

# PUBLIC ALERTS , WARNINGS AND NOTIFICATIONS

## WHAT ARE YOU DOING TO PREPARE YOUR AGENCY?



**CISA**  
CYBER+INFRASTRUCTURE

# Contact Information

**Dave Dato**

**[Ddato@lafayettegroup.com](mailto:Ddato@lafayettegroup.com)**

Department of Homeland Security

Cybersecurity and Infrastructure Security Agency

Emergency Communications Division

Interoperable Communications Technical Assistance Program



**CISA**  
CYBER+INFRASTRUCTURE

# The secret to a successful program

- **COLLABORATION**



**CISA**  
CYBER+INFRASTRUCTURE



# Webinar Teaser

## Upcoming Attractions

CISA ECD ICTAP will deliver a webinar in the fall to assist you in developing or enhancing your Public Alerts ,Warnings and Notifications program.

The following information identifies some of the topics that will be discussed.



**CISA**  
CYBER+INFRASTRUCTURE

# Ten Keys to Improving Alerts, Warnings and Notifications

- **Establish Governance:**

Establish strong governance and collaborate with existing authorities to create communication pathways to facilitate timely and efficient information sharing

- **Identify and Coordinate with Others:**

Partner and coordinate with existing AOs, emergency managers, organizations within a jurisdiction and neighboring jurisdictions, public safety communications centers and answering points, public information officers, critical infrastructure sectors, community members and organizations, and communications providers



# Ten Keys to Improving Alerts, Warnings and Notifications

- **Develop Plans, Policies and Procedures:**

Identify, establish, document, field-test, and continually evaluate plans, policies, and procedures against the evolving AWN landscape

- **Account for Diverse Populations:**

Ensure whole community inclusion, as diversity and accessibility influence the ways in which people receive, interpret, and respond to messages. Understanding how messages reach these various demographics and using a variety of communications pathways is necessary for ensuring AWN effectiveness

# Ten Keys to Improving Alerts, Warnings and Notifications

- **Maintain Security and Resiliency:**

Ensure cybersecurity across networks, devices, systems, and user interfaces. Secure infrastructure and foster resiliency as manmade and natural disasters can impact AWN issuances if not properly mitigated

- **Incorporate Safeguards:**

Incorporate internal safeguards, across the entire AWN lifecycle—human and machine—to protect against system misuse and prevent false messaging



**CISA**  
CYBER+INFRASTRUCTURE

# Ten Keys to Improving Alerts, Warnings and Notifications

- **Train, Exercise and Test Systems:**

Conduct trainings, exercises, and tests of AWN systems with stakeholders and partners on a regular basis to maintain proficiencies; lessons observed from these activities should be evaluated, documented, and incorporated into future operations

- **Eliminate Issuance and Dissemination Delays:**

Eliminate issuance and dissemination delays by creating message templates, expediting information sharing, identifying and establishing triggers, and avoiding ad-hoc decision making

# Ten Keys to Improving Alerts, Warnings and Notifications

- **Deliver Actionable Messaging:**

Provide comprehensive, targeted, and specific messaging. Remain mindful of creating alert fatigue, but err on the side of public safety when dealing with conflicting or uncertain information

- **Monitor and Correct Misinformation:**

Monitor for changes in the situation and inaccurate spreading of information, and correct inaccurate or false messaging accordingly



**QUESTIONS ?**

**THANK YOU**



**CISA**  
CYBER+INFRASTRUCTURE