

Press “Send”: Your Confidence Checklist

Use this checklist to ensure you’ve completed all of the necessary steps and can press “send” without asking for permission.

Emergency Alert Competence Building Checklist

PHASE 1 — Preparation	
Task	
<input type="checkbox"/>	Are you an authorized FEMA IPAWS Alerting Authority Organization? Sign Up to Use IPAWS to Send Public Alerts and Warnings FEMA.gov
<input type="checkbox"/>	Have you have taken FEMA’s Emergency Management Institute (EMI) independent study courses, IS-247 Integrated Public Alert and Warning System for Alert Originators and IS-251 Integrated Public Alert and Warning System for Alerting Administrators ?
<input type="checkbox"/>	Do you have written standard operating procedures (SOPs) for launching emergency alerts and warning messages that cover all of the following? <ul style="list-style-type: none">• Roles and responsibilities• Authority to launch• Applicable regulations and laws• Times of the day you can/should send messages• Identification of the notifications that need to be made• Backup method for sending messages• Password management and protection
<input type="checkbox"/>	Do you have printed copies of the SOPs and passwords at all designated launch sites?
<input type="checkbox"/>	Have you identified the roles and responsibilities on your team in regard to writing, approving and sending an emergency alert?
<input type="checkbox"/>	Have you conducted periodic training on the approved emergency alert and warning messages launch protocols and procedures with all designated and authorized individuals? (IPAWS Monthly Proficiency Demonstrations)
<input type="checkbox"/>	Have you participated in a training and exercise with the IPAWS Technical Support Services Facility?
<input type="checkbox"/>	Have you conducted hardware technical/functional training and tests to ensure reliability of equipment, software and user front-end interface?

PHASE 1 – Preparation (continued)

Task	
<input type="checkbox"/>	Have you drafted pre-scripted messages that cover the hazards listed in your Hazard Identification Risk Assessment (HIRA)? In different languages?
<input type="checkbox"/>	Are your pre-scripted messages in line with national best practices?
<input type="checkbox"/>	Have you conducted a no-notice drill during work hours and/or after work hours to test the system?
<input type="checkbox"/>	Have you built relationships with other adjacent Alerting Authorities and stakeholders?

PHASE 2 – Immediate Pre-Emergency Message Launch

Task	
<input type="checkbox"/>	Have you identified the information you need to share and have you followed the IPAWS Best Practices Guide for alert creation?
<input type="checkbox"/>	Have you identified the actions you want your recipients to take?
<input type="checkbox"/>	Have you set the appropriate activation area to target those individuals you want the alert to reach?
<input type="checkbox"/>	Have you selected the appropriate event code? fema_ipaw-november-2020-tip.pdf
<input type="checkbox"/>	Do you understand the difference between the WEA 360- and 90-character messages?
<input type="checkbox"/>	Have you decided if your message needs to cross jurisdictional boundaries and alerted adjacent communities if necessary?
<input type="checkbox"/>	Have you identified the appropriate individuals of the actions you're about to take and followed through with all necessary notifications?
<input type="checkbox"/>	If you are attaching a link (URL) to the message, have you tested the link before launching the emergency alert and prepopulated it with critical information pertinent to the situation?
<input type="checkbox"/>	Have you verified that the website you're referring people to for more information can support the potential traffic it may receive?
<input type="checkbox"/>	Do you know the phone number and email to the 24/7 FEMA IPAWS Technical Support Services desk should you have trouble launching your emergency alert? (1-844-729-7522; fema-ipaws-lab@fema.dhs.gov)
<input type="checkbox"/>	Have you identified your public information officer, and do they have the information they need to speak with the media and control the narrative?

PHASE 3 – Immediate Post-Emergency Message Launch

Task	
<input type="checkbox"/>	Have you validated that the correct emergency alert message has been sent?
<input type="checkbox"/>	Did it go to the intended audience?
<input type="checkbox"/>	Do you need to relaunch the emergency alert message with new geographic parameters and/or updated information?
<input type="checkbox"/>	Have you told the media when and where the next update will take place?
<input type="checkbox"/>	Have you identified who will participate in the update brief for the media?
<input type="checkbox"/>	Are you ready to send a closure message to those who received your first emergency alert message?

PHASE 4 – After-Action Scrub

Task	
<input type="checkbox"/>	Did the designated emergency officials take the appropriate actions?
<input type="checkbox"/>	Was an alert launched in a timely manner?
<input type="checkbox"/>	Was the alert missing critical information?
<input type="checkbox"/>	Did the intended population receive the message?
<input type="checkbox"/>	Have you identified what you can do differently next time to improve?
<input type="checkbox"/>	Has the SOP been updated by the individual responsible for maintaining it?
<input type="checkbox"/>	Has refresher training been scheduled and/or conducted?
<input type="checkbox"/>	Are you tracking the statistical information of the emergency alert message?