

What Now Service

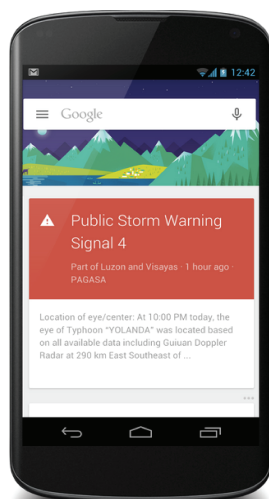
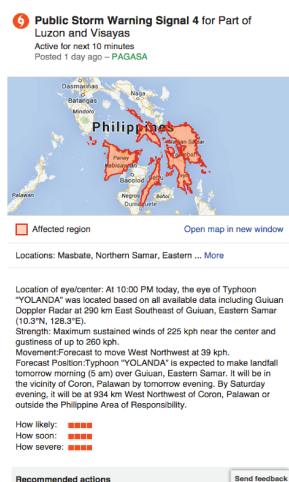
Data feed of actionable and contextualized messages on how to prepare and respond to local hazards

The What Now Service is founded on the IFRC Public Awareness and Public Education (PAPE) key messages for disaster risk reduction. PAPE messages are evidence-based guidance used to promote consistent actions for the public in the event of different hazards. Red Cross and Red Crescent (RC/RC) National Societies adapt PAPE messages to their local risks, language, and context.

Launch

In partnership with Google, the IFRC has developed the What Now Service to increase the speed and scale of the dissemination of disaster preparedness and risk reduction messages. RC/RC National Societies, along with NDMO partners, adapt multi-hazard key messages to their country context. The output is a data feed and external library of localized 'What Now' messages attributed to the local RC/RC national society, all in the country's primary languages. What Now messages are currently available for 20 different hazards across six urgency levels from mid-term forecast to response. Partners, ranging from networks like Google to in-country NDMOs, can use these What Now messages to complement public alerts already utilized and disseminated on their platforms. The network platform users receiving the RC/RC attributed messaging can now be more informed on how to prepare their households in the face of the alerted disaster.

Google Public Alert - Typhoon Warning



'Typhoon Warning' What Now Messages*

1. Prepare to evacuate, and know when and where to evacuate
2. Turn off utilities and gas tanks. Unplug small appliances
3. Never try to drive through flood waters. Turn around and go the other way.

**Once contextualized, they are attributed with RC/RC national society logo.*

List of Hazards:

Drought; Earthquake; Flood; Hurricane; Typhoon; Tropical Cyclone; Wildfire; Hailstorm; Extreme Heat; Extreme Cold; Winter Storm; Landslide; Volcanic Eruption; Tsunami & Tidal Surge; Chemical, Biological, Radiological, & Nuclear Emergencies; Pandemic; Active Shooter; and more to come.

As part of the global Red Cross and Red Crescent network, the Global Disaster Preparedness Center (GDPC) is a resource center that promotes innovation in disaster preparedness and supports learning and knowledge sharing amongst disaster preparedness practitioners worldwide. One key focus of the GDPC's work is promoting innovative approaches to disaster preparedness, such as creatively using technology to safeguard and prepare vulnerable communities from disasters. We deliver tools and services that complement local public alert systems, providing communities with easily accessible life-saving information on how to prepare and respond to disasters, available on multiple devices and platforms.



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