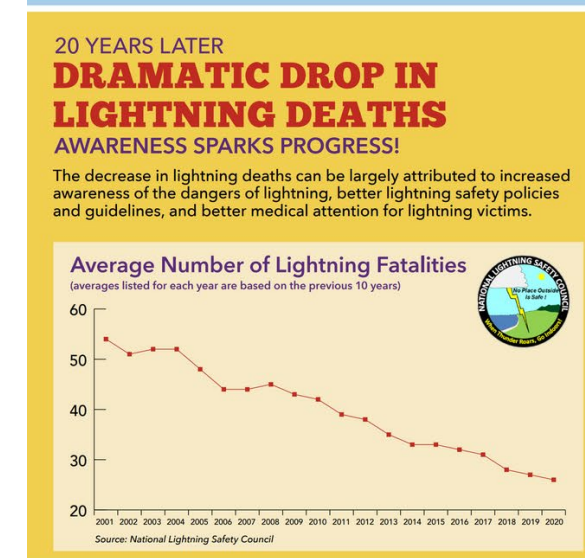
2006 Campaign introduces Leon the Lightning Safety Lion mascot

2012 Miss America hopeful, Ellen Bryan picks "lightning safety" as platform

2016 NWS produces Lightning Safety PSA for Deaf & Hard of Hearing

2017 Lightning deaths for the year are 16, an all-time low for the U.S.

2020 Inaugural observance of International Lightning Safety Day



2020 CAMPAIGN GOES GLOBAL

INTERNATIONAL LIGHTNING SAFETY DAY IS JUNE 28

SUPPORT WORLDWIDE AWARENESS!

Studies from Asia, Africa and South America show that the level of lightning deaths, injuries and property losses remains unacceptably high. Devastating losses have prompted the Centre for Science and Technology of the Non-Aligned & Other Developing Countries to declare June 28, 2020 "International Lightning Safety Day."

For more information, check out these National Lightning Safety Council resources:

www.nlightningsafety.org | Facebook | Instagram | LinkedIn | @LtgSafeCouncil

Develop marketing tools for your campaign.

GETTING STARTED- How to join the Lightning Safety Awareness effort.

1. Visit www.lightningsafetycouncil.org for information and resources. Connect with us on Twitter, LinkedIn, Facebook and Instagram.
2. Create a campaign poster to hang in your office or throughout your community.
3. Plan an outreach event in your office, local school or community gathering place. Kickoff the campaign on a designated day or during an event to boost enthusiasm.
4. Share the campaign with your local media by submitting a letter to the editor, press release or media alert.
5. Ask your local, regional or national government oversight body to issue a proclamation or the equivalent in your country—recognizing the month, week or day.
6. Run a social media campaign. Use the hashtag #LSAW21 or create your own.



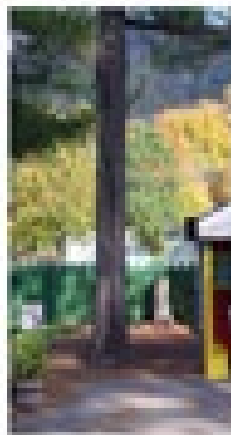
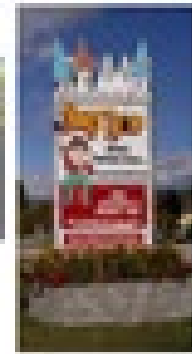
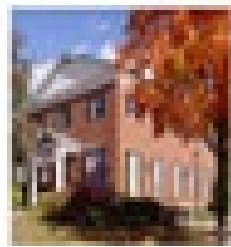
Implement multiple methods of campaign communication.

Lightning Safety Awareness Week National Kickoff Events

Friday, June 25 - Mount Washington Observatory Weather Discovery Center
* 7:00 pm lectures, light refreshments at 6:30 pm
* Lectures on Lightning, Lightning Safety, and Lightning Protection

Saturday, June 26 - Storyland Amusement Park

- * 9:30 am - Media event
- * 10:00 am - Public event
- * Short talks and demonstrations
- * Safety materials and brochures
- * Giveaways for children
- * Look, the Lightning Safety Lion and Dr. Lightning!



