



Standing Committee Report

Committee of the Whole

To: Committee of the Whole
From: Director of Communication & Information Services
Date: April 11, 2024
Subject: 2024 Emergency Preparedness Communications

Objective: To provide an outline of the 2024 Spring Emergency Preparedness Communications planned to support communities in preparing for the upcoming season.

Discussion:

A comprehensive awareness campaign and public engagement initiative have been developed to assess and enhance our residents' preparedness for emergencies. The campaign will run through 2024 with a spring focus from April 15 to May 12, 2024. Our Regional Emergency Management Program staff will actively engage with the community to gauge their readiness to respond to emergencies and to provide information on emergency preparedness.

The communication goals include:

Goal 1. Residents and businesses will know where to get information about current emergencies

- There will be an increase in sign-ups for emergency updates through cordemergency.ca and followers on cord emergency's social media channels

Goal 2. Residents and businesses will prepare for future emergencies

- Residents will know what to put in their 72-hour emergency kits
- Those living in interface areas will undertake FireSmart activities
- Residents in previously burned areas will recognize potential risks and hazards around their property
- Businesses will develop business continuity plans
- Residents will know how and where to pre-register with the province's Emergency Support Services program

Goal 3. Residents will support their neighbours to better prepare for and respond to an emergency

- Neighbours will connect with or help neighbours during an emergency - how connected residents feel in their neighbourhoods directly correlates to the resiliency of communities during and after a crisis

Goal 4. Relations between members of the community and emergency officials will grow stronger

- Face-to-face interactions will increase this spring, facilitating dialogue with community groups and organizations throughout the year

The preparedness campaign will demonstrate to residents, particularly those in areas affected by post-wildfires, how they can bolster their preparedness. Community members will also be encouraged to share their thoughts on their level of preparedness and what they feel are the most effective channels for receiving emergency information.

Next steps:

The campaign combines print, digital, and community outreach. The RDCO will also work closely with our regional partners to amplify the message to get involved and be informed as we implement the communication strategies.

Recommendation:

THAT the Committee of the Whole receives the 2024 Emergency Preparedness Communications update from the Director of Communication & Information Services, dated April 11, 2024 for information.

Respectfully submitted by: Kari O'Rourke, Communications Officer

Report Approved by:

Jodie Foster, Director of Communication &
Information Services

Approved for Agenda:

Sally Ginter, Chief Administrative Officer

Attachment(s): 1. 2024 Spring Emergency Preparedness Communications Presentation
