Enhancing + Scaling Emergency Alerting

Overview Presentation
Agenda

1. Common Alerting Protocol
2. WhatNow Service
3. IFRC Alert Hub
4. Google Partnership
5. Way Forward Together
Early Warning Early Action

Consider the instance of an impending flash flood. Lives are at stake. People need to be warned. They need to know the Key Facts for this emergency.

- **What** is the emergency?
- **Where** is the affected area?
- **How soon** do we need to act?
- **How bad** will it be?
- **How certain** are the experts?
- **What** should we do?
The Challenge of Alerting

Governments at all levels may have multiple public alerting systems:

- **Earthquakes/tsunami** by e-mail, news wire, web sites, pagers, telephone calls ...
- **Weather** by news wire, fax, radio, television, e-mail, SMS text on cell phones ...
- **Fire, Security, Transportation** by television, radio, sirens, police with bullhorns...

Sometimes alerting messages don’t contain all the key facts.
Across communities, nations, regions—a “public alerting patchwork”
Common Alerting Protocol (CAP)
CAP Carries Key Facts

All-Hazards

All-Media

CAP
Common Alerting Protocol (CAP) Message Content

**What?** (Description) *(Category)* *(Event)*

**What to do?** (Instructions)

**Where?** *(Polygon)* *(areaDesc)* *(area)*

**How soon?** *(Urgency)*

**How bad?** *(Severity)*

**How sure?** *(Certainty)*

**Who says?** *(SenderID)* *(Source)*

**When?** *(Sent Date/Time)*

**Relations?** *(References)* *(Incidents)* *(Note)*

**Actionable?** *(Status)*

**Typology?** *(Msg Type)*

**Shareable?** *(Scope)*

* Geophysical, Meteorological, Safety, Security, Rescue, Fire, Health, Environmental, Transport, Infrastructure, CBRNE, Other
SEVERE THUNDERSTORM WARNING

Identifier: KST01055887203
Sender: KSTO@NWS.NOAA.GOV
Sent: 2003-06-17T14:57:00-07:00
Status: Actual
Message Type: Alert
Scope: Public
Category: Met
Event: SEVERE THUNDERSTORM
Urgency: Immediate
Severity: Severe
Certainty: Likely
Expires: 2003-06-17T15:00:00-07:00
Sender Name: NATIONAL WEATHER SERVICE SACRAMENTO CA
Headline: SEVERE THUNDERSTORM WARNING
Description: AT 254 PM PDT... NATIONAL WEATHER SERVICE DOPPLER RADAR INDICATED A SEVERE THUNDERSTORM OVER SOUTH CENTRAL ALPINE COUNTY... OR ABOUT 18 MILES SOUTHEAST OF KIRKWOOD... MOVING SOUTHWEST AT 5 MPH. HAIL... INTENSE RAIN AND STRONG DAMAGING WINDS ARE LIKELY WITH THIS STORM.
Instruction: TAKE COVER IN A SUBSTANTIAL SHELTER UNTIL THE STORM PASSES.
Contact: DARUFFALDI/JUSKIE
Area: Description: EXTREME NORTH CENTRAL TUOLUMNE COUNTY IN CALIFORNIA, EXTREME NORTHEASTERN CALAVERAS COUNTY IN CALIFORNIA, SOUTHWESTERN ALPINE COUNTY IN CALIFORNIA
Polygon: 36.47,-120.14 33.34,-119.95 36.52,-119.74 38.62,-119.89
Benefits of CAP
CAP Design Philosophy

Simple and extensible **format** for digital representation of **warning messages** and notifications
Many Actors, Cohesive Messaging

In an emergency, multiple trusted authorities often have separate responsibilities.

- Scientific and technical agencies
- Civic authorities

In a complex, extensive, or evolving emergency, there may be overlapping jurisdictions and multiple authorities involved within each category.

- A disease outbreak in a flooded area
- An earthquake that triggers a tsunami warning
- Heavy rainfall that can cause flash floods and landslides

CAP helps ensure all trusted authorities communicate the Key Facts coherently. It supports harmonized delivery of messaging, and enables redundancy and consistency in alerting.
Advantages

• Quicker and easier to issue alerts
• Shared situational awareness
• Alerting areas are more precise
• More inclusion and accessibility
• Alerting sudden-onset events
• Capability to add Red Cross Red Crescent safety messaging
WhatNow Service
Common Alerting Protocol (CAP) Message Content

Message should get to the key facts

- **What?** (Description) (Category*) (Event)
- **What to do?** (Instructions)
- **Where?** (Polygon) (areaDesc) (area)
- **Who says?** (SenderID) (Source)
- **When?** (Sent Date/Time)
- **Relations?** (References) (Incidents) (Note)

And give a message context

- **How soon?** (Urgency)
- **How bad?** (Severity)
- **How sure?** (Certainty)

RCRC WhatNow Service

- **Actionable?** (Status)
- **Typology?** (Msg Type)
- **Shareable?** (Scope)

* Geophysical, Meteorological, Safety, Security, Rescue, Fire, Health, Environmental, Transport, Infrastructure, CBRNE, Other
Challenge

- Alerts are often sent without actionable messaging. How will people know what to do?
WhatNow Service

Global Portal of Red Cross / Red Crescent actionable and contextualized messages on how individuals and households can prepare and respond to local hazards.

Alerting authorities integrate WhatNow Messages into their CAP alerts as safety instructions for the public.
WhatNow Messages

✓ Evidence-based
✓ 20+ hazards
✓ 78 different languages
✓ Preparedness, response, recovery
✓ RC/RC NS Name + Logo
Dissemination
Aggregators

IFRC Alert Hub … coming soon!
Dissemination Mechanisms

- Traditional Media
  - Television
  - Radio
  - Sirens
  - Landline telephones or faxes

- Mobile Phones
  - SMS Alerts
  - WhatsApp Messages
  - Weather and Hazard Apps
  - AccuWeather widget on Android

- Online
  - Google Public Alerts
  - Ad Overlays
  - Social Media (Facebook & Twitter)
Get Involved
Get Involved

- Visit: https://preparecenter.org/site/ifrcalerthubinitiative/
- Connect: RCRC National Society
- Contextualize: PAPE key messages
- Implement: Common Alerting Protocol
Thank you!

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