John Jaramila
Lightning Safety Specialist, LPI/NOAA

Dr. Mary Ann Cooper, PhD
Lightning Injury Researcher

Kim Loeber
Lightning Protection Institute

Jennifer Morgan
Executive Coordinator, Lightning Safety Alliance

Bill Priestly
Priestly Lightning Protection, LLC



LIGHTNING SAFETY AWARENESS WEEK IS JUNE 23-29

United States of LIGHTNING LOSSES

Lightning is a deadly and destructive weather hazard that affects people, property and places in every region of the U.S. Countless lightning events and fires occur year-round in the U.S., causing fatalities, injuries and billions of dollars in property damage.

A sampling of communities caught in lightning's line of fire over recent months.

Apartment/Condos	Historic Structures	Recreational Facilities
Animal/Dog Kennels	Homes	Restaurants
Airports/Air Hangers	Hospitals	Senior Care Facilities
Barns/Stables	Hotels	Skyscrapers
Beaches	Industrial (Plants & Tanks)	Stadiums
Businesses	Libraries	Storage Facilities
Campuses	Mechanic Shops	Utilities
Churches	Municipalities	Wildfires
Forests (Trees)	Museums	Wind Turbines

Read the media reports for recent lightning incidents.

Note: Devastating lightning losses are also routinely reported at petrochemical plants, refineries, photovoltaic collectors, power plants, server farms, data centers, 911 centers and many other structures—adding up to a multitude of costly yet preventable economic consequences.

Don't get caught in lightning's line of fire. Knowing the facts about lightning can save lives, prevent injuries and safeguard property. Visit lightning.org for more information about lightning protection and the Lightning Safety Awareness Week campaign.

Let's build lightning safe communities to protect people, property and places!

For more enlightenment, check out these Lightning Protection Institute resources:

- Webinars
- News
- ALL Resources
- LPI Publications
- LinkedIn
- Facebook

Sign up for BUILD & PROTECT, LPI's technical newsletter here.

For media inquiries, contact Kim. Kimberly Loeber, LPI Communications Director. kim@lightning.org - Twitter @lightningkim

lightning.org

Engage with public officials to hold a press event.



Assign a campaign spokesperson or spokespersons to handle media inquiries and connect media with subject experts for interviews and quotes.



Share your messaging on social media outlets and connect with @ mentions.

Tie your safety message to existing campaigns.

Piggyback on other campaigns to promote aspects of lightning safety awareness and lightning education.



BREAKING NEWS

- LIGHTNING IGNITING DEADLY AND DEVASTATING HOME FIRES** [read the full story](#)
- Lightning destroying churches and houses of worship [read the full story](#)
- Lightning fires displacing apartment residents [read the full story](#)
- LIGHTNING FIRES DISRUPTING EDUCATION AT SCHOOLS AND ON CAMPUSES** [read the full story](#)
- Lightning losses threatening healthcare facilities and hospitals [read the full story](#)
- Lightning fires threatening industry and manufacturing [read the full story](#)
- Lightning decimating historic landmarks [read the full story](#)
- LIGHTNING IGNITING LARGE LOSS FIRES** [read the list](#)

Disasters Don't Wait. Make Your Plan Today
National Preparedness Month 2020

Lightning is risky for business

Sign up for LPI's technical newsletter BUILD & PROTECT at www.lightning.org/ae.

Not every hero wears a cape. PLAN and PRACTICE your ESCAPE!
firepreventionweek.org

LIGHTNING PROTECTION PREVENTING A DIRECT STRIKE

In the first quarter of 2017 alone, thunderstorms caused a record \$5.7 billion in losses, and lightning kills an average of 30 people a year. Learn how to keep you, your family, and property safe from lightning.

