

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

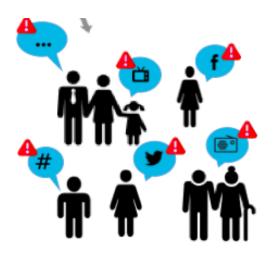
- Adaptation Process:
 - (1) Adapt internally and reach out to government, or
 - (2) Reach out to government and adapt together

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



Common Alerting Protocol (CAP) Message Content



Message should get to the **key facts**

> And give a message context



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



What to do? (Instructions)



(Polygon) (areaDesc) (area)



Where?



(aka 'WhatNow' safety tips)

PAPE key messages

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

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





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.

