



The First Ten Plays

ESTABLISHING A PUBLIC WARNING SYSTEM*

- First identify the type of hazards that become a threat to your public requiring early warning. This also means identification of the numbers and types of publics to be reached (census and sensitivities).
- Evaluate if there are already sufficient warning systems in place that will reach the public of interest. This requires a study of current operating systems and the extent of their reach and effectiveness.
- Develop an integrated strategy that ties multiple methodologies together. Follow FEMA's Integrated Public Alert and Warning System (IPAWS) approach, which ties government and private sector systems together.
<http://www.fema.gov/emergency/ipaws/>
- Develop a written strategy and present it to community leaders.
- Review strategies with the publics involved in the warning process.
- Approach vendors for support if resources are needed that are not already installed or available in the community. Evaluate responses by being especially careful about previous successes and reliability for service.
- Develop a timeline for installation and integration.
- Develop an integrated set of messages that are to be used across all the warning technologies using the Common Alerting Protocol (CAP) using guidance from the Organization for the Advancement of Structured Information Standards (OASIS)
<http://www.oasis-open.org/home/index.php>
- Establish a management and maintenance system for the final system.
- Set up several tests to ensure system operation before final installation. Run regular tests of the system to ensure it is constantly available.

*** These are not listed in order of importance but as a group of materials that will increase the possibility of positive outcomes.**