- LIGHTNING IS DEADLY**
22,600 An average of 22,600 trees were struck by lightning between 2007 and 2015. According to NOAA's National Centers for Environmental Prediction, lightning strikes are at an all-time high.
- 30 people die a year** from lightning strikes according to the National Weather Service.
- LIGHTNING IS FAR REACHING**
1/3 of all lightning strikes in the United States occur indoors.
- LIGHTNING PROTECTION**
Power surges caused by lightning can damage the electronics in your home.

10 Lightning can kill or injure those who are not properly protected.

10 Lightning can kill or injure those who are not properly protected.



Building Lightning Safe Communities to Weather the Storm
When we build AND protect, we increase sustainability and resilience against a leading weather threat.

Lightning losses are costly for our communities.

- \$5.7 BILLION** Severe thunderstorms and convective weather was responsible for a record-breaking \$5.7 billion in insured losses in the U.S. in the 1st quarter of 2017.
- 40 MILLION** With the U.S. experiencing more than 40 million strikes each year, it's not shocking that lightning is a year-round concern for homes and businesses.
- 200 kA** A single bolt of lightning can generate up to 200 kA of electrical energy, making the threat of fire from a direct strike or indirect surge very real.
- Lightning and surge-related over-voltages are a leading cause of damage and downtime for photovoltaic (PV) systems and solar equipment like combiner boxes, inverters and data lines.
- Lightning can wreak havoc and cause serious power outages at server farms, data centers, emergency and 911 facilities.
- Lightning risk special concern for smart structures, as connected devices and built-in monitoring systems can be zapped "offline" with a single strike—resulting in irreparable damage or degradation of sensitive equipment and data.

Lightning is a leading, yet underrated cause of home and building fires. The NFPA's annual Fire Prevention Week campaign provides an opportunity to promote lightning safety and lightning protection every October.

Pitch your campaign to the media.



We've noticed that meteorologists love lightning safety visors.



Do unexpected findings warrant a news update?
If so you may have an opportunity for follow-up campaign exposure with the media.

Prepare a press release or media alert to communicate the Who/What/Where/When/Why/How of your campaign to your local media.

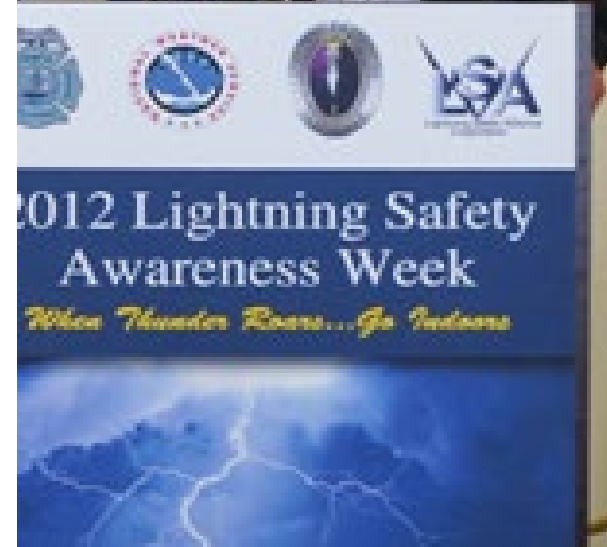
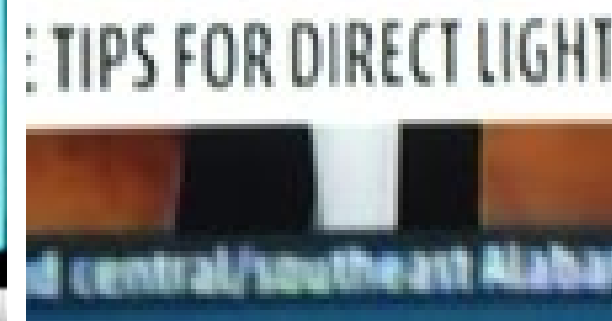
Be sure to use all available social media channels to boost your news release and invite local weather experts to support the campaign on air.

Engage partners and lightning safety stakeholders.

