

INTRODUCING: HAZARD APP

BY NEW ZEALAND RED CROSS



Identify hazards, reduce risk and stay informed when you need it most



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RĪPEKA WHERE AOTEAROA

Red Cross
& WREMO



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Why the Red Cross Hazard App?

- Means to provide alerts to the public
- Cost effective - **NO COST TO THE PUBLIC**
- Self managed
- International reputation for reliability
- Working to comply with international standards for Alerting



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Red Cross & Civil Defence Groups



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The Problem

Taking information held by authorities, package up it and deliver it into the hands of the public in time

The problem

- The information was held by multiple agencies
- Each organisation had its own delivery mechanism
- Often the messages are compiled from multiple sources in an ever evolving situation
- Use of alerting was inconsistent between regions



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Hazard App Working Group



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Defining requirements

What did our partners need

- An information hub
- A standard
- Geo-targeting
- Prepared messaging
- National consistency
- It needed to be fast and easy



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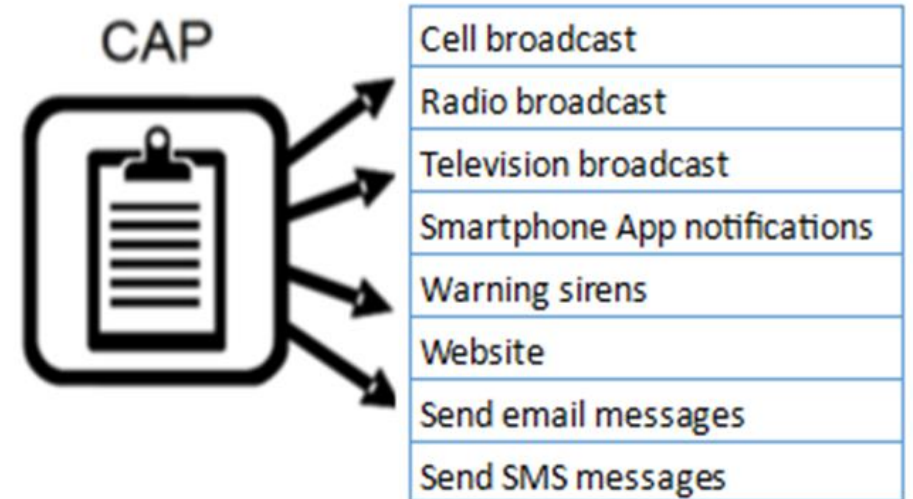
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New Zealand Red Cross

