

# Emergency Preparedness Week

May 5-11, 2013

**Toolkit**



IS YOUR FAMILY  
PREPARED?

[www.GetPrepared.ca](http://www.GetPrepared.ca)



Public Safety  
Canada

Sécurité publique  
Canada

Canada



# EMERGENCY PREPAREDNESS WEEK TOOLKIT

Emergency Preparedness Week (EP Week) is May 5-11, 2013. Thank you for your interest in promoting emergency preparedness!

By taking an active role in your community, you are helping to build a culture of preparedness in Canada. While governments at all levels are working hard to keep Canada safe, everyone has a role to play in being prepared for an emergency.

Building awareness is a great first step. With your help, together we can communicate the importance of emergency preparedness to all Canadians.

## Emergency Preparedness Week

Emergency Preparedness Week is a national awareness initiative that has taken place annually since 1996. It is a collaborative event undertaken by provincial and territorial emergency management organizations supporting activities at the local level, in concert with Public Safety Canada and partners. EP Week encourages Canadians to take three simple steps to become better prepared to face a range of emergencies:

- Know the risks
- Make a plan
- Get an emergency kit

## Welcome to the EP Week Toolkit

This Toolkit was developed by Public Safety Canada in collaboration with partners. It includes tips and ideas to help promote EP Week.

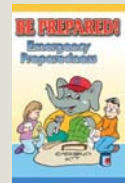
This Toolkit can be found online at [www.GetPrepared.gc.ca/EPweek](http://www.GetPrepared.gc.ca/EPweek)

Remember to place your orders for publications by **March 25, 2013**.

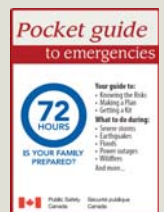
**Materials will be available for download only after this date.**

## RECENT PUBLICATIONS

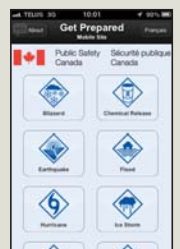
**Children's Activity Booklet**  
(See pg. 10)



**Pocket Guide to Emergencies**  
(See pg. 10)



**Mobile Website**  
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**Article - "Using technology during a disaster"**  
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# INTRODUCTION

## Tips and Ideas to Promote EP Week

- Set up a display at a local community centre, shopping mall, or school with free publications. Make it interactive with a fun activity (see Appendix 1).
- Combine activities with local events coinciding with Emergency Preparedness Week and ask fire, police, ambulance, Search and Rescue, Canadian Red Cross, St. John Ambulance, and the Salvation Army to participate.
- Encourage emergency services (police, fire, etc.) to hold an Open House or to offer tours during EP Week.
- Test emergency plans through an exercise or talk about what you would do if there were a power outage, flood, or other emergency, or if you had to evacuate.
- Introduce a municipal Council / Provincial proclamation of EP Week.
- Enlist local radio and cable TV stations to run daily emergency tips throughout EP Week.
- Inform your workplace about EP Week by including the *3-Steps to Emergency Preparedness* brochure with staff payroll stubs.
- Organize recognition events to recognize responders/volunteers.
- Build an emergency kit and complete a family emergency plan online at [www.GetPrepared.ca](http://www.GetPrepared.ca) and review it with your family.

## More Resources

- Register at [theweathernetwork.com](http://theweathernetwork.com) to receive daily weather warnings and public safety messages right to your inbox!

### POTENTIAL EP WEEK PARTNERS

Canadian Red Cross, St. John Ambulance, Salvation Army

Fire services

Police services

Ambulance services and paramedics

Public utilities (hydro, fuel companies)

Insurance companies

Scouts Canada and Girl Guides of Canada

Boys and Girls Clubs

Community Groups

Real estate/condominium boards

Civic organizations such as the Lions Club, Shriners, etc.

Hospitals and health service providers

Banks/financial institutions

Media: radio/TV/newspapers/bloggers

# GETPREPARED.CA WEBSITE

## A User's Experience

Anna wanted to be better prepared for the flood season and decided to visit GetPrepared.ca to find information on how to prepare her family for the unexpected. Here are the actions she took...

