

Message Design Dashboard (MDD)

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An Effective & Complete Warning Message includes 5 Key Contents

[Local, familiar, authoritative message source].

[Description of threat/event] in
[location of threat] [consequences].

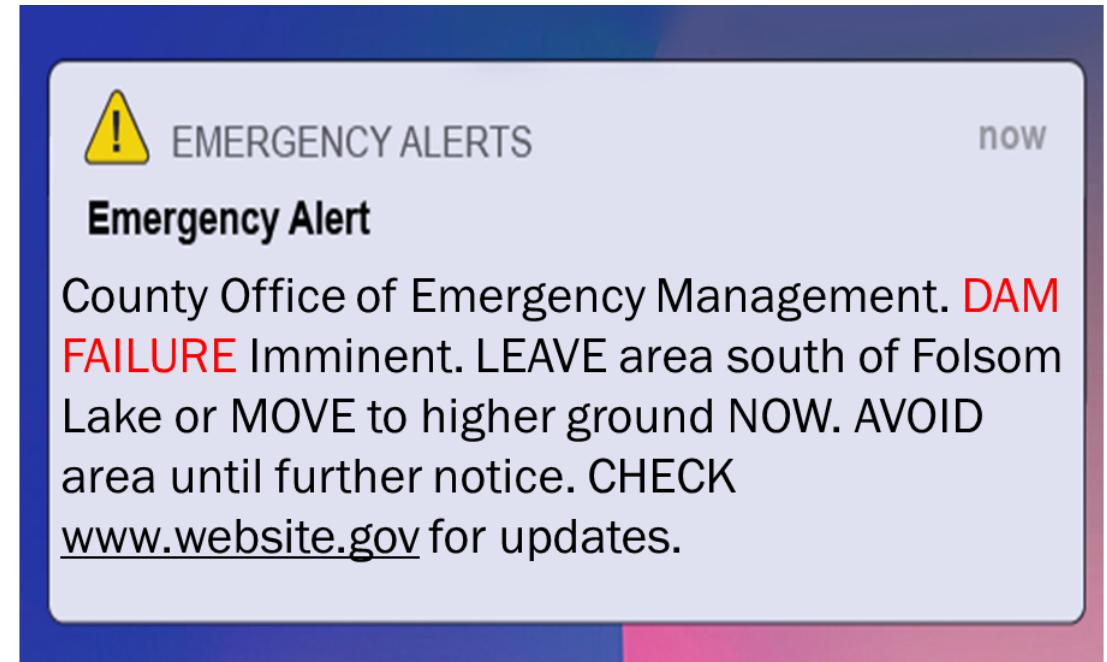
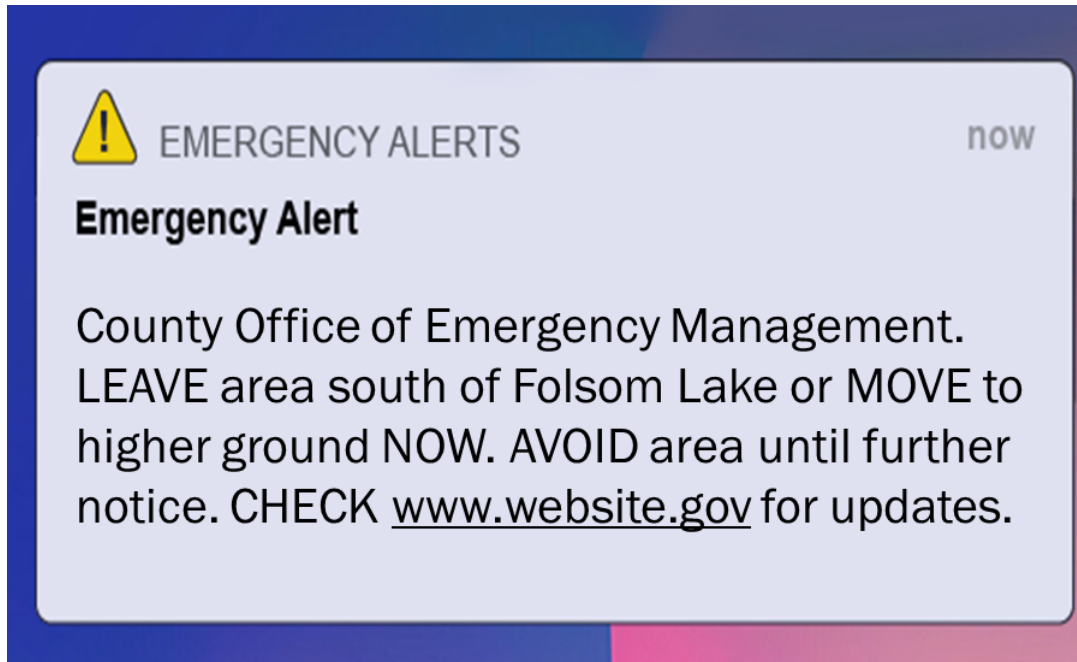
[Protective action].

Message expires [time].



