**Call for action – Modus Operandi**

1. **Purpose**

A call for action is the first “official communication” in the ACT Alliance response in a change of situation in a **category 3 (Complex) emergency**. Its primary functions are to:

* Provide immediate notification to the ACT Alliance that an emergency has occurred (or is about to occur, as applicable), to which ACT members may decide to respond;
* Enable communicators across the alliance, whether members in the affected countries, the Secretariat or donor members, to not only plan their communication strategy, but also to begin mobilizing resources (financial, deployable expert staffs, networks, etc.) for this crisis.
* The call for action also acts as the trigger that sets off ACT’s humanitarian response mechanism.

1. **The Content**

Similar to an Alert, the it is crucial that the information within the call for action be accurate (from credible sources and when possible triangulated with other sources) and delivered as quickly as possible.

***Situation***. Provide a sufficiently detailed description of the event (date, time, what happened, where did it happen, etc.) and the extent of the damages and impacts caused by the disaster on affected communities and people (quantify if possible).

***Needs***. The needs can be determined by the following equation: impacts caused by the disaster **–** capacity to respond/coverage **=** needs/gaps). They are based on information gathered during assessments, context analysis and coordination meetings. It is important to quantify when possible.

***Stakeholders***. Provide information on the planned or ongoing response from other stakeholders for the current crisis.

***ACT Alliance***. Taking into consideration the needs and the planned/ongoing responses of other stakeholders, provide a description of what the ACT Alliance is currently doing or how the ACT Alliance is planning to respond to the crisis

1. **Responsibilities**
2. The Forum is responsible for coordinating with other members in the country and issuing the call for action on behalf of all members, as well as contacting the Secretariat to let them know that a call for action will be issued. The Forum is also responsible for writing the first draft of the call for action and subsequently revising this draft accordingly to the inputs from the Secretariat.
3. The Secretariat is responsible providing quick and pertinent feedback on the first draft of the call for action to the Forum so that a revised draft can be written. The Secretariat is also responsible for disseminating the call for action once it has been finalized by the Forum and approved by the Secretariat.