Hazard app evolution 2

- NZ CAP standard
- CAP alerting platform template
- API hub

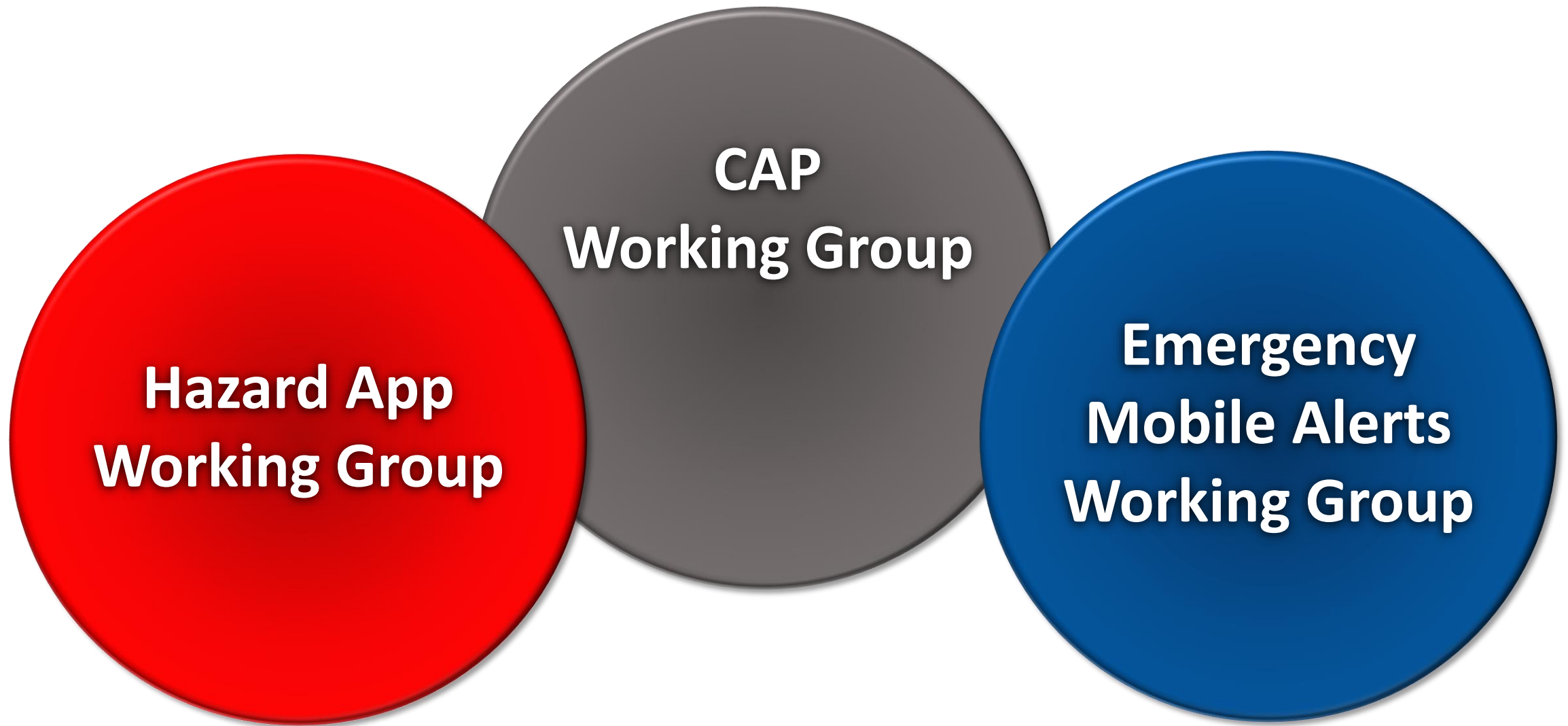
The Red Cross focus was on last mile delivery to every part of our community.



