

***Humanity Road is an Internet-based disaster preparedness and social media crisis response organization.***

**Summary**

- Our mission is to educate the impacted public through Internet and mobile based technologies.
- Humanity Road is often the first responder online – prior to crisis mapping and UN engagement.
- Discussion – collaborating in future events and disaster exercises.

**Background**

Humanity Road has leveraged its Internet-based disaster experience to communicate with an increasingly mobile population during sudden onset disaster. When the earthquake struck Haiti in 2010, it was a natural transition for us to move to an online approach for helping those in Haiti. Within the first hours and days, we were helping collect, confirm and route incidents, providing first aid information online, broadcasting the need for blood supply at area hospitals, and providing GPS information and status of hospital facilities.

**Focus – Disaster Education and Situational Information**

Humanity Road volunteers use Internet and mobile technology tools to communicate with the public in the initial hours and days of major humanitarian events. We specialize in providing disaster preparedness information prior to an event as well as identifying, collecting, verifying and routing emerging information in sudden onset disaster. When they are activated for an event, we have worked with other volunteer technology communities and organizations such as EPIC Colorado, Crisis Commons, Standby Task Force.

**Commitment**

In the act of providing services during disaster, we are committed to Safety, Lawfulness, Professionalism, Responsibility, Good Fellowship, Loyalty and Integrity. Each volunteer is required to accept our code of conduct which includes the United Nations Humanitarian Principles

**Technology**

Humanity Road draws upon a diverse set of public information multi-media platforms. These include voice wire line and wireless, text messaging, Internet applications, including social media for social good, both online and broadcast media, and field solutions including physical hardware such as wireless handsets, net books, and physical equipment that facilitates the accessibility of the public to the Internet for disaster preparedness and response.

**Specific Urgent Needs Examples**

- Haiti – Hospital offered facilities - confirmed need and availability and contacted US Coast Guard with coordinates and capacity/capability of a hospital. Within hours, airlifts began delivering patients.
- Haiti - NGO needed airlift for child with kidney failure; we connected them with appropriate ground crew and received her tweet "I can hear the helicopter".
- Pakistan – Anti-snake venom was needed after historic flooding; confirmed need, identified provider
- Japan – NGO needed dosimeters; confirmed need, identified potential providers; NGO filled need.

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**Major Response Summary**

During 2010, Humanity Road volunteers responded to 72 events in 53 countries and participated in 2 disaster exercises using social media. In the first quarter of 2011, we responded to 46 events in 22 countries and participated in 1 disaster exercise using social media.

**Exercises – Drills**

- Pacific Coast USA - Exercise 24 – San Diego Viz Center (September 2010)
- Bogota, Colombia - UN OCHA and Standby Task Force (November 2010)
- Adriatic Sea, Montenegro - Exercise 24 Europe – San Diego Viz Center and U.S. EUCOM (March 2011)
- Camp Roberts Relief field test of U.S. Navy Quick-Nets for HA/DR and SASO missions (April 2011)

**2011 YTD Major Responses**

- Brazil flooding and landslides – Safety tweetgrams, Monitoring urgent needs, response page launched
- Egypt and Mideast Violence - First Aid in Arabic via social media
- Libya – provided volunteer resources and training for volunteers of Standby Task Force and UN
- USA Midwest Blizzard - winter safety tweetgrams, media monitoring Chicago Snow Crowdmap
- New Zealand Earthquake - Safety tweetgrams, monitoring urgent needs, volunteer resources/training
- Japan Earthquake -Safety tweetgrams, monitoring for urgent needs, data mining for Crisis Commons
- USA Severe Weather and Flooding – Safety tweetgrams, monitoring for urgent needs, Crowdmap

**2010 Major Responses*****Haiti – Earthquake & Cholera***

- First list of hospitals with confirmed status, first aid and rescue phrases translated to Creole
- First list of urgent needs and routing of urgent needs to first responders
- Working collaboration lead for special projects; hospital database, Cholera outbreak mapping

***Chile - Earthquake***

- Provide information on communicating during disaster; tweets, text, report missing persons
- Collect, verify and curate situational information for Concepcion, Santiago, Talca

***USA – Gulf Coast Oil Spill***

- Provide information on health precautions, wildlife rescue centers, how to report oiled wildlife
- Share information on where to volunteer, how to apply for disaster aid assistance

***Central America – Tropical Storm and Volcanic Eruption***

- Provide information on where those in the impacted area can call to report urgent incidents
- Share safety information on Ash Fall, flooding, power outages, first aid translated to Spanish
- Monitor social media for urgent needs, share situational information with those impacted

***Pakistan - Flooding***

- Perform media monitoring and geo-location to input reports into Pakistan Crisis Map
- Identify, collect, verify and route urgent needs to agencies that could fill those needs
- Provide first aid and health information for flooding