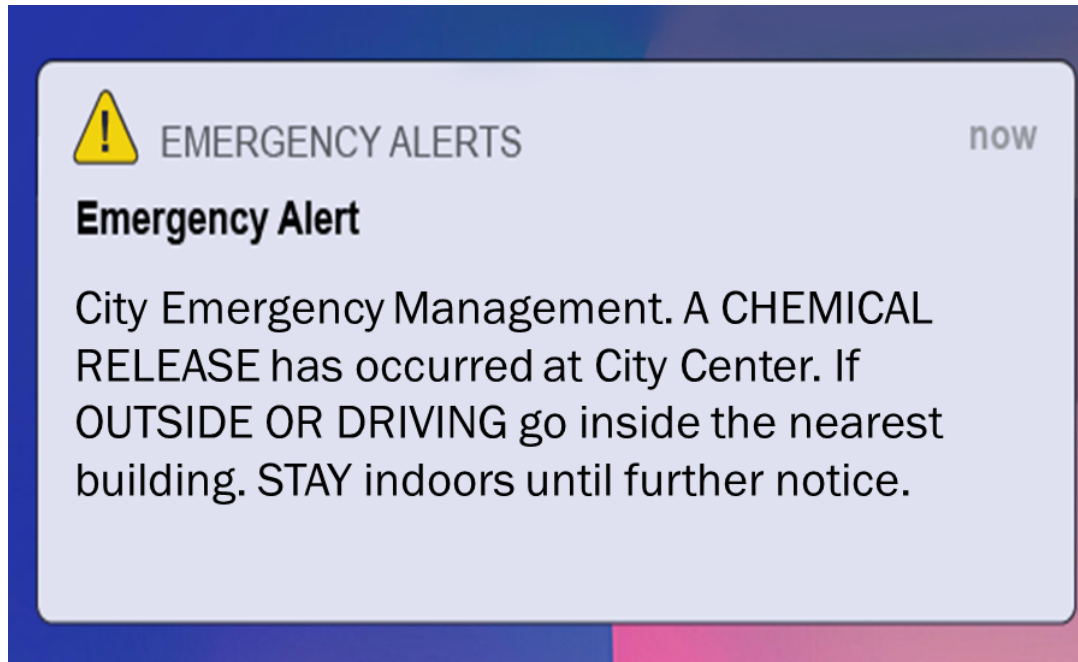
An effective message will include the HAZARD NAME


27.5% of Standard of Practice WEAs did not include the hazard name.



An effective message will include HAZARD IMPACTS

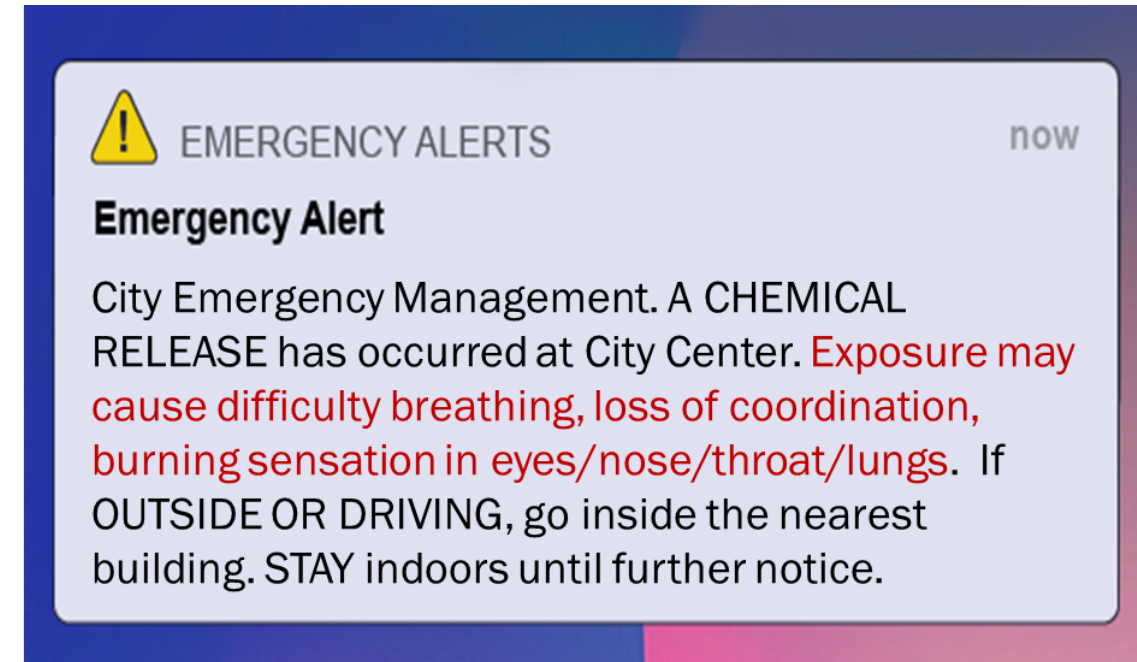
78.9% of Standard of Practice WEAs did not include hazard impacts.




 EMERGENCY ALERTS now

Emergency Alert

City Emergency Management. A CHEMICAL RELEASE has occurred at City Center. If OUTSIDE OR DRIVING go inside the nearest building. STAY indoors until further notice.



