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*This video discusses some examples of how an alert and notification system doesn't have to be expensive. A whistle or boat 'fog horn' can do the job. The key is to make sure that the technique covers every part of the facility.*

**Transcript**

*In a crisis, seconds matter. Being able to quickly communicate simple commands during an emergency can mean the difference between life and death.*

*When evaluating your ability to effectively communicate, begin with your internal communication system. Are you able to quickly send an alert sign which is unique, and will not be ignored or confused with other types of notifications? Will the alert be noticed by all staff members, even those attending a meeting, on a phone call, or deeply engrossed in their work? Does the alert cover the entire facility leaving no ‘dead zones?’ Is everyone, including visitors, aware of how to react if an alert is issued?*

*While some organizations invest in facility-wide public address systems or rely on social media tools to send verbal and email alerts, others use simpler tools. Whistles, boat fog horns, and flashing lights can be just as effective and an expensive notification system and even simpler to employ.*

*Of course, just as with all parts of your emergency response plan, periodically test your alert system for both its reach across your facility and to judge how long it takes to use.*

*To learn more about alert and notification systems, visit the* ***Ready Rating Resource Center****.*