

5 Ways Emergency Alerts Can Save Lives During Severe Weather Conditions

plan can mean the difference between life and death. Year-round severe weather conditions — including tornadoes, flash floods, wildfires and extreme temperatures — can occur with little notice and escalate quickly. That's why it's imperative for state and local municipalities to have critical communications plans in place well before disaster strikes.

When severe weather strikes, a well-prepared critical communications

Below are five ways emergency alerts benefit government officials, keeping them in control of escalating situations and helping ensure the safety of their communities.



Reach People in Places Tornado Sirens Don't

While some members of your community may be outside the range of tornado sirens, SMS and other automated alerts deliver important emergency information directly to people in harm's way. SMS also allows for much more in-depth communication than a siren, since timing, severity and instructions can all be conveyed concisely to help save lives. When minutes matter (as is often the case with unpredictable tornadoes), it's imperative to spread news as soon as it breaks.



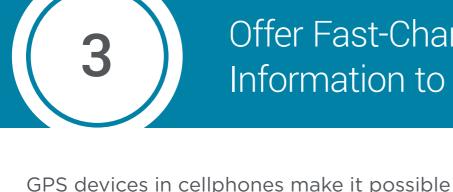
Provide Updates Even When Utilities Go Offline





communications system means planning for communication across various channels. While many people depend on local TV stations for coverage, what happens when cable or satellite providers go off-air during a severe storm? A multimodal strategy, which can include text, phone, email and web communications, means you've not only got a Plan A, but you're simultaneously executing Plans B, C and D as well.

Having a well-planned critical



Information to Those Who Need It Most

Offer Fast-Changing Emergency

need it most, when it has the greatest potential to save lives. For example, when flash flooding makes certain routes impassable, SMS alerts can deliver real-time information to people in those areas. That kind of instantaneous information saves not only the lives of residents but also helps keep emergency responders out of dangerous rescue-andrecovery operations.

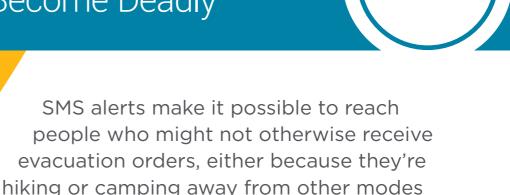
Before Conditions Become Deadly

to deliver relevant information to those who



SMS alerts make it possible to reach

Give Evacuation Orders for Wildfire Zones





adding a wildfire-preparedness plan to your critical communications is key. Find Comfort Knowing You're Never Alone in an Emergency

of communication or because the severe

in an area where extreme temperatures strike,

heat has kept them indoors. If you live or work

With OnSolve® you're never alone. Even if your department is experiencing an emergency for the first time, you can rely on the 24/7 guidance from experts who have helped countless municipalities navigate similar emergency situations in the past.



Looking for more information on how to protect your citizens during extreme weather conditions? Contact OnSolve, and an emergency-preparedness expert will be in touch to discuss solutions unique to your community's needs.

About OnSolve On Solve delivers critical event management solutions designed to help enterprises, organizations and agencies of all sizes create the most successful outcomes when critical events occur. The OnSolve

Platform for Critical Event Management combines leading risk intelligence, critical communications and incident management into one SaaS-based global portfolio. Our Al-powered platform is purpose-

built to deliver fast, relevant and actionable intelligence, enable vital communications and allow

response teams to react calmly and confidently.

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