3) Then, she selected **Make a Plan** and created her own family emergency plan

2) She clicked on **Know the Risks** to learn about the risks in her region

4) She also found useful information on how to **Get a Kit**

1) Anna first visited **GetPrepared.ca**

5) Finally, Anna followed **@Get\_Prepared** on Twitter

## Mobile Website

GetPrepared.ca on the go! A new mobile version of GetPrepared.ca is now online at [m.GetPrepared.ca](http://m.GetPrepared.ca). This mobile site focuses on what to do during an emergency situation such as a power outage, flood, or earthquake. It provides quick and convenient access to important information from a mobile device.



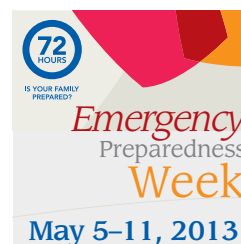
# ONLINE RESOURCES

## Web Banners and Graphics

Visit [www.GetPrepared.ca](http://www.GetPrepared.ca) to download all the following graphics.

### Web Banners

Use the banners on your website or blog to promote Emergency Preparedness Week 2013 and link to [www.GetPrepared.ca](http://www.GetPrepared.ca). Visit [www.GetPrepared.gc.ca/EPWeek](http://www.GetPrepared.gc.ca/EPWeek) to view and download the full selection.



## Videos

- Preparing a Family Emergency Kit in Plain English
- Making a Family Emergency Plan

Watch, share and post these simple videos explaining how to prepare a family emergency kit and make a family emergency plan. Both videos are under four minutes long and explain, in plain language, what goes in an emergency kit and plan, and why everyone should have them.

View the videos on [www.GetPrepared.ca](http://www.GetPrepared.ca) or email [info@GetPrepared.ca](mailto:info@GetPrepared.ca) to access the video in .flv or .wmv format to post on your website or blog.

### Preparing a Family Emergency Kit in Plain English



### WOULD YOU LIKE A DVD OF THE VIDEOS?

Show *Preparing a Family Emergency Kit in Plain English* and/or *Making a Family Emergency Plan* at an event using the links above. If you would like to receive a DVD of the videos please email [info@GetPrepared.ca](mailto:info@GetPrepared.ca) and provide the following information:

- Name of your organization
- Where the video will be presented (for reference purposes)
- Full mailing address

Note: Videos are also available in French

### Making a Family Emergency Plan





## Emergency Preparedness Presentation

Want a practical presentation that will help make you and your community safer and better prepared to face a range of emergencies? Whether you belong to a service club (e.g., Rotary group), condominium association or a faith group, the presentation is quick and informative.

The presentation consists of the following:

- **A 15 minute PowerPoint presentation.** You can download it in PowerPoint or PDF format. The PDF format will open faster, but the presenter notes will have to be downloaded separately.
- **Presenter notes.** These notes provide supplementary information and activities for the group as you work through the slides.
- **Your Emergency Preparedness Guide.** This 72 Hours emergency preparedness guide can be downloaded or ordered for free (until March 25, 2013) either online or by calling 1-800-O-Canada. The guide should be used with the presentation.

If you're the presenter, you may want to bring some kit items with you for the presentation. You can assemble your own kit, or purchase one from the Red Cross at [www.redcross.ca](http://www.redcross.ca) or various retailers.



Download the presentation at [www.GetPrepared.ca](http://www.GetPrepared.ca)

Note: The presentation is also available in French.

## Public Opinion Research

Research on individual emergency preparedness in Canada since 2005 is available at [GetPrepared.ca](http://GetPrepared.ca) (click on "Research").

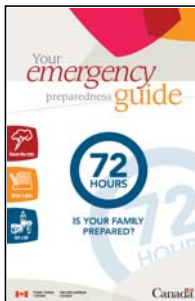
# EMERGENCY PREPAREDNESS PUBLICATIONS

Public Safety Canada provides a range of free publications on emergency preparedness. Share these materials, or put them on display so people can learn how to prepare for emergencies and make your community a safer place.

