

# Emergency Preparedness Week, May 5 – 11, 2019

## Tips & Resources

### EP WEEK 2019 THEME

Governments at all levels work hard to keep Canadians safe, and to promote resilience of individuals and communities through being adequately prepared for emergencies.

Municipalities play an integral role in ensuring that their citizens are prepared and ready to handle emergency situations through local education and awareness campaigns and initiatives.

[Emergency Preparedness Week \(EP Week\)](#) is a federal-provincial-territorial initiative to promote emergency preparedness across Canada. This year, EP Week runs from May 5-11 and the provincial theme for Ontario is: **Are You Ready?**

The “Are You Ready?” theme focuses on the importance of personal and family preparedness for emergencies before they happen. It provides municipalities with the flexibility to concentrate on general emergency preparedness issues as well focuses attention on seasonal concerns, throughout the remainder of the year. Drawing attention to specific or localized, emergency issues on a

seasonal basis using the “Are You Ready?” theme will help maintain attention on emergency preparedness far beyond EP Week.

### RESOURCES & PROMOTIONAL MATERIALS

Numerous resources are available to assist municipalities in their 2019 EP Week campaigns and initiatives. There are many links to a variety of these resources provided throughout this document but a great place to start is the [Emergency Management Ontario Be Prepared website](#).

The Office of the Fire Marshal and Emergency Management (OFMEM) has a variety of free promotional materials that can be downloaded and printed, including our **revised** [EP Pocket Guide](#), [Children’s Activity Sheet](#), and a new fact sheet on Emergency Preparedness in High-Rise Dwellings.

Use these to help promote your next event, workshop or campaign. These include [Campaigns & Initiatives](#), resources for [web and social media](#), plus [print materials](#).

RESOURCES for [Seniors](#), [People with Disabilities & Special Needs](#), [Children](#), and [Pet owners](#) are also available for download.

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[Emergency Preparedness](#) is everyone's responsibility, but not everyone has the means or capacity to deal with emergencies on their own. Consider initiatives to encourage people to check on neighbours and friends to ask **"Are You Ready?"** Knocking on doors and reaching out to family members and friends can help ensure everyone receives the help they need, whether that is preparation for or assistance during an emergency.

### MAKING AN EMERGENCY PLAN:



Information on creating and practicing a customized family emergency plan can

be found [here](#).

### BUILDING AN EMERGENCY KIT:



Families are encouraged to get together and prepare an emergency kit with enough supplies to

last 72 hours (three days). Information and resources on what to include in an emergency kit and how to customize it are outlined [here](#).

### ALERT READY in ONTARIO



Your phone has the power to save a life.

[Alert Ready in Ontario](#) is part of a [national service](#) designed to deliver critical and potentially life-saving emergency alert messages to Canadians. Emergency alerts are distributed on radio, TV and compatible wireless devices to help ensure that Ontarians have the critical information they need in emergencies to take necessary precautions to protect themselves and their families. On May 8, 2019 at 2:55 PM EST, another province-wide test of Alert Ready will occur. These tests ensure the system will function properly when needed.



More information about Alert Ready in Ontario and to check compatibility of your wireless devices is available at [ontario.ca/beprepared](http://ontario.ca/beprepared)

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### REVISED EP POCKET GUIDE



The popular EP Pocket guide has been refreshed to include updated links and references. The new format also makes it easier to print and fold. This continues to be one of our most popular resources for useful

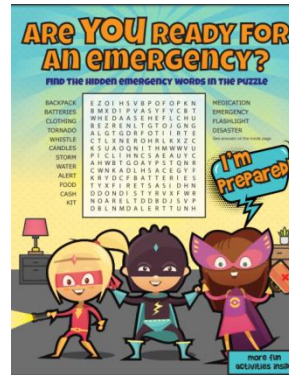
information about emergency preparedness and is an effective resource to complement local campaigns and initiatives. The EP Pocket Guide can be downloaded [here](#).

### EMERGENCY PREPAREDNESS IN HIGH-RISE BUILDINGS



This new fact sheets has important information for residents and condominium management companies.

### REVISED CHILDREN'S ACTIVITY BOOKLET



The Children's Activity Booklet has been refreshed but still includes a variety of age appropriate activities to engage children and youth in

awareness of the importance of being prepared and/or ready to cope with different emergency situations. The activity booklet can be downloaded

### MULTILINGUAL PRODUCTS

Emergency preparedness [information is available in multiple languages](#), including four Indigenous dialects, to help reach diverse demographic groups in your community.

[Ontario.ca/beprepared](http://Ontario.ca/beprepared) has many resources to support local public education efforts to raise awareness about emergency preparedness. Print ready materials can be downloaded and printed and shareable infographics are available for download and use on social media.

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The “**PrepareYourSelfie**” EP Week theme from 2017 and 2018 proved to be successful in engaging community members in expanding the conversations

about how to be prepared for emergencies. [“PrepareYourSelfie” Campaign materials](#) are still available online for those municipalities or EP partners that may wish to use them.

### **SOCIAL MEDIA**

For tips and helpful hints, and links to additional resources, follow us at @OntarioWarnings.

Municipalities are encouraged to use the following hashtags for the 2019 EP Week “Are you ready?” campaign:

- #ONReady
- #EPWeek2019
- #AreYouReady

### **ADDITIONAL RESOURCES**

[Public Safety Canada](#) has additional resources to help promote EP Week and emergency preparedness. [Learn more.](#)

### **STRATEGIC PARTNERSHIPS**

Partnering with other groups, associations, or organizations can help spread the word about emergency preparedness.

Consider reaching out to local groups, chapters or branches of larger organizations for assistance in helping ensure that your local EP Week campaigns are successful. Many of these organizations are already working hard to keep you and your families safe, so it makes good sense to pool ideas and resources towards common goals.

Organizations that have traditionally engaged, either on a provincial or municipal level, in emergency preparedness campaigns include:

- [Ontario Association of Emergency Managers](#)
- [Insurance Bureau of Canada](#)
- [Canadian Red Cross](#)
- [St. John Ambulance](#)
- [NGO Alliance of Ontario](#)

Take some time to make a list of the groups, associations, or organizations that have a local presence in your municipality can reveal potential partners who would make a good strategic fit with your EP Week initiatives.

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Organization	Goals / Mandate	What can they offer
		e.g. - \$ financial - communications - creative design - strategic planning - audience outreach

The **Are You Ready?** theme for 2019 EP Week lends itself to focusing on specific hazards or emergency situations and give people pause to consider whether they are adequately prepared to deal with those emergencies.

By considering any type of emergency scenario and framing it in front of the question “Are You Ready?” people can focus attention on what they need to do to deal with those specific scenarios, for example:

- There is a risk of flooding... “Are You Ready?”
- Forest fires are threatening evacuations... “Are You Ready?”
- If the power went out for an extended period of time... “Are You Ready?”
- There is a severe thunderstorm warning... “Are You Ready?”
- A tornado warning has been issued... “Are You Ready?”

The “Are You Ready?” theme for the 2019 EP Week lends itself to framing any type of emergency in practical terms that people can relate to. Focusing attention on the actual risks to them and their families should lead to increased awareness and understating that there could be real consequences if they are not adequately prepared.

Increased understanding of risk should lead to action, which will lead to readiness, which will result in increased resilience to the negative impact of emergency situations.



Additional information is also available online about [current provincial emergencies](#) and [weather information](#). These links are great resources for municipalities to promote and make available to help people stay informed.