Identify Target Audiences
Connect with Supporters



Seek to connect with celebrities, spokespersons, safety enthusiasts, firefighters or meteorologists in your community who you can partner with you to elevate the profile of your message and help create a buzz about your campaign.



Organizations we've partnered with for Lightning Safety Awareness.

A sampling of organizations that have helped promote the National Lightning Safety Awareness Week campaign.

SAFETY Enlightenment

Lightning MYTHS & Shocking FACTS:

- MYTH:** If it's not raining or cloudy, you're safe from lightning.
- FACT:** If you can hear thunder, lightning is nearby. Lightning often strikes over **10 miles** from the center of a thunderstorm.
- MYTH:** In the event of a lightning strike, the rubber in a car's tires protect occupants from being harmed.
- FACT:** Lightning travels at about 220,000,000 mph and will have exited the body by the time you approach. Check for a pulse and render first aid if possible. **Call 911 immediately.**
- MYTH:** A lightning strike victim carries a charge and should not be touched.
- FACT:** If struck, it is the **metal frame** of the car that provides protection. The charge travels through the frame and into the ground without harming occupants if they avoid touching anything that conducts a charge.

PROTECT YOURSELF

- Use the **30/30 rule**: When you see lightning, count until you hear thunder. If that time is **30 seconds** or less, the thunderstorm is within six miles of you and is dangerous. Immediately seek shelter indoors or in a hardtop vehicle and remain until you have not heard thunder for **30 minutes**.
- Don't touch concrete surfaces, including those in a basement or garage. Lightning can travel through the metal wires in concrete walls and flooring.
- Stay off corded phones and plugged in electronics.
- Avoid plumbing and water, including bathing or doing laundry.
- Never seek shelter under trees, poles or other tall structures as they are more likely to be struck by lightning.

PROTECT YOUR PROPERTY

- Unplug appliances and other electrical items, such as computers and televisions, to prevent damage from surges caused by lightning strikes.
- Surge protection can help prevent damage to your electronics. There are two types of surge protection:
 - Point-Of-Use Surge Protection:** Protects only the items that are directly plugged into the device from most electrical surges.
 - "Whole Home" Surge Protection:** Located at your main electrical panel or the base of the electric meter, this device provides protection for your entire electrical system.
- However, neither type can safeguard against a direct lightning strike. If you live in an area prone to lightning, consider a lightning protection system.

ESFi For additional severe weather resources please visit www.esfi.org.

www.facebook.com/ESFi.org www.twitter.com/ESFIdotorg www.youtube.com/ESFIdotorg



Evaluate your campaign.

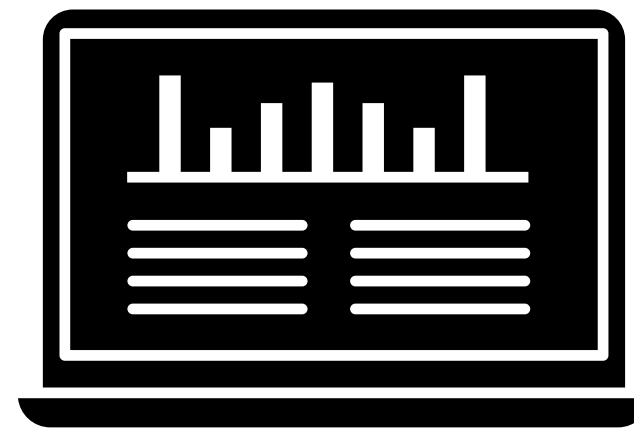
Evaluate your campaign to determine what worked and what didn't. Create a campaign binder with a check list to make notes of successes and setbacks.

Schedule a campaign recap meeting to record group and partner feedback and suggestions for strategies to implement in the future.



Survey members & stakeholders

Circulate a SHORT followup survey to campaign supporters to gauge their thoughts and receive feedback and suggestions for improvement.



Review Social Media Metrics

Review your social media metrics and website analytics to learn which materials, messaging and posts gained the most traction with likes, shares, clicks, mentions, etc.