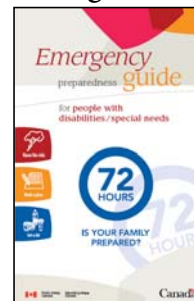
**Note: All orders must be placed by March 25, 2013. Materials will be available for download only after this date.**

## General Publications

*Your Emergency Preparedness Guide*  
(English) (French)



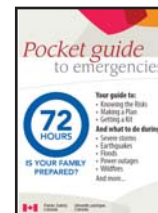
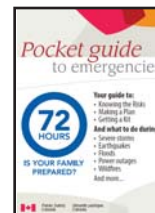
*Emergency Preparedness for People with Disabilities / Special Needs*  
(English) (French)



*3-Steps to Emergency Preparedness*  
fold-out brochure  
(bilingual)



*Pocket Guide to Emergencies*  
(English) (French)



## Additional Materials

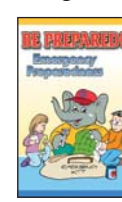
*Household Emergency Information Clinger*  
(English) (French)



*Emergency Preparedness Starts With You 11"x17" poster*  
(bilingual)



*Children's Activity Booklet*  
(English) (French)



## Available for Download Only

*Floods -  
What to Do?*



*Severe Storms -  
What to Do?*



*Power Outages -  
What to Do?*



*Earthquakes -  
What to Do?*



*Natural Hazards  
Affect Us map  
(bilingual)*



*Emergency Kit  
Shopping List  
(bilingual)*



*Emergency  
Preparedness for  
Farm Animals*



## MORE TOOLS

Videos and a presentation are also available. Please see "Videos" (page 8) and "Emergency Preparedness Presentation" (page 9) in this toolkit.

# USING SOCIAL MEDIA

## Social Media

Ideas for using social media for Emergency Preparedness Week (or anytime!):

- Follow @Get\_Prepared on Twitter and encourage others to do the same.
- Share content from [www.GetPrepared.ca](http://www.GetPrepared.ca) on your Facebook page or on Twitter (see sample microblogging content below).
- Share relevant information with a blogger who may be interested in emergency preparedness.
- Post content from [www.GetPrepared.ca](http://www.GetPrepared.ca) on your own blog. Videos and several guides are available and can be easily posted or linked to your site.
- Submit a story or photos of an emergency to [www.GetPrepared.ca](http://www.GetPrepared.ca) (email to [info@getprepared.ca](mailto:info@getprepared.ca)).
- Change your Facebook profile photo to one of the images available on [www.GetPrepared.ca](http://www.GetPrepared.ca) (see “Online Profile Graphics” on page 13).

## Sample Tweets

*Please note: all links refer to content on [www.GetPrepared.ca](http://www.GetPrepared.ca); they may also be shortened by a service such as [goo.gl](http://goo.gl). Add links to your own organization's website as applicable.*

- Follow @Get\_Prepared for helpful tips and info on what to do before, during and after an emergency
- Did you know that your area may be more at risk for one kind of disaster over another - find out which ones ([GetPrepared.ca](http://GetPrepared.ca) - “Know the Risks” page)
- Knowing the risks specific to your area can help you prepare for emergencies - learn how here: ([GetPrepared.ca](http://GetPrepared.ca) - “Know the Risks” page)
- Every home needs an emergency plan. Complete yours here: ([GetPrepared.ca](http://GetPrepared.ca) - “Make a Plan” page)
- Does your family know what to do if disaster strikes? Start planning now: ([GetPrepared.ca](http://GetPrepared.ca) - “Make a Plan” page)
- Get prepared for any kind of emergency. Get a kit. Find out how: ([GetPrepared.ca](http://GetPrepared.ca) - “Get a Kit” page)

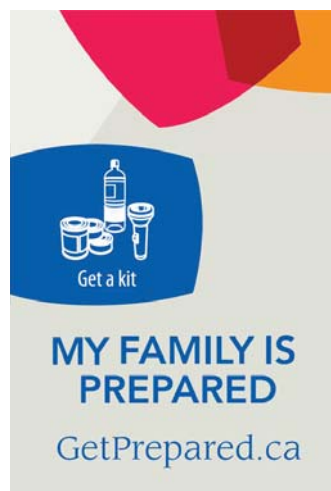
Or retweet @Get\_Prepared's tweets!