 EMERGENCY ALERTS now

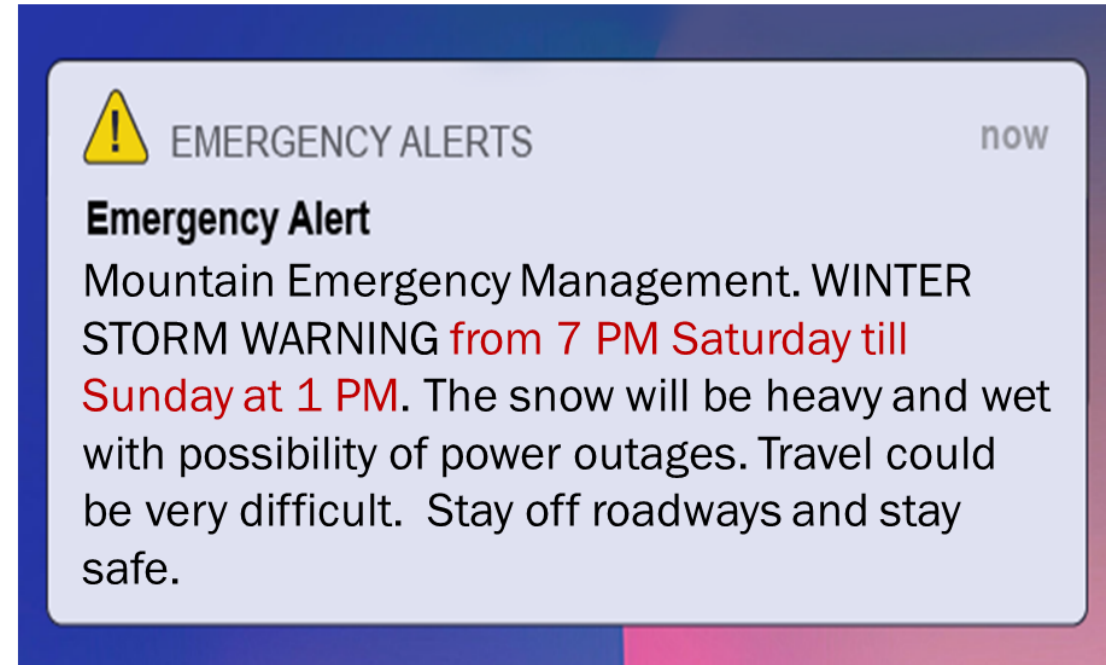
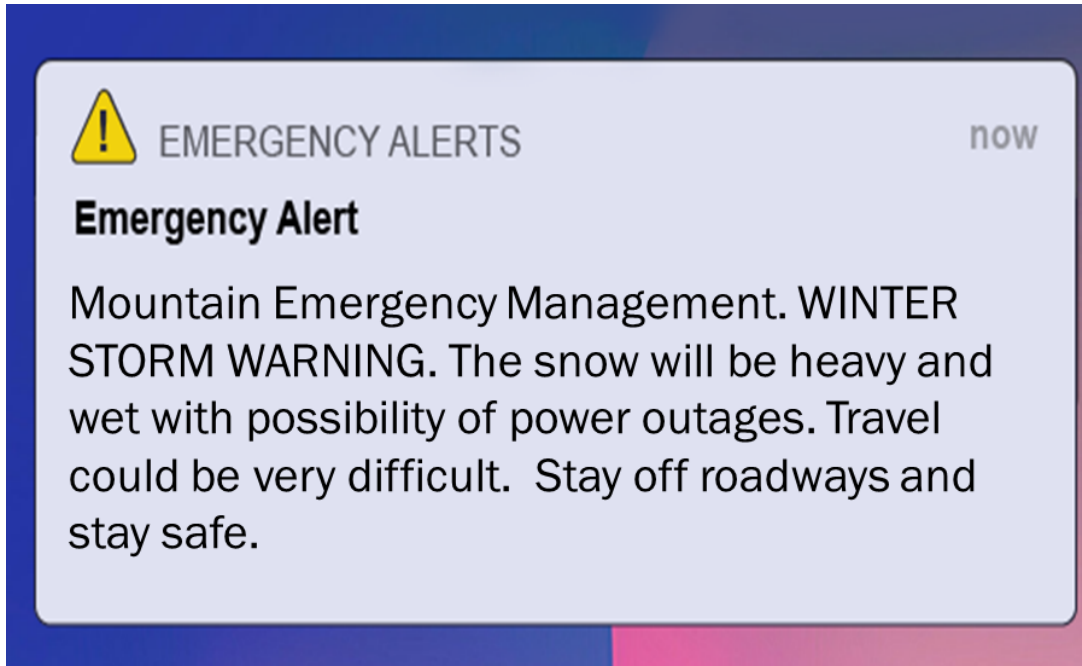
Emergency Alert

City Emergency Management. A CHEMICAL RELEASE has occurred at City Center. **Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs.** If OUTSIDE OR DRIVING, go inside the nearest building. STAY indoors until further notice.



