Emergency Communications considerations – robustness, reliability, redundancy

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Warning Communications Are:

- Focused on the people at risk
- Ubiquitous - same message everywhere
- Capable of reaching people irrespective of what they are doing & where they are
- Easy to access and use
- Not creating added risk
- Reliable
- Providing appropriate lead time
- Authenticated
An Effective Warning Message Is:

- Clear & understandable
- Accurate
- Frequent
- Credible
- Specific to the situation
- Gives specific advice

Information flows from many sources at the same time

How public gets warning: Reality
Education of Public Beforehand

- What communication systems/media will be used to issue warnings?
- Who will issue the warnings?
- How will the warnings be issued?
- When will the warnings be issued?
- What will the warning messages say?

What Public Needs to Know

- Natural Warning signs
- The warning systems for your community
- Local options for indoor alert
- Sirens (or equivalent) are for outdoor use only
- What sirens sound like and any verbal message (regular testing)
- How to respond to siren sounding
What Public Needs to Know

- Official sources of tsunami information
- Evacuation maps & routes
- Community support network
- Difference in response between local & distant threat

Human Response to Warning

Messages relate to different:
- Ages
- Ethnicities
- Genders
- Social status
- Previous experience of hazards
- Proximity to hazard
- Responses of others
Using Existing Infrastructures

- Radio
- TV
- Fire Service - Local sirens
- Police - PA loud-hailers, door to door notification
- Coast Guard & Port
- Lifeguards
- Schools, hospitals, retirement homes

Using Technology

**Sound Alert**
- Sirens
- Church Bells

**Voice Alert**
- Fixed PA loud-speakers
- Mobile PA loud-speakers
- Telephone auto dialler; telephone trees
- Tone-activated alert radio
- Cell Broadcast
- Aircraft (Hailers)

**Visual Alert**
- SMS text messaging
- Aircraft (Banners)
Assessing Technology

- Availability, serviceability
- Cost: now & on-going
- Time to reach target audience
- Start-up social/institutional effort required
- Recurring social/institutional effort required
- Based on examples of best practice
- Easy to understand/interpret

Assessing Technology (cont’d)

- Suitable to hazard
- Applied consistently
- Target specific geographical audiences
- Implemented quickly & easily
- Address social behaviour issues
- Withstand beach erosion, coastal instability
- Withstand weather, sea level rise, criminal acts, fire, computer systems failure
FINAL CONSIDERATIONS

- Realistic effectiveness
- Planning for system failure
- Realistic ongoing costs and commitment

Thank You

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