## Using Hashtags on Twitter

A hashtag is a word or phrase (without spaces) following a hash symbol (#) used to tag a tweet on a particular topic of interest. Add the hashtag #EPWeek to your tweets to join the online conversation on emergency preparedness. Using the hashtag will make it easy for users to come across your tweets when searching for messages on the topic of Emergency Preparedness Week.

## Online Profile Graphics

Become an advocate for emergency preparedness by posting one of the images below to your website, blog, or social networking site (e.g. change your Facebook profile picture). Visit [www.GetPrepared.ca](http://www.GetPrepared.ca) to download the full selection.



# SAMPLE ARTICLES / EMAIL MESSAGE

These articles may be used on your website, newsletter, blog, etc. or sent to your community newspaper.

## Article #1 - 357 words

### Using technology during a disaster

We rely on technology more and more to keep in touch with our family, friends, and colleagues with a click of a button.

But what happens in the event of a major emergency? Suddenly these tools can become vital in helping you and your family deal get in touch and stay informed. So here are some tips on the use of technology in an emergency:

- If possible, **use non-voice channels like text messaging**, email or social media. These use less bandwidth than voice communications and may work even when phone service doesn't.
- If you must use a phone, **keep your conversation brief** and convey only vital information to emergency personnel and/or family. This will also conserve your phone's battery.
- Unable to complete a call? **Wait 10 seconds before redialing** to help reduce network congestion. Note, cordless phones rely on electricity and will not work during a power outage. If you have a landline, keep at least one corded phone in your home.
- **Keep extra batteries or a charger** for your mobile device in your emergency kit. Consider getting a solar-powered, crank, or vehicle phone charger. If you don't have a cell phone, keep a prepaid phone card in your emergency kit.
- **Keep your contacts up to date** on your phone, email and other channels. This will make it easier to reach important contacts, such as friends, family, neighbours, child's school, or insurance agent.
- If you have a smartphone, **save your safe meeting location(s)** on its mapping application.
- **Conserve your smartphone's battery** by reducing the screen's brightness, placing your phone in airplane mode, and closing apps you are not using. You never know how long a power outage will last!

Remember, **in an emergency or to save a life, call 9-1-1** for help. You cannot currently text 9-1-1. If you are not experiencing an emergency, do not call 9-1-1. If your area offers 3-1-1 service or another information system, call that number for non-emergencies.



## Article #2 - 454 words

### Facts about emergency preparedness

Emergency Preparedness Week 2013 marks the 18th annual event. Here are some interesting facts to mark 18 years of getting better prepared for emergencies.

1. Roughly 5,000 earthquakes are recorded in Canada every year.
2. Canada gets more tornadoes than any other country except the U.S., averaging about 50 tornadoes per year.
3. The worldwide cost of natural disasters has skyrocketed from \$2 billion in the 1980s, to \$27 billion over the past decade.
4. Canada's first billion dollar disaster, the Saguenay flood of 1996, triggered a surge of water, rocks, trees and mud that forced 12,000 residents to evacuate their homes.
5. Some hailstones are the size of peas while others can be as big as baseballs.
6. Approximately 85% of Canadians agree that having an emergency kit is important in ensuring their and their family's safety, yet only four in ten have prepared or bought an emergency kit.
7. In 2011, flooding in Manitoba and Saskatchewan featured the highest water levels and flows in modern history. Over 11,000 residents were displaced from their homes.
8. Ice, branches or power lines can continue to break and fall for several hours after the end of an ice storm.
9. The deadliest heat wave in Canadian history produced temperatures exceeding 44°C in Manitoba and Ontario in 1936. Rail lines and bridge girders twisted, sidewalks buckled, crops wilted and fruit baked on trees.
10. In 2007, the Prairies experienced 410 severe weather events including tornadoes, heavy rain, wind and hail, nearly double the yearly average of 221 events.
11. The coldest temperature reached in North America was -63°C, recorded in 1947 in Snag, Yukon.
12. The largest landslide in Canada involved 185 million m<sup>3</sup> of material and created a 40m deep scar that covered the size of 80 city blocks in 1894 at Saint-Alban, Quebec.
13. Hurricanes are bigger and cause more widespread damage than tornadoes (a very large system can be up to 1,000 kilometres wide).
14. 85% of Canadians agree that having an emergency plan is important in ensuring their and their family's safety, yet on only 40% have prepared one. Complete yours online at [www.GetPrepared.ca](http://www.GetPrepared.ca).
15. One of the most destructive and disruptive storms in Canadian history was the 1998 ice storm in Eastern Canada causing hardship for 4 million people and costing \$3 billion. Power outages lasted for up to 4 weeks.
16. The June 23, 2010 earthquake in Val-des-Bois, Quebec produced the strongest shaking ever experienced in Ottawa and was felt as far away as Kentucky in the United States.
17. Using non-voice communication technology like text messaging, email, or social media instead of telephones takes up less bandwidth and helps reduce network congestion after an emergency.
18. At the end of October 2012, Hurricane Sandy devastated parts of the Caribbean and the northeast of the North American continent. When the hurricane made landfall in the United States it blended with a continental cold front forming a storm described as the "Monsterstorm" by the media.