Budget \$

There was no budget for this release. Cost for Send2press budget distribution (nonprofit) package services was \$99. Entrant, Kimberly Loehr, who pitched the idea, paid the newswire cost as a donation in conjunction with her service as a NLSC member.

Theme & Timetable

The release was issued on December 17, 2020, as the NLSC's year-end overview of lightning deaths in the U.S. and to correct a prior report of "record-breaking lightning deaths for 2020" as reported by the WaPo Capital Weather Gang on 10/3/20: <https://www.washingtonpost.com/weather/2020/10/03/finally-some-good-news-2020-us-is-track-fewest-lightning-fatalities-single-year/>

Press Release Overview

NATIONAL LIGHTNING SAFETY COUNCIL - CLIENT

"Will Lightning Death Count for U.S. Remain Unconfirmed?"
December 17, 2020 - Kimberly Loehr

GENERAL OBJECTIVES

1. Correct erroneous information about "record-breaking" lightning death count for 2020, as reported by the WaPo Capital Weather Gang on October 3, 2020.
2. Explain the unprecedented difficulties and obstacles in obtaining accurate lightning death count statistics for 2020 due to challenges presented by the COVID-19 pandemic.
3. Help generate "off-season" PR about lightning safety to support the goals of the NLSC.

AUDIENCE TARGETED

Media, health care providers, risk management professionals, safety advocates, weatherr experts and the public at large.

Media Contacted

Press Release was distributed via Send2Press newswire services: <https://www.send2press.com/services/> via the "Standard Online Focus" distribution plan for nonprofit organizations. The distribution reached U.S. Daily Media (print and broadcast) in Maine (NLSC headquarters), placement in Apple News, Google News & Bing News; Syndication onto 150+ websites via AP (including newspaper and broadcast websites; the Financial Content Network and exclusive placement on Neotrope News Network. The release was also pushed to AP newsrooms and terminals. The release was also boosted through website postings, social media shares and included on LinkedIn and NLSC partner e-blasts.

Follow-up

Media types accessing the release included: newspaper, radio, t.v., online services, bloggers and freelance writers. Kim also contacted nonprofit partners and safety groups to help promote the release. Copies and links to the release links were also featured on partner websites and in social media posts.

Evaluation

A clip report with analytics has been forwarded to NLSC members. To briefly summarize, the clip report cited: pick-ups by 353 media sites; media targets to 4400 outlets; an engagement score of 2500 and a potential viewing audience of 55 million. (I invite members to Google the headline for "news" and you'll see pick-up out there online!)

Seek resources from lightning protection experts.

Is your lightning protection system missing a key component?



Are you confident your lightning protection complies with industry requirements and national safety standards?

Inspection by a Nationally Recognized Testing Laboratory (NRTL)

The Lightning Protection Institute Inspection Program (LPI-IP) provides the most thorough and complete lightning protection review and certification service on the market.