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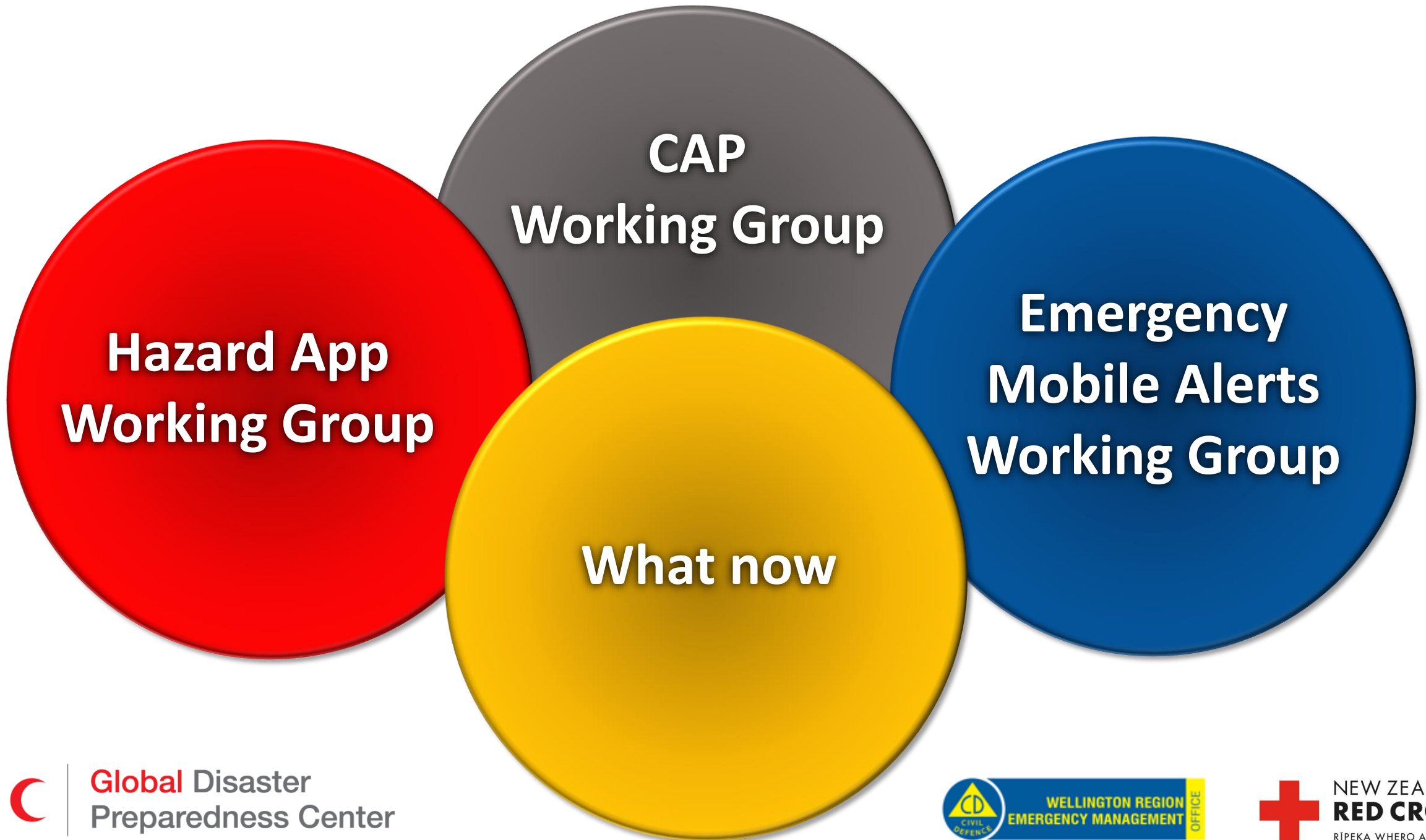
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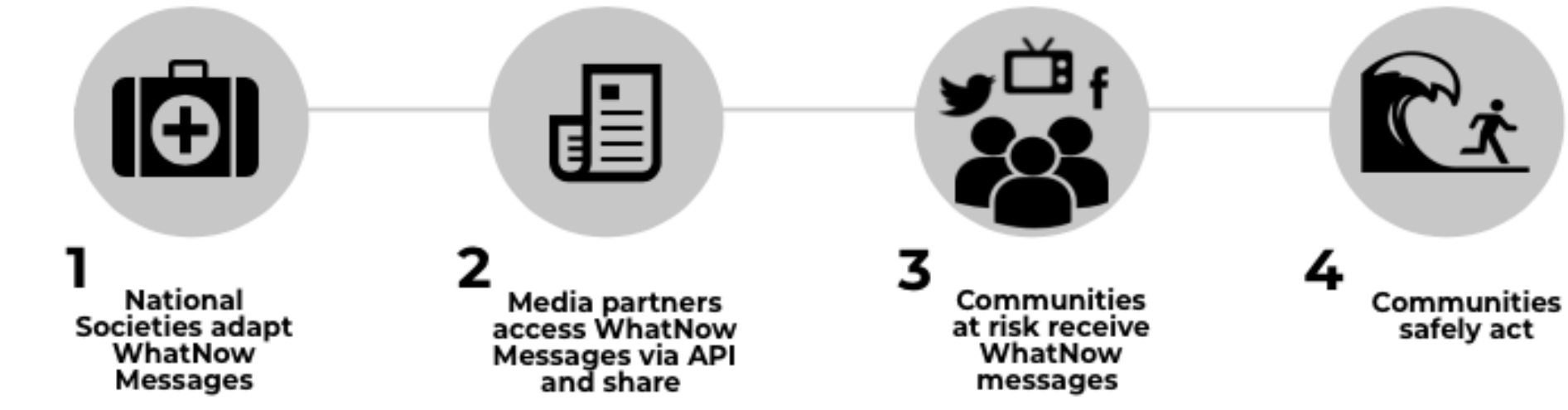
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Continued improvements

Hazard App evolution 3

- What now additional content
- New CAP feeds - EMA to beyond cellular
- Multiple languages



What makes it work?

- Establishment of Working Groups
- Regular meetings – getting together in the same place
- Teleconference and videoconference
- Collaborative tools – shared media and resources
- Common purpose



Enabling Action



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Thank you



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