

A close-up photograph of a hand holding a smartphone, with the screen displaying some text. The background is a dark blue with many out-of-focus, warm-toned bokeh lights, likely from city lights at night.

ENABLING RESILIENCE: Harnessing Mobile Communications for Disaster Preparedness

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Effective communication can be the difference between chaos and clarity, despair and hope, loss and recovery.



SMS: the most pervasive communication tool for Filipinos.

Widespread access - Tech Familiarity - Cost Effective - Reliable



What SMS can do for you?

Emergency Alerts and Notifications:

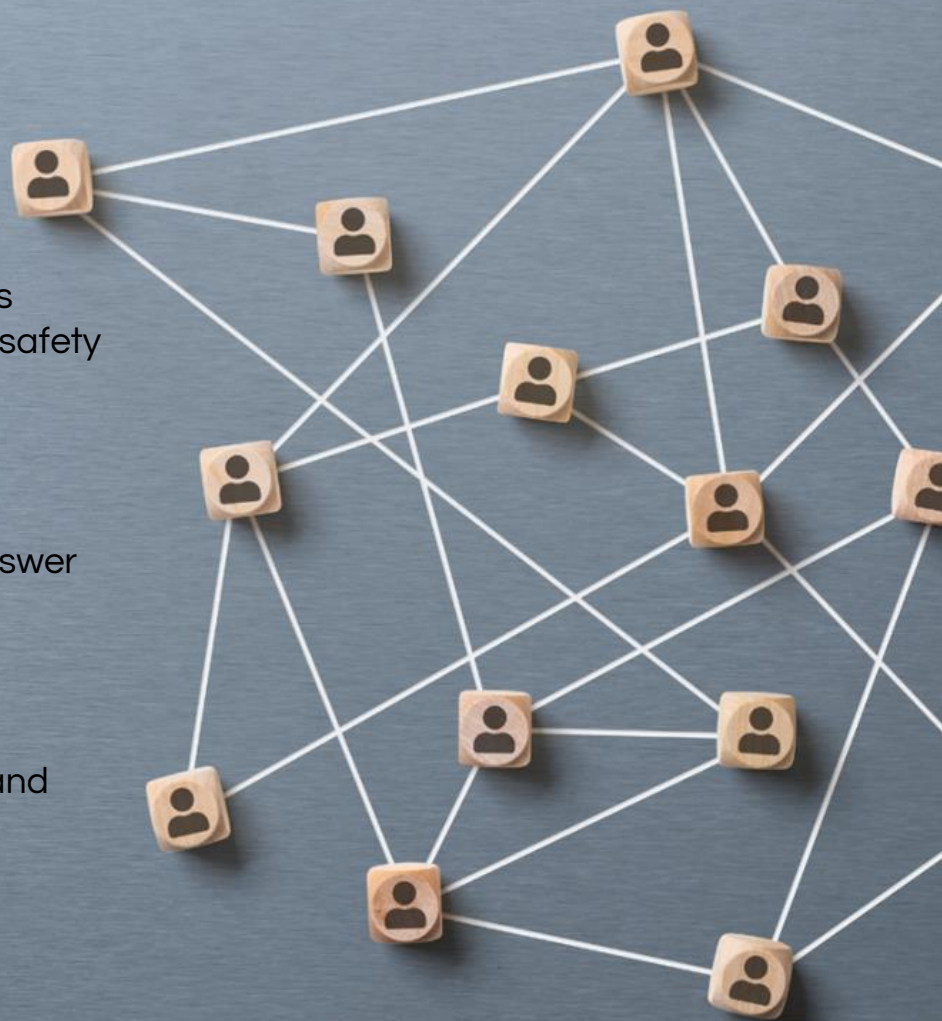
Send timely alerts to residents in affected areas such as information about evacuation routes, shelter locations, safety protocols, and updates on the situation.

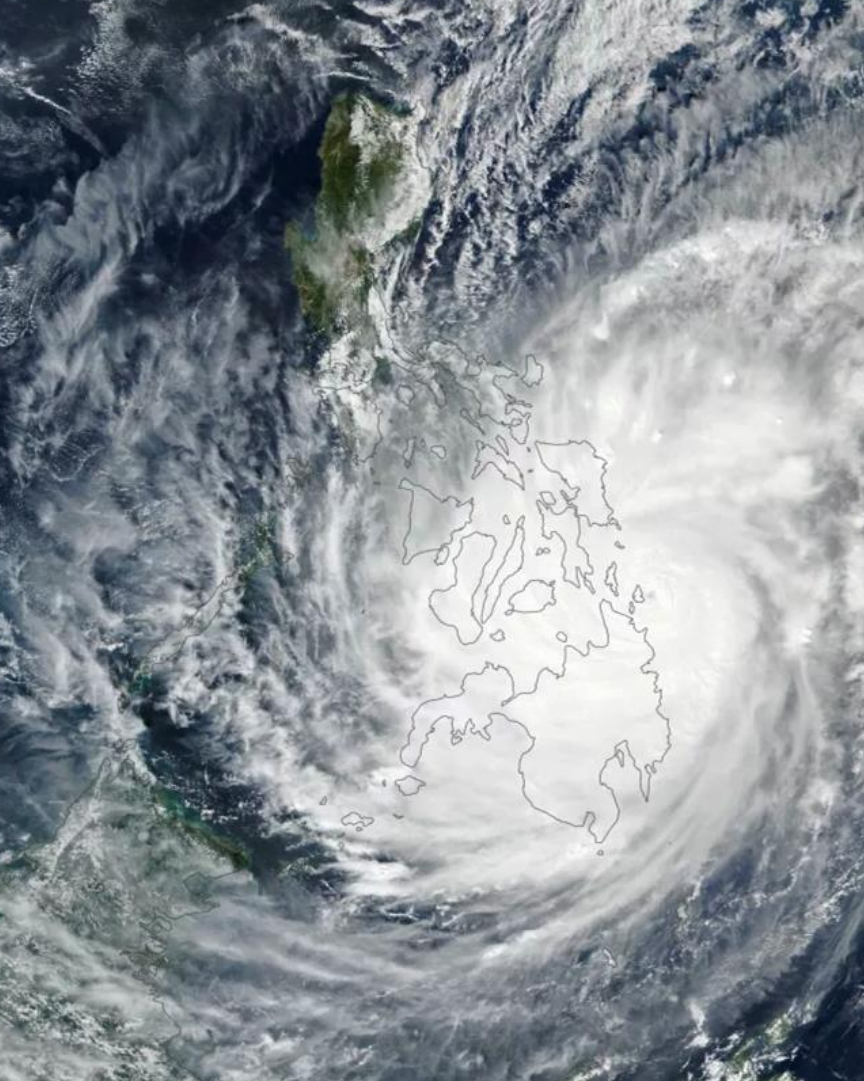
Channels for Community Support:

Set up hotlines or chatbots that provide information, answer questions, and connect people with resources needed.

Public Awareness Campaigns

Educate on emergency preparedness, risk mitigation, and response procedures.





Typhoon Odette



Globe sends aid to over 16K families affected by Typhoon Odette

Digital communications, health services provided

Our Response



Go beyond SMS to reach more Filipinos





Let's talk!

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