Learn more at lpi-ip.com

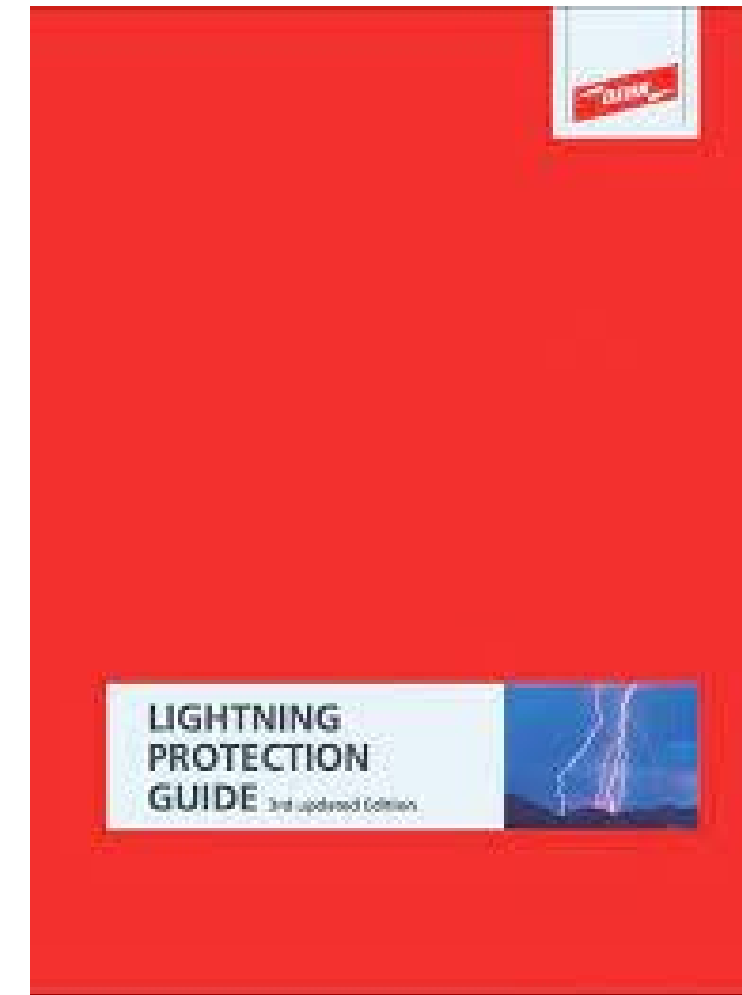


DEHN Lightning Protection WEBINAR

Pillars of Lightning Protection
April 16th, 2020



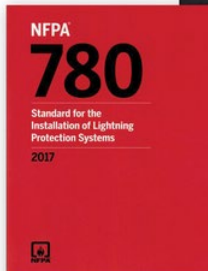
LIGHTNING PROTECTION GUIDE 3rd updated Edition




Doesn't it make sense to protect today's structures to weather tomorrow's storms?

Lightning is the weather hazard that affects most people, most of the time, in the most places of the U.S. The good news? Code-compliant lightning protection systems are safeguarding people and structures to help manage this destructive, yet preventable fire hazard.

LPI recognizes the NFPA Standard for the Installation of Lightning Protection Systems as the most comprehensive resource for reducing lightning's fire risk. The standard includes 12 chapters and 10 annex sections to provide a thorough overview of requirements and applications for lightning protection systems.



Visit www.lightning.org to learn how safety standard compliant lightning protection systems (LPS) are fortifying structures against a leading weather risk.

The Lightning Protection Institute (LPI) is a not-for-profit group dedicated to promoting lightning safety, awareness and education—your leading resource for safety standard compliant lightning protection systems.



DEHN

DEHN protects.




Watch and Learn how safety standard compliant lightning protection systems are critical in building lightning safe communities!

Connect with the National Safety Council as a resource for lightning safety 4 11.

Share NLSC website and social media resources to help build lightning safe communities globally.



"Dr. Lightning" (aka John Jensenius) is on call for expert advice and lightning safety media interviews.

GET TO KNOW NATIONAL LIGHTNING SAFETY COUNCIL MEMBER

Daile Zhang

"Education for the younger generations will definitely help their understanding of lightning science and gain their awareness of lightning risks. The success of reducing the annual lightning fatality and injuries in the U.S. in the past 30 years has demonstrated that lightning safety education really works!"

VISIT LIGHTINGSAFETYCOUNCIL.ORG TO READ THE BLOG

A collage of four photos: top left shows a woman in a white shirt working on a laptop; top right is a portrait of Daile Zhang; middle left shows a person using VR equipment; bottom right shows a person in a red hoodie working on a computer.

GET TO KNOW NATIONAL LIGHTNING SAFETY COUNCIL MEMBER

Mary Ann Cooper, MD

"Just as we have brought down the injury rates in the US, we can start decreasing the injury rates in tropical developing countries, step by step, school by school, village by village until we have an avalanche of successes."

READ THE BLOG

A group photo of Mary Ann Cooper and other people in a tropical setting, possibly a school or community center. They are standing in front of a building and smiling.

www.lightningsafetycouncil.org

Lightning Safety Awareness Week at a glance.

