

24-25 October 2015
EICA RATHO Edinburgh



**Snow and Avalanche Foundation of Scotland
(SAFOS) Lecture Seminar**

**AVALANCHE HAZARD IN SCOTLAND -
GETTING THE MESSAGE ?**

Programme - Saturday 24 Oct

| Time | Duration | Theme | Presenter | Outline notes |
|---------------|----------|---|----------------|---|
| 10:00 - 10:05 | 5 mins | Intro | | Outline of objectives |
| 10:05 - 10:50 | 40 mins | The Challenges of the Canadian Snowpack | Grant Statham | Spanning a huge geographic area, Canadian backcountry users are routinely challenged by different conditions in different mountain ranges. From deep snowpacks on the west coast to shallow and weak snow in the Canadian Rockies, and with users ranging from backcountry skiers, to snowmobilers, to snowshoers and waterfall ice climbers – Canada’s backcountry offers an excellent case study of adapting to changing conditions and changing user groups. Grant’s talk will describe the different snowpack climates and user groups who frequent the mountains of western Canada, including examples of how the Canadians have learned to deal with these challenges, and the risk-based structure that underpins their backcountry safety system. |
| 10:50 - 11:15 | 25- mins | Scottish winter challenges | Mark Diggins | Looking at the climate and resultant snowpack for the Scottish mountains and the challenges that our mountains present for the mountain user. Taking these factors into consideration a look at how the SAIS presents information in order to enable better understanding and informed decision making. What type of user group do we consider and what are the trends?. What aspects continue to present challenges for forecasters and interpretation by winter enthusiasts. |
| 11:15 - 11:45 | 30 mins | BREAK | | |
| 11:45 - 12:30 | 45 mins | A View from The Alps | Stephan Harvey | A perspective from Switzerland - incorporating an overview of the snowpack variation encountered in the Alps, the user groups that venture into the mountains and the approach that the SLF is continually developing with their public information service and recent ,state of the art, online educational interpretation tools. |
| 12:30 - 13:00 | 30mins | Similarities and differences | | A podium discussion |
| 13:00 - 14:00 | 80 mins | Lunch Break | | |

Programme - Saturday afternoon

| Time | Duration | Theme | Presenter | Outline notes |
|---------------|----------|---|-----------------|--|
| 14:00 - 14:40 | 40mins | Driving Behavioural Change - A Met Office perspective | Jim Watson | Driving Behavioural Change Through Warnings- A Met Office Perspective Covering Public aspects including what they want, the reach of the service and what they make use of Civil Contingency Services covering services, warnings and partnerships NSWWS- Public Behavioural Change Evidence from Public Perception Survey 2014 which goes into depth to look at what the public do on receipt of forecasts and warnings, A Scottish example of how a local authority takes significant preventative action ahead of really severe weather. |
| 14:40 - 15:20 | 30mins | Advertising and Influencing Change | Drod Tunstall | Changing patterns of behaviour' citing some basic do's and don'ts when creating memorable communications that make people change their habits for both outbound and inbound marketing. For example: be different, be disruptive and celebrate achievements. |
| 15:20 - 15:50 | 20 mins | Break | | |
| 15:50 - 16:20 | 30 mins | Experience in practice with the 'Be Avalanche Aware' Initiative | | |
| | 5 mins | Intro - How we got here ! | Mark Diggins | |
| | 5 mins | An overview of how the Be Avalanche Aware initiative has been presented to relevant user groups, the users understanding of the more holistic approach ?. Feedback on the challenges ? | George McEwan | Mountain Training Scotland |
| | 5 mins | As Above | Ian Sherrington | National Outdoor Training Centre - Glenmore Lodge |
| | 5 mins | As Above | Keith Ball | National Outdoor Training Centre - Plas Y Brenin |
| | 5 mins | As Above | Graham Moss | Scottish Avalanche Information Service |
| 16:20 - 17:30 | | Next Steps Podium Discussion | Ross Purves | 5 min Inputs from G Statham, S Harvey, J Watson, D Tunstall |

Programme - Sunday 25 October

An important part of SAFOS seminars is the opportunity for participants to discuss and contribute to any future developments.

The main objectives of the workshop will be determined by the participants but will focus on moving forward with the 'Be Avalanche Aware' initiative following on from discussions and findings from the Saturday.

The day will kick off with a plenary session, discussing in detail the questions to be addressed in the individual groups. Break out groups will then be formed, to develop these questions and a set of proposals for addressing them in more detail, before a final plenary session bringing the group back together and looking at potential next steps.

| Time | Task |
|--------------|---|
| 9:00-9:30 | Introduction – Discuss the aims of the individual workgroups and set out a series of objectives |
| 9:30 -11:00 | Break out groups |
| 11:15 -12:15 | Looking forward – plenary discussion bringing together the results of the break out groups, and forming the basis for future work and discussions |