

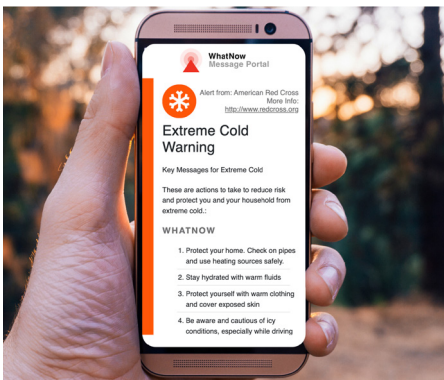


Global Disaster Preparedness Center

# WhatNow Portal

Localized key messages to prepare and respond to disasters

The Global Disaster Preparedness Center, in partnership with Google, has developed the **WhatNow Message Portal** to increase the speed and dissemination of disaster preparedness and risk reduction messages. Red Cross Red Crescent National Societies adapt multi-hazard key action messages to their country context. They upload the messages on to the global WhatNow Portal which hosts all National Societies' localized WhatNow messages in the country's primary languages. Partners, ranging from global networks like Google to in-country media companies, can access these WhatNow messages through an open API and broadcast them alongside public alerts already disseminated on their platforms. As a result, community members receive the RC/RC attributed messaging from many different communication channels and are more informed on how to safely prepare in the face of the alerted disaster.



## WhatNow Messages

- 20+ hazards
- 78 languages
- 6 urgency levels: across preparedness, response, and recovery
- Attributed to Red Cross Red Crescent National Society

Understood: localized, clear, and actionable  
 Accessible: communicated through many channels  
 Trusted: from a source the community trusts

## WhatNow Portal Use Cases



Google Alerts



Hazard Apps



Media



Message coordination



Social Media

**Other ways to use:** Forecast based Financing early action protocols, Public Awareness and Public Education campaigns, radio programs, SMS programs, cash transfer programming, etc

## How to Get Involved?

Are you a RC RC National Society interested in uploading messages?  
 Are you a media network or partner org interested in broadcasting messages? Visit:

[whatnow.preparecenter.org](http://whatnow.preparecenter.org)

### About GDPC

The Global Disaster Preparedness Center (GDPC) is a Red Cross Red Crescent resource center that promotes innovation in disaster preparedness and supports learning and knowledge sharing amongst disaster preparedness practitioners worldwide.

[www.preparecenter.org](http://www.preparecenter.org)