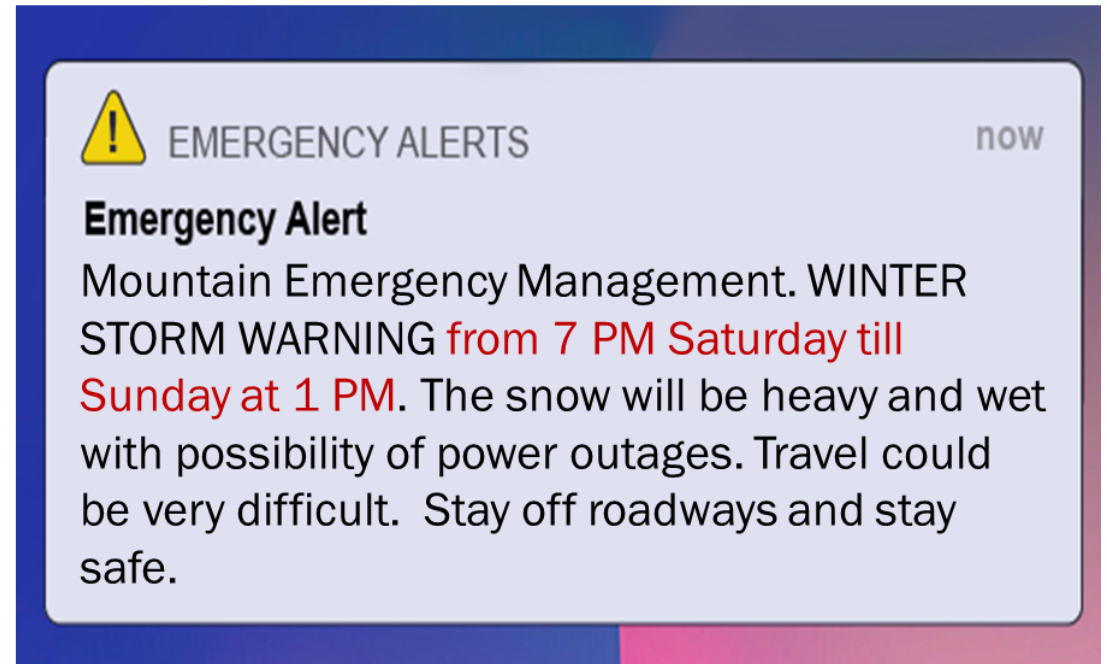
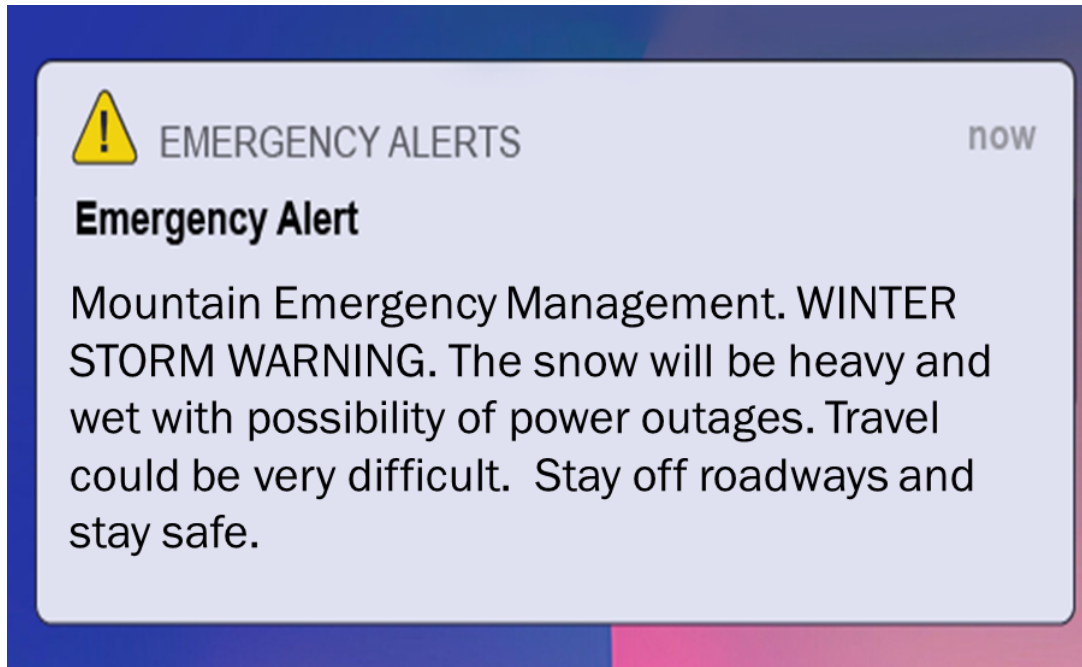
An effective message will include TIME

61.9% of Standard of Practice WEAs did not include time.



