

# What Now Service

*2017 CAP Workshop*

*Sept 20-21, 2017*

*Rome, Italy*

# What Now Service

- Background
- Short Video
- Fast Facts
- Implementation: Google Partnership and future scaling
- Development & Contextualization
- Next Steps

# GDPC – *Multi Hazard Mobile App*

Efficient and cost-effective access to first aid and hazard apps informing users about what to do before, during and after emergencies.

- Puts localized preparedness messaging directly into users' hands
- National societies are able to reach new audiences and mobilize resources

*... How can we reach more individuals and households at a faster rate?*



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# What Now Service

*Data feed of actionable and contextualized messages on how to prepare and respond to local hazards*

**Designed specifically to complement CAP messages**

<https://www.youtube.com/watch?v=Tc0P1kX5xJA>



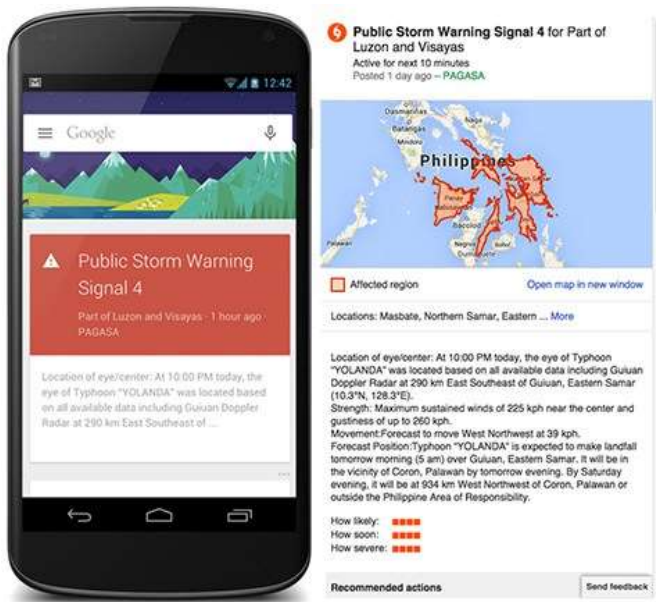
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# What Now – *Fast Facts*

- Data feed of actionable and contextualized guidance on how to prepare and respond to local hazards
  - ✓ Target audience: individuals and households
  - ✓ 20 hazards; 6 urgency levels; 78 languages
  - ✓ 192+ countries
- Messaging complementary to local alerts
- Available in API *for any network platforms* utilizing local public alerts

# What Now + Google

- Google Public Alerts



## 'Typhoon Warning' What Now Messages\*

1. Prepare to evacuate, and know when and where to evacuate
2. Turn off utilities and gas tanks. Unplug small appliances
3. Never try to drive through flood waters. Turn around and go the other way



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# Distribution and Scaling

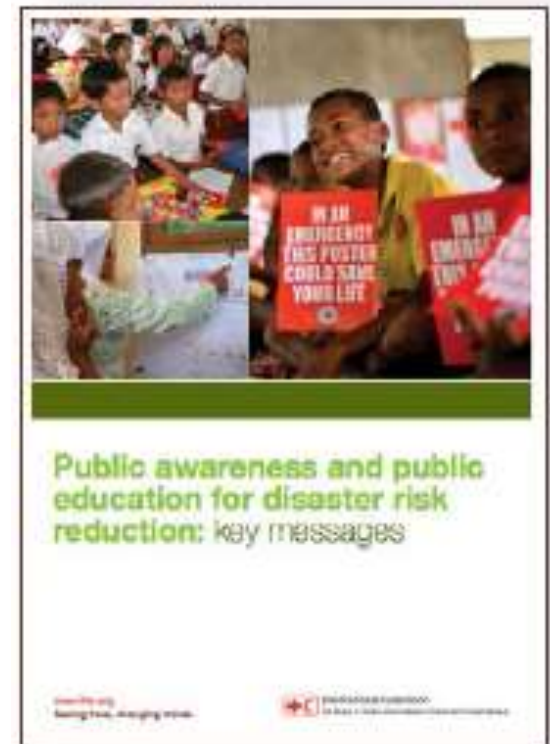
- API
- Available for any network platforms utilizing CAP and public alert systems
- Examples:





# Foundation - PAPE

- IFRC evidence-based, concise, actionable information for disaster risk reduction
- Harmonized messages for individuals and households on how to prepare and respond to hazards
- Adapted by National Societies and NDMOs to fit local hazard, culture, and context



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# Development

- **20 Hazards:** Drought; Earthquake; Flood; Hurricane; Typhoon; Tropical Cyclone; Wildfire; Hailstorm; Extreme Heat; Extreme Cold; Winter Storm; Landslide; Volcanic Eruption; Tsunami & Tidal Surge; Chemical, Biological, Radiological, & Nuclear Emergencies; Pandemic; Active Shooter; *more to come!*
- **Six Urgency Levels:**
  - Mid-term Forecast (Longer term actions to reduce risks)
  - Forecast (Shorter term actions to assess and plan)
  - Watch (Prepare to respond)
  - Warning (Prepare to respond)
  - Immediate (Response)
  - Recovery (Actions taken after event)
- **78 Languages**

# Contextualization

- **Content Management System**
- **All ‘What Now’ core messages uploaded**
  - Log In
  - Follow Contextualization Guide
  - Localize the messages to fit your context
  - Attribution changes to your National Society

# Attribution – IFRC

## Attribution: Mexican Red Cross - MEX

### Attribution URL

URL that links to more information about the Attributor.

<http://www.ifrc.org>

### Attribution Society Name

Name of the Society that is to be attributed with the whatnows.

English International Federation of Red Cross and Red Crescent Societies

Español La Federacion Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja

### Attribution Message

Message that goes along with the attribution.

English Key messages from International Federation of Red Cross and Red Crescent Societies

Español Mensajes importantes de la Federacion Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja

### Languages

English



Español



Afaraf (aa)



+ Add

### Attribution Image

Upload

Remove image

Image/Icon upload.

Preview



Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja

# Attribution – NS Contextualized

## Attribution: Mexican Red Cross - MEX

### Attribution URL

URL that links to more information about the Attributor.

<http://cruzrojamexicana.org.mx>

### Attribution Society Name

Name of the Society that is to be attributed with the whatnows.

English Mexican Red Cross

Español Cruz Roja Mexicana

### Attribution Message

Message that goes along with the attribution.

English Key messages from Mexican Red Cross

Español Mensajes importantes de la Cruz Roja Mexicana

### Languages

English

Español

Albanian (sq)

+ Add

### Attribution Image

Upload

Remove image

Image/icon upload.

Preview



# Once Contextualized ...

- Used in all Google Public Alerts in your area
- Included in What Now API for other developers
- Messages can be used for any programming
  - Traditional media
  - Early warning / Early action
  - Public Awareness & Public Education
  - Communications

# Next Steps

- Contextualization Workshops
  - Regionally
  - Online tutorials
  - GDPC, IFRC, and Google
- Contact:
  - [gdpc@redcross.org](mailto:gdpc@redcross.org)
  - [Omar.Abou-Samra@redcross.org](mailto:Omar.Abou-Samra@redcross.org)