



# WhatNow Portal

Global platform of Red Cross/Red Crescent localized key messages on how individuals and households can prepare and respond to disasters.

<https://whatnow.preparecenter.org>

## Launch

The Global Disaster Preparedness Center, in partnership with Google, has developed the **WhatNow Message Portal** to increase the speed and dissemination of disaster preparedness and risk reduction messages. RC / RC National Societies adapt multi-hazard key action messages to their country context. They upload the messages on to the global WhatNow Portal which hosts all National Societies' localized WhatNow messages in the country's primary languages. Partners, ranging from global networks like Google to in-country media companies, can access these WhatNow messages through an open API and broadcast them alongside public alerts already disseminated on their platforms. As a result, community members receive the RC/RC attributed messaging from many different communication channels and are more informed on how to safety prepare in the face of the alerted disaster.

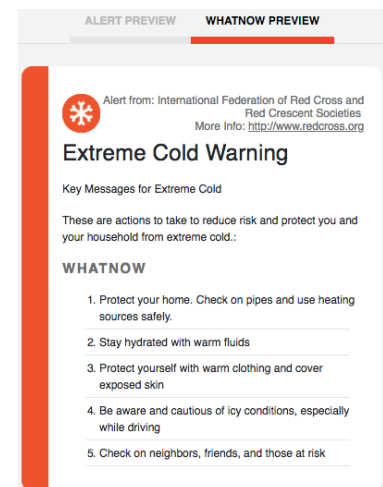
## WhatNow Messages

- ✓ 20+ hazards
- ✓ 78 languages
- ✓ 6 urgency levels: across preparedness, response, recovery
- ✓ Attributed to Red Cross/Red Crescent National Society

Understood: *localized, clear, and actionable*

Accessible: *communicated through many channels*

Trusted: *from a source the community trusts*



Sample WhatNow Messaging

## WhatNow Portal Use Cases



Google Alerts



Hazard Apps



TV Media



Message Coordination



Social Media

Other ways to use: *Forecast based Financing early action protocols, PAPE campaigns, radio programs, SMS programs, cash transfer programming, etc*

## How To Get Involved

Are you a RC/RC National Society interested in uploading messages?

Are you a media network or partner org interested in broadcasting messages?

Visit: [whatnow.preparecenter.org](https://whatnow.preparecenter.org)

As part of the global Red Cross and Red Crescent network, the Global Disaster Preparedness Center (GDPC) is a resource center that promotes innovation in disaster preparedness and supports learning and knowledge sharing amongst disaster preparedness practitioners worldwide.



[WhatNow.preparecenter.org](https://whatnow.preparecenter.org)



[gdpc@redcross.org](mailto:gdpc@redcross.org)



[disaster.preparedness.center](https://www.facebook.com/disaster.preparedness.center)



[PrepareCenter](https://twitter.com/PrepareCenter)