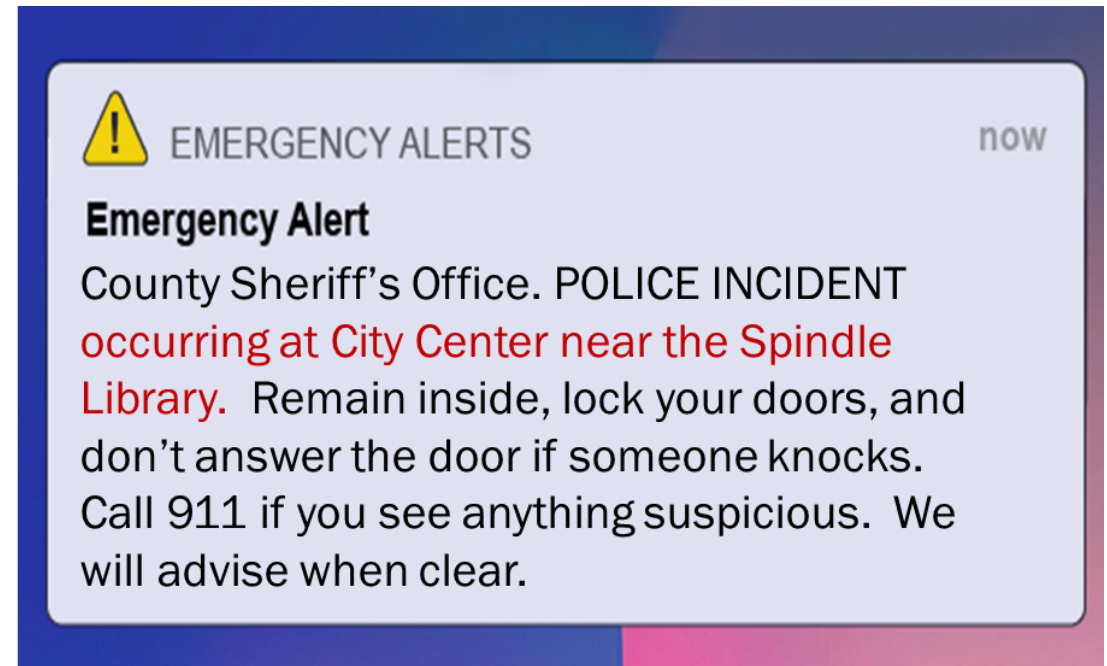
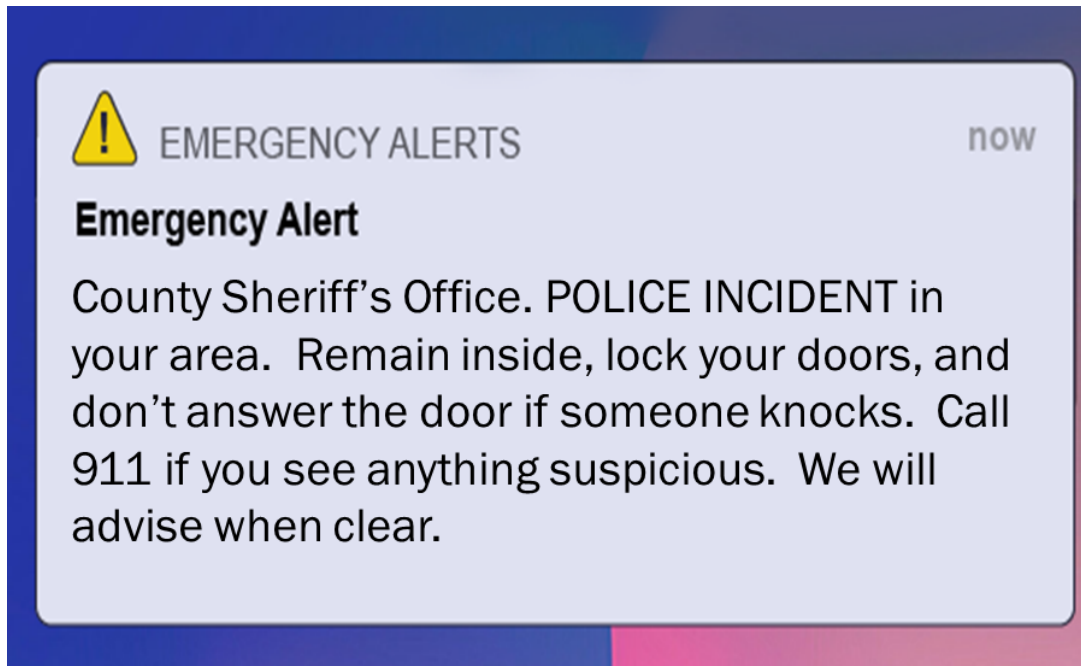
An effective message will include the SOURCE

65.2% of Standard of Practice WEAs did not include a source.



