ALERT HUB INITIATIVE
OVERVIEW

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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.

What is CAP?

1 **CAP** is a standard format for early warning alerts to communicate key facts of an emergency, such as: What is it? Where is it? How soon is it? How bad is it? What should people do?

2 **CAP alerts** are issued in a standard format by official alerting authorities for disseminating all-hazard emergency warnings.

3 **The CAP standard format** can easily be published over any and all media, including television, radio, digital communication, sirens, cell phones, etc.

What is the IFRC Alert Hub Initiative ?

1 **The Alert Hub Initiative** works with and through RCRC National Societies to promote and strengthen the use of CAP for national level emergency alerting.

2 **An IFRC Alert Hub** will aggregate CAP alerts globally and serve as a free online source for multi-hazard emergency alerts in one place.

3 Contextualized **Public Awareness and Public Education** (PAPE) messages will be linked to CAP alerts to provide actionable guidance on how to prepare and respond to local hazards.

PROGRAMMATIC APPROACHES

- Leverage National Societies' auxiliary role to government to strengthen early warning early action

- Support effective end-to-end early warning systems by working with issuers (government), disseminators (on-line networks, radio, TV) and recipients (at-risk people and communities)

- Engage in global, regional and national collaboration efforts to align with ongoing CAP investments and anticipatory action efforts.

PUBLIC EDUCATION PUBLIC AWARENESS (PAPE)

RCRC localized key messages on how individuals and households can prepare and respond to disasters accessible through a global, online platform.

https://www.ifrc.org/public-awareness-and-public-education-disaster-risk-reduction

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

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