



# Actionable Key Messaging

Public Awareness and  
Public Education Messages

# Challenge

- Emergency alerts often are sent without actionable messaging.
- Messaging can be inconsistent or too technical
- Media sometimes add their own messaging

How will people know what to do?

# Solution

How will people know what to do?

*National Societies have the expertise and trust of the communities to provide actionable messages for alerts.*

# Public Awareness and Public Education for DRR: key messages

IFRC key resource of **actionable and contextualized messages** on how individuals and households can safely prepare for and respond to local hazards.

National Societies and partners **contextually adapt** the messages for governments to **pair with alerts**.

# How does it work?

National Society + government partners **adapt key messages to national context**

- **Adaptation Process:**

- (1) Adapt internally and reach out to government, or
- (2) Reach out to government and adapt together

Publish PAPE messages on **global portal (WhatNow Service)**

Alerting authorities **include the messages in CAP alerts**

Messages sent with **National Society name + logo**

# Community reach

Communities at risk receive CAP alerts with National Society actionable messages from many communication channels



**Understood:** localized, clear, and actionable

**Accessible:** sent through many channels

**Trusted:** from a source the community trusts



Global Disaster  
Preparedness Center

# Common Alerting Protocol (CAP) Message Content



## PAPE key messages (aka 'WhatNow' safety tips)

Message should get to the **key facts**



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



**What to do?**  
(Instructions)



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

**How soon?**  
(Urgency)

I E F P

**How bad?**  
(Severity)

E S M M

**How sure?**  
(Certainty)

O L P U

And give a **message context**



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



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



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

**Actionable?**  
(Status)

A E S T D

**Typology?**  
(Msg Type)

A U C A E

**Shareable?**  
(Scope)

P R P

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

# Why it matters

Partnership building / advocacy piece with the government

National consensus and standardized

Trust, evidence-base, consistency

Hosted in a message “library” (WhatNow Service)

Community members know how to safely act



**Global** Disaster  
Preparedness Center





# **PAPE: Working Session**

# Questions

How would you adapt the following messages:

- Stay informed: monitor local communication channels for advisories and alerts. Follow instruction.
- If indoors, drop to your knees, cover your head and neck, and hold on to your cover.
- Make sure to protect livestock.