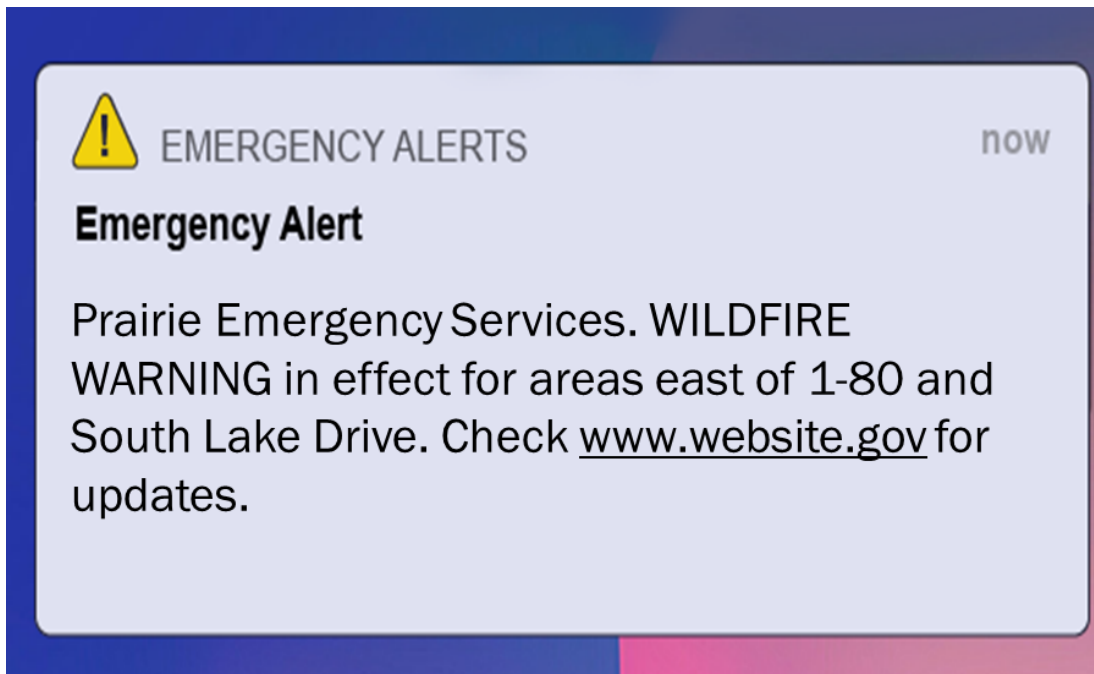
An effective message will include the LOCATION

15.7% of Standard of Practice WEAs did not include location.



An effective message will include GUIDANCE

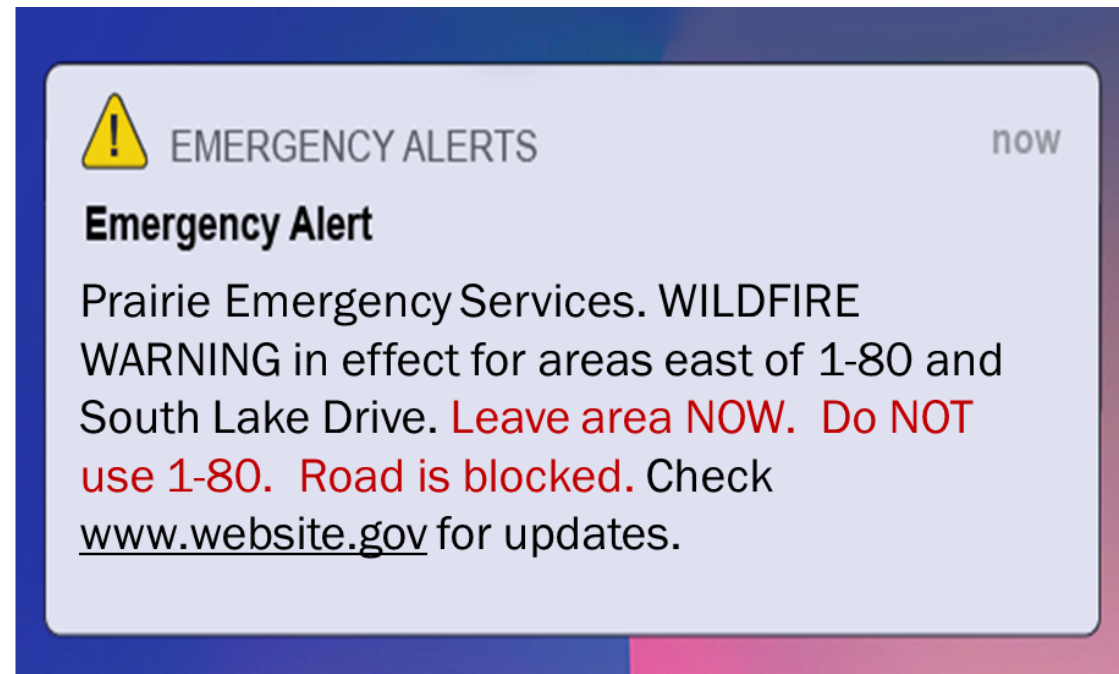
30.4% of Standard of Practice WEAs did not include guidance.



! EMERGENCY ALERTS now

Emergency Alert

Prairie Emergency Services. WILDFIRE WARNING in effect for areas east of 1-80 and South Lake Drive. Check www.website.gov for updates.



! EMERGENCY ALERTS now

Emergency Alert

Prairie Emergency Services. WILDFIRE WARNING in effect for areas east of 1-80 and South Lake Drive. **Leave area NOW. Do NOT use 1-80. Road is blocked.** Check www.website.gov for updates.