A look back at 20+ years of the Lightning Safety Awareness Week Campaign.



Debunking Myths About Lightning Safety and Lightning Protection

By Kimberly Loehr, Lightning Protection Institute (LPI)

Lightning has long been one of nature's most commonly misunderstood weather perils. As new and old myths about lightning continue to circulate through the internet and social media, it's hard to know how to separate fact from folklore about lightning safety and protection measures. The shocking truth is that lightning is a leading storm-related killer that is responsible for nearly \$1 billion in property damage each year. Knowing the facts about the weather hazard experienced most often in the U.S. can save lives, prevent injuries and protect property.

frame of a hard-topped vehicle provides increased protection if you are not touching metal. (Lightning's electricity travels along the metal shell and frame and into the ground.)

Myth: Metal attracts lightning, so you shouldn't wear metal or hold a cell phone in a thunderstorm.



Fact: While metal conducts lightning's electricity, it doesn't attract it, so the presence of metal makes no difference regarding where or when lightning strikes. People are struck by lightning because they are in the wrong place at the wrong time — anywhere outside is unsafe during a thunderstorm. Holding a golf club or cell phone does not increase one's risk for being struck, which is why the NWS advises, "When thunder roars, go indoors!"

"A general misunderstanding of lightning protection combined with an internet increase of unscrupulous vendors pitching false claims about new lightning prevention devices has created a recipe for a lot of consumer confusion," said Bud VanSickle, executive director for the Lightning Protection Institute (LPI), a not-for-profit, U.S.-based organization founded in 1955 to promote lightning protection education, awareness and safety. "While NOAA (National Oceanic and Atmospheric Administration) and the National Weather Service began lightning awareness efforts, LPI has been a longtime supporter of lightning safety and protection measures," VanSickle explained.

To increase awareness about the dangers of lightning and provide the public with safety information, the National Weather Service (NWS) launched National Lightning Safety Awareness Week in 2001. In recent years, LPI has helped expand lightning safety awareness efforts through its Building Lightning Safe Communities initiative, which emphasizes the importance of protecting people, property and places against lightning's deadly, yet underrated threat.

"Despite the wealth of accurate information on lightning and lightning safety, there are still many myths and misunderstandings that persist," said John Jensenius, a lightning safety specialist for NOAA/NWS. As a founding member of the NOAA/NWS Lightning Safety Awareness team, Jensenius has led efforts to separate fact from fiction about lightning and its risks.

To help discourage apathy about lightning's dangers and combat misconceptions about this common weather peril, LPI shares a few common myths about lightning safety and lightning protection:

Myth: Rubber tires and rubber-soled shoes protect you from being struck by lightning.
Fact: Rubber tires lightning. When lightning strikes, the current will travel through the ground and into the building.

Myth: Lightning rods are outdated and a thing of the past.
Fact: Lightning protection systems are installed more today than ever before. Smart structures that feature a high degree of automation and interconnected systems and rely on sophisticated energy collection methods can be at special risk. Lightning can initiate a domino effect path of transient overvoltage, which can disrupt, degrade and damage multiple electronic systems and connected equipment. With the growth of sustainable energy technology and eco-friendly building prompting upgrades and improvements to the electrical infrastructure of today's homes and buildings, lightning protection is increasingly relevant and important.

Myth: A whole-house surge arrester can provide adequate protection against lightning.
Fact: Surge protection is only one element of a complete lightning protection system. A bolt of lightning can generate up to 200 kA of electrical energy, spelling disastrous consequences for an unprotected structure. No surge protection device or "whole-house" arrester alone can protect a structure from a direct strike, which is why a grounding network for lightning



Classes. Games. Slideshows and Links for Kids and Teens



Thank you for supporting lightning safety awareness.

How to contact Kimberly Loehr
kim@loehrlighting.com

Twitter: @lightningkim
LinkedIn:
<https://www.linkedin.com/in/kimloehr/>

YOU ARE HELPING TO
BUILD LIGHTNING
SAFE COMMUNITIES!

