

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 In 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

20 YEARS LATER

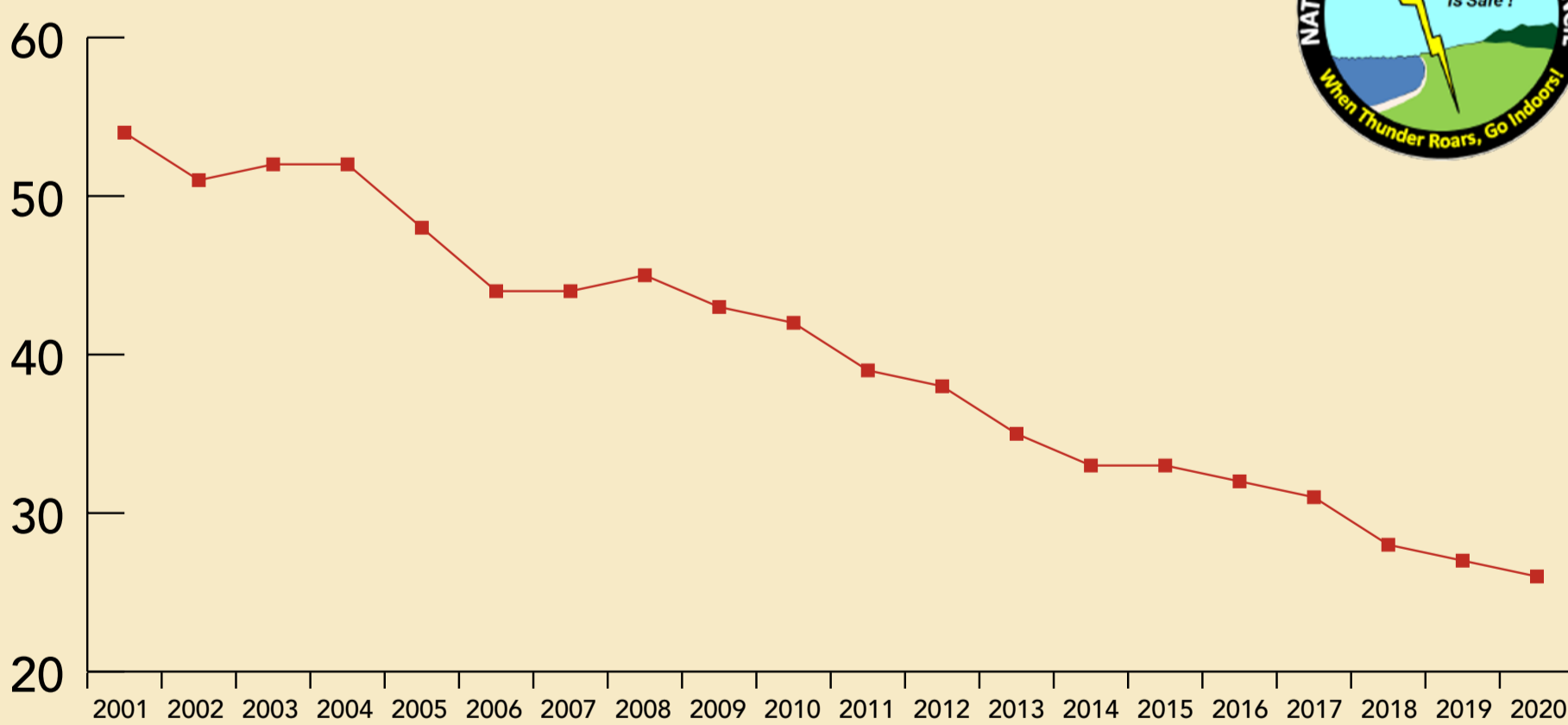
DRAMATIC DROP IN LIGHTNING DEATHS

AWARENESS SPARKS PROGRESS!

The decrease in lightning deaths can be largely attributed to increased awareness of the dangers of lightning, better lightning safety policies and guidelines, and better medical attention for lightning victims.

Average Number of Lightning Fatalities

(averages listed for each year are based on the previous 10 years)



Source: National Lightning Safety Council



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:



LightningSafetyCouncil.org



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