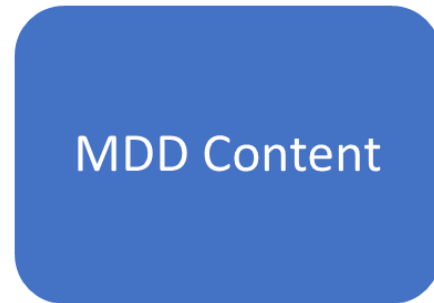


You asked for “messaging templates”

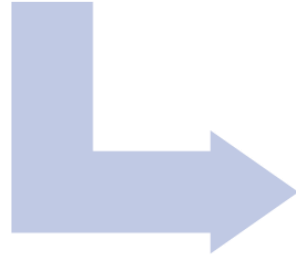
We are giving you “The Message Design Dashboard”



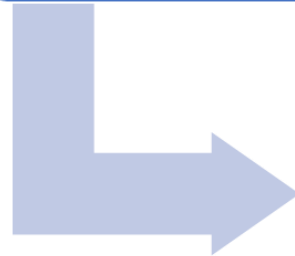
MDD Development Process



- 48 hazards; 112 Protective action statements; 3 time periods.
- Vetted by SMEs.



- imminent and non-imminent threats;
- standard of practice vs. MDD generated



- User interaction design at every step



Message Design Dashboard Development Process



Resources

- [IPAWS Technical Support Services Facility](#)

The IPAWS Technical Support Services Facility is staffed 24/7 with subject-matter experts experienced in emergency management, public safety communications, public works, and broadcasting, who assist Alerting Authorities with IPAWS needs.

- [IPAWS Best Practices Guide](#)

The IPAWS Guidance and Techniques for Sending Successful Alerts, Warnings, and Notifications

Create New Message

New 90-Character WEA

New 360-Character WEA

Previous Message History

Select a message to load or delete

DELETE SELECTED MESSAGE

LOAD SELECTED MESSAGE

Select	Date	Hazard	Length	Message
<input type="radio"/>	2023-09-0...	Heavy Rain	90	Albany County: Delay travel. Heavy rain in this area.
	2023-09-0...	Heavy Rain	360	Albany County: HEAVY RAIN in [location] [may/will] reduce visibility and cause flooding of road...
<input type="radio"/>	2023-09-0...	Radiological Rele...	90	Albany County: Leave area NOW. Radiation release in this area.

Source



FEMA

Message Design Dashboard



360-Character WEA Creation

[Need Help?](#)

What is the name of the organization issuing the alert/warning?

Enter Organization Name

Albany County Fire



NOTE: Select a familiar and trusted organization. Spell out the name of the organization completely and avoid using an acronym.

Step 1: Source

Next Step



Preview


360 Char WEA Preview:


Albany County Fire:

19 of 360 Characters Used

- 1 Source
- 2 Hazard Info
- 3 Impact Statement
- 4 Protective Action
- 5 Expiration
- 6 Edit & Review
- 7 Preview

Hazard Info

 FEMA Message Design Dashboard



360-Character WEA Creation

[Need Help?](#)

What is the threat, hazard, or event that is leading to this alert/warning being issued?

Select appropriate hazard using drop-down or start typing in search box.

Select the timing of the hazard.

Wildfire

- Toxic Fumes
- Tsunami
- Volcano
- Water Service Disruption
- Wildfire**
- Winter Storm

Is Happening / Has Happened

NOTE: Select "About to Happen" if the hazard has not happened yet but will soon. Select "Happening/Happened" if the hazard has already happened or is currently happening.
Timing only affects 360 char WEAs.

2: Hazard Info Next Step →

Preview

360 Char WEA Preview:

Albany County Fire: [WILDFIRE WARNING], [Level 1 Level 2, Level 3], [Ready, Set, Go], [Mandatory/Voluntary Evacuation] in [location]. Visibility in area will be reduced and roads/evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed.

283 of 360 Characters Used

Completed Hazard Info



FEMA

Message Design Dashboard



360-Character WEA Creation

[Need Help?](#)

What is the threat, hazard, or event that is leading to this alert/warning being issued?

Select appropriate hazard using drop-down or start typing in search box.

Select the timing of the hazard.

NOTE: Select the Hazard that represents the event that is leading to this alert/warning being issued. This selection will be used to search for templates used in the next step and will not be added to the message text.

NOTE: Select "About to Happen" if the hazard has not happened yet but will soon. Select "Happening/Happened" if the hazard has already happened or is currently happening.
Timing only affects 360 char WEAs.

Preview

360 Char WEA Preview:

Albany County Fire: [WILDFIRE WARNING], [Level 1 Level 2, Level 3], [Ready, Set, Go], [Mandatory/Voluntary Evacuation] in [location]. Visibility in area will be reduced and roads/evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed.

283 of 360 Characters Used



Back

Step 2: Hazard Info

Next Step



Impact Statement



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Message Design Dashboard



360-Character WEA Creation

[Need Help?](#)

Edit to customize the recommended hazard impact statement

Edit text below. Edit text between [brackets] if found.

WILDFIRE Mandatory Evacuation] in cross mountain ski district.
Visibility in area will be reduced and roads|routes can become
blocked; if you do not leave now, you could be trapped, injured, or
killed.

221 of 360 Characters Used

NOTE: Describe the impacts that may occur as a result of the threat and the reasons that a person should take a protective action.

Preview

360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation] in cross mountain ski district.
Visibility in area will be reduced and roads routes can become blocked; if you do not leave now, you could be trapped, injured, or killed.

