



ALERT HUB INITIATIVE

IMPLEMENTATION

The IFRC Alert Hub Initiative aims to protect lives and livelihoods by increasing the use of the Common Alerting Protocol (CAP) and expand the reach of reliable, fast and actionable early warning messages to people at risk.



IMPLEMENTATION PARTNERS

The Alert Hub Initiative works with and through RCRC National Societies to become CAP champions to engage with the alerting authorities in their respective country and promote the use of the CAP standard format for emergency alerts. Collaboration partners include IFRC Regional Offices, Red Cross Red Crescent Climate Centre, the Global Disaster Preparedness Center, Anticipation Hub, WMO, Google and USAID.

BENEFITS OF ENGAGEMENT

- Strengthen early warning systems by expanding use of CAP to issue targeted multi-hazard emergency alerts over all broadcasting channels
- Enhance partnerships with alerting authorities and media agencies
- Receive technical and financial support to expand early warning expertise
- Use PAPE messages to provide actionable guidance on how to prepare for and respond to emergencies

IMPLEMENTATION OF THE IFRC ALERT HUB INITIATIVE



Technical implementation

- Build Alert Hub platform to aggregate CAP alerts globally.
- Integration of Alert Hub into wider IFRC data infrastructure.
- Integration of PAPE to link emergency messages with actionable guidance on how to prepare for and respond to disasters.



Global Level Activities

- Engagement and RCRC representation in global CAP coordination structures with WMO, ITU and others.
- Development of tailored training materials for RCRC National Societies.
- Coordination with existing RCRC initiatives like Anticipatory Action & GO Platform.
- Ongoing technical support to participating National Societies.



Regional and National Level Activities

- Advocacy and outreach to government disaster management structure for the implementation of CAP.
- Contextualization of PAPE messages on how individuals and households can safely prepare for and respond to disasters.
- Small grants program to support local engagement.
- Establish local media partnerships to increase dissemination of emergency alerts.

WANT TO LEARN MORE? HERE ARE SOME USEFUL LINKS AND RESOURCES

- Alert Hub Initiative landing page: <https://preparecenter.org/site/ifrcalerthubinitiative/>
- Preparecenter CAP implementation page: <https://preparecenter.org/initiative/common-alerting-protocol-implementation/>
- WMO Guidelines for Implementation of CAP: https://library.wmo.int/doc_num.php?explnum_id=3431

Contact us: Nathan Cooper, Nathan.Cooper@ifrc.org