

# 5 Ways Emergency Alerts Can Save Lives During Severe Weather Conditions

When severe weather strikes, a well-prepared critical communications 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.

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

1

## 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

2



Having a well-planned critical 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 multi-modal 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.

3

## Offer Fast-Changing Emergency Information to Those Who Need It Most

GPS devices in cellphones make it possible to deliver relevant information to those who 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-and-recovery operations.



## Give Evacuation Orders for Wildfire Zones Before Conditions Become Deadly

4



SMS alerts make it possible to reach people who might not otherwise receive evacuation orders, either because they're hiking or camping away from other modes of communication or because the severe heat has kept them indoors. If you live or work in an area where extreme temperatures strike, adding a wildfire-preparedness plan to your critical communications is key.

5

## Find Comfort Knowing You're Never Alone in an Emergency

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**

OnSolve 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 AI-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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