221 of 360 Characters Used

Completed Impact Statement



FEMA

Message Design Dashboard

Create Message

Profile

Sign Out

360-Character WEA Creation

[Need Help?](#)

Edit to customize the recommended hazard impact statement

Edit text below. Edit text between [brackets] if found.

WILDFIRE Mandatory Evacuation in cross mountain ski district.
Visibility in area will be reduced and evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed.

225 of 360 Characters Used

NOTE: Describe the impacts that may occur as a result of the threat and the reasons that a person should take a protective action.

[←](#) Back Step 3: Impact Statement Next Step [→](#)

Source Hazard Info Impact Statement Protective Action Expiration Edit & Review Preview

Preview

360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation in cross mountain ski district.
Visibility in area will be reduced and evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed.

225 of 360 Characters Used

Protective Actions

360-Character WEA Creation

[Need Help?](#)

What protective action(s) do you want to recommend?

Actions

- CHECK [source] for [updates/information] at [info]
Note
- DO NOT enter [location]
- DO NOT use [route]. Roads are blocked
- IF you are alone and unable to [evacuate, etc.], contact local authorities at [contact info] **Note**
- LEAVE [location]

Edit text below. Edit text between [brackets] if found.

DO NOT enter cross mountain ski area. IF you are alone and unable to [evacuate, etc.], contact local authorities at 911

NOTE: Select the protective action(s) people should take to protect themselves. If different actions are relevant to different populations, use the editing box to identify who should take the action. Example: persons in the area should shelter in place; persons outside of the area should stay away. Include the time when those actions should be completed.

Add Expiration Time/Date? (shows on next page)

Preview

360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation] in cross mountain ski district. Visibility in area will be reduced and roads routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. DO NOT enter cross mountain ski area. IF you are alone and unable to [evacuate, etc.], contact local authorities at 911

341 of 360 Characters Used

Edit and Review Message

360-Character WEA Creation

[Need Help?](#)

Edit and Review Message

Albany County Fire: WILDFIRE Mandatory Evacuation in cross mountain ski district. Visibility in area will be reduced and roads routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. DO NOT enter cross mountain ski area. IF you are alone and unable to evacuate contact local authorities at 911

331 of 360 Characters Used

Review Checklist

All Brackets Filled

All Characters are Compatible with IPAWS

Other Issues:
Replace 911 with 9-1-1

Preview


360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation in cross mountain ski district. Visibility in area will be reduced and roads routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. DO NOT enter cross mountain ski area. IF you are alone and unable to evacuate contact local authorities at 911

331 of 360 Characters Used

Check the message to confirm that you have a complete message. Remove any remaining [brackets], and edit as necessary.

Message Preview

 FEMA Message Design Dashboard

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WEA Message Preview

[Start Creating 90-Character WEA Message](#)

[Copy 360-Character WEA Message to Clipboard](#)

90 Char WEA Preview:

0 of 90 Characters Used

360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation in cross mountain ski district. Visibility in area will be reduced and evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. DO NOT enter cross mountain ski area. IF you are alone and unable to evacuate, contact local authorities at 9-1-1


339 of 360 Characters Used

[SAVE MESSAGE](#)

[← Back](#) Step 7: Preview

✓ Source ✓ Hazard Info ✓ Impact Statement ✓ Protective Action ✓ Expiration ✓ Edit & Review 7 Preview

Message Preview

 FEMA Message Design Dashboard

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WEA Message Preview

[Start Creating 90-Character WEA Message](#)

[Copy 360-Character WEA Message to Clipboard](#)

90 Char WEA Preview:

0 of 90 Characters Used

360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation in cross mountain ski district. Visibility in area will be reduced and evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. DO NOT enter cross mountain ski area. IF you are alone and unable to evacuate, contact local authorities at 9-1-1

339 of 360 Characters Used

[SAVE MESSAGE](#)

[← Back](#) Step 7: Preview

✓ Source ✓ Hazard Info ✓ Impact Statement ✓ Protective Action ✓ Expiration ✓ Edit & Review 7 Preview

WEA Message Preview

Start Creating 90-Character WEA Message

Copy 360-Character WEA Message to Clipboard

90 Char WEA Preview:

0 of 90 Characters Used

360 Char WEA Preview:

Albany County Fire: WILDFIRE Mandatory Evacuation] in cross mountain ski district. Visibility in area will be reduced and roads/evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. DO NOT enter cross mountain ski area. IF you are alone and unable to evacuate, contact local authorities at 9-1-1.

347 of 360 Characters Used

SAVE MESSAGE



Back

Step 7: Preview



Upcoming Training Dates

- IAEM Pre-conference November 4, 2023, 9:00 am – 12:00 pm



Closing

With thanks to the many volunteers who have contributed to the design and success of the MDD thus far, including SMEs who freely offered their knowledge on message contents, EMs who have spent hours with our software development team, Alerting Authorities who traveled to Albany to provide feedback on the training and education program, the IPAWS team for having the vision to make this happen, and to each of you who has expressed enthusiasm for what we are building.

- Jeannette Sutton, PhD | jsutton@albany.edu
- For more tips on writing effective warning messages, visit **The Warn Room** at TheWarnRoom.com

