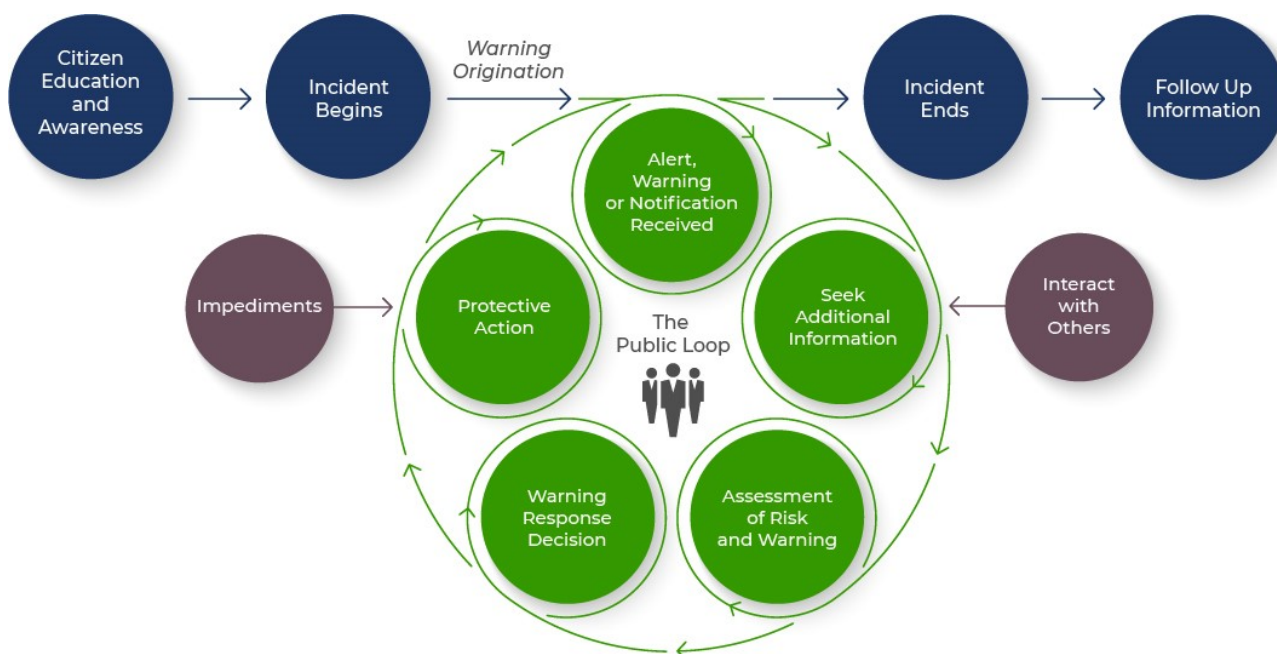


### A NATIONAL NEED

The Department of Homeland Security (DHS) Science and Technology Directorate (S&T) released a Report on Alerting Tactics and outlined recommendations of effective combinations of alerting tactics for various incident types. These recommendations were based upon lessons learned from public safety, alert originator, and academic practitioners that resulted in identifying the need for national level Alerts, Warnings, and Notifications (AWN) guidance. In order to address this stakeholder-driven requirement, a DHS S&T AWN Working Group was convened that comprised of a nationwide group of alerting subject matter experts (SMEs) to advise the development of the AWN Guidance Materials. The alerting SMEs met monthly for seven months to develop the Cycle of Warning: Public Response graphic and supporting text.

### THE CYCLE OF WARNING: PUBLIC RESPONSE

The purpose of the Cycles of Warning: Public Response is to outline the full ecosystem of an AWN from the perspectives of the public to help reduce the amount of time that people delay taking a protective action. The cycle graphic and supporting text provide simple, easy to understand, step-by-step details of what happens when an incident occurs, AWN are sent to the public, and the resulting actions from the public. The cycle begins with Citizen Education and Awareness (in blue) before an incident begins. The Public Loop (in green) details the steps the public takes once they have received an AWN. The outside circles (in plum) show additional information about what the public is doing during each step. The cycle ends when the incident ends and follow-up information is sent. It is recommended that these educational materials are used to help alert originators better understand, enhance, and streamline AWN operations now and in the future.



Please note, steps in the cycle can happen concurrently or multiple times throughout the alert origination process.