



FEMA

# When Minutes Matter: Alert and Warning Communications Collaborative Technical Assistance

The field of alerts and warnings (A&W) is rapidly evolving with advances in technology, use of social media, social science research into effective message design, and public expectations of warning services. Emergency managers must constantly update their A&W capabilities, processes, and messages.

Federal Emergency Management Agency (FEMA) is providing this Collaborative Technical Assistance (TA) to help jurisdictions improve the speed, reach, and effectiveness of A&W messages. Collaborative TA encourages extensive peer-to-peer engagement to enhance learning.

## Participant Testimonial

*I am so grateful to the other counties for participating with such a generous spirit of collaboration and sharing. It was invaluable to hear your practices and know that we're not alone in these challenges. I'm walking away with some great ideas to bring back to my county – and it always helps build momentum internally when I can say "x county is doing this and it's working really well."*

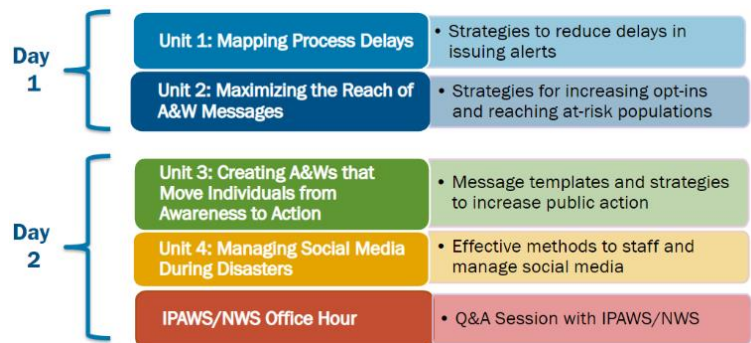
## Who Should Participate?

Participants include those in the public sector with a role in communicating emergency protective action guidance such as:

- Emergency Managers
- Public Information Officers
- Social media communicators

This TA is available for up to 175 participants, limited to no more than 2 individuals per jurisdiction. Priority will be given to those that have not registered in the past.

## TA Format:



## TA Objectives and Outcomes:

Participants will document their communication channels, features, and authorization protocols; discuss real-world case studies; contribute to peer-to-peer learning; join in group discussions and activities; and identify key takeaways for improving alert and warning messaging practices.

Participants will develop jurisdiction-specific strategies to:

- Reduce process delays in issuing A&W messages.
- Maximize message delivery to the public including vulnerable populations.
- Create research-based A&W messages that will move individuals to act.
- Manage social media during disasters.

Discussions on IPAWS and NWS alerting capabilities.



## Delivery Schedule



**Pre-Work Webinar:** Oct 17, 3:00 – 4:30 pm ET  
**Day 1 Workshop:** Oct 24, 11:00 am – 4:00 pm ET  
**Day 2 Workshop:** Oct 25, 11:00 am – 4:00 pm ET  
**Registration Link:** [Alert and Warning Technical Assistance Workshop](#)



**Contact Us with Questions:**  
 FEMA-TARequest@fema.dhs.gov

To request ASL or Live CC, please email [FEMA-TARequest@fema.dhs.gov](mailto:FEMA-TARequest@fema.dhs.gov) prior to Oct 6<sup>th</sup> to request these services.

**Six (6) Continuing Education Credits (CEC's) are available with full attendance.**