Using Technology for Disaster Relief
Experiences and Lessons
When a crisis strikes

What Happened?

Now: Landing pages, enhanced search, satellite imagery, maps

Future: Automated response levels, emergency alert information, reduced response time, respond to smaller disasters

Where are the People?

Now: Person Finder, PFIF Standards work

Future: Partnerships with key players in NGO and Tech space

Where are the Resources?

Now: My Maps, Fusion Tables, manual development of resources

Future: Enhanced My Maps with structured data, data exchange APIs, tools for mining social data for situational awareness

Beyond response

Data reporting and transparency, data tools for NGOs, Android
We’ve responded to more than 20 crises in over 12 languages with global Google teams.
Landing pages

Resources related to the 2011 Japan Crisis

On March 11 at 2:46pm JST a massive 9.0-magnitude earthquake occurred near the northeastern coast of Japan, creating extremely destructive tsunami waves which hit Japan just after the earthquake, triggering evacuations and warning across the Pacific Ocean. The earthquakes and tsunami have caused extensive and severe damage in Northern Japan, leaving thousands of people confirmed dead, injured, or missing, and millions more affected by lack of electricity, water, and transportation.

This page is being updated continuously to provide the latest information about this crisis, resources for those affected, and ways to contribute to relief efforts in Japan.

Make a donation

- Japanese Red Cross Society
- International Medical Corps
- Oxfam
- Save the Children
- Other ways to help

Alerts and status

- Program Finder: 2011 Japan Earthquake
- Jewelry (Jewelry): Thai Peace International (TPI) (Thailand)
- Water supply
- Power supply
- Electric Power Companies (Japanese language)

Japan Earthquake 2011

- Satellite imagery locations
- Satellite imagery of Japan Earthquake since 3/12/2011
- Source: My Map from Google
- Japan shelters
- Area of evacuation around nuclear plant
- Source: Google
- Japan’s nuclear power plants
- Source: Harvard Center for Geographic Analysis, My Maps
- Satellite imagery scenes from 16th March

These map icons show you the location of satellite imagery collected on 16th March. When you zoom into the area near to the icon, you will see the satellite imagery. Note: You’ll also need to check the box below called “03/16/11 Satellite Imagery” to load these images.

Latest news

- Japan OF earthquake OF tsunami
- Wall Street East Should Be on Loose Shaky
- 3月11日地震 東京都スバー店内の震度7強...
Sharing and Collaboration using Maps

Community-edited resource information in Ishinomaki City
Person Finder: 2011 Japan Earthquake

What is your situation?

I'm looking for someone

I have information about someone

Currently tracking about 17700 records.

Short URL: [http://goo.gl/sagas](http://goo.gl/sagas) (Mobile OK)

**Additional Partners**

**Other Resources**

PLEASE NOTE: All data entered by you will become publicly available, and viewable and usable by anyone. Data in the Person Finder includes data entered by users and data entered based upon publicly available information and certain other sources. Google does not review or verify the accuracy of the data.

Embed this tool on your site - Developers - Terms of Service
Person Finder: 2011 Japan Earthquake

I'm looking for someone
Enter the person's name, parts of the name, or mobile phone number.

Query Samples

日本 太郎 ... Search by the full name
日本 太郎 仙台市 ... Filter by the address
にっぽん たろう ... Search by the hiragana reading
Nippon Taro ... Search Japanese names by romaji
090-1234-xxxx ... Search by the mobile phone number

For a person name, Person Finder returns matching records in the database. For a mobile phone number, redirects you to messages registered to the mobile carrier.

kotaro tanaka

Search for this person

« Back to start

PLEASE NOTE: All data entered by you will become publicly available, and viewable and usable by anyone. Data in the Person Finder includes data entered by users and data entered based upon publicly available information and certain other sources. Google does not review or verify the accuracy of the data.

Embed this tool on your site - Developers - Terms of Service
But we can do much more

Our mission is to help authoritative sources deliver accurate, relevant, credible information to the public, leveraging Google's reach and scale

- for all emergency events affecting life and property
- as fast as possible
- across many Google products
The public comes to us for emergency information.

Tsunami Alert for New Zealand, the Phillipines, Indonesia, Papua New Guinea, Hawaii, and others. Waves expected over the next few hours, caused by 8.9 earthquake in Japan.
We need faster adoption of a common standard for distributing alerts across the Web.

- **Trusted sources** of emergency data
- Speaking the same language (**CAP**)
- Sharing data in a **secure, automated** way
Google can help government agencies who adopt CAP to get emergency alert information to the public more quickly and effectively.

The USGS Earthquake, Landslide, and Volcano Hazard Program provides CAP-compliant feeds.
Goal

More
Faster
Trusted
Constantly improved

Thank you

annlavin@google.com
What we are looking to do

- Multiple languages
- Multiple countries
- Fully web accessible
- Google scale
- No Ads

Tornado warning for Mobile, AL
Expires in 22 minutes – Take shelter now

Google public alerts

Tornado warning for Mobile, AL

Google maps
Mobile, AL