## Article #3 - 243 words

### Emergency Management in Canada: How does it work?

In a country that borders on three oceans and spans six time zones, creating an emergency response system that works for every region is a huge challenge. That's why emergency management in Canada is a shared responsibility. That means everyone has an important role to play, including individuals, communities, governments, the private sector and volunteer organizations.

Basic emergency preparedness starts with each individual. If someone cannot cope, emergency first responders such as police, fire and ambulance services will provide help. If the municipality needs additional assistance or resources, they can call on provincial/territorial emergency management organizations, who can seek assistance from the federal government if the emergency escalates beyond their capabilities. Depending on the situation, federal assistance could include policing, national defence and border security, and environmental and health protection.

Requests for assistance from provincial/territorial authorities are managed through Public Safety Canada, which maintains close operational links with the provinces and territories. It can take just a few minutes for the response to move from the local to the national level, ensuring that the right resources and expertise are identified and triggered.

Everyone responsible for Canada's emergency management system shares the common goal of preventing or managing disasters. Public Safety Canada is responsible for coordinating emergency response efforts on behalf of the federal government. More information is available on the Public Safety web site at [www.publicsafety.gc.ca](http://www.publicsafety.gc.ca) (click on "Emergency Management").



## Suggested Email to Employees

EP WEEK 2013 - MAY 5<sup>th</sup> TO MAY 11<sup>th</sup>  
*72 hours... Is your family prepared?*

Natural disasters may be beyond our control, but there are ways to reduce the risk and the impact of whatever emergency we might face - whether natural or human-induced.

Emergency Preparedness Week (May 5-11, 2013) encourages Canadians to be prepared to cope on their own for at least the first 72 hours of an emergency while rescue workers help those in urgent need. This special week is a national effort of provincial and territorial emergency management organizations, and Public Safety Canada.

I encourage you to contact (**name and number of emergency coordinator**), our departmental emergency coordinator, and to visit the special display that we have put up at (**location of booth**) to learn about our role in emergency response.

By taking a few simple steps, you can become better prepared to face a range of emergencies – anytime, anywhere. It is important to:

- **Know the risks** – Although the consequences of disasters can be similar, knowing the risks specific to our community and our region can help you better prepare.
- **Make a plan** – It will help you and your family know what to do
- **Get an emergency kit** – During an emergency, we will all need some basic supplies. We may need to get by without power or tap water. Be prepared to be self-sufficient for at least 72 hours in an emergency.

Visit [www.GetPrepared.ca](http://www.GetPrepared.ca) (or your EMO or local website) for more resources to help you and your family prepare for all types of emergencies.

This week, I encourage you to take concrete actions to be better prepared. Please do your part! Experience has shown that individual preparedness goes a long way to help people cope better - both during and after a major disaster. Get an emergency kit now - it can make a world of difference.

# SAMPLE QUIZ

1. A family emergency plan should NOT include which of the following?
  - a. Information about your children's school(s)
  - b. The name and phone number of an out-of-town contact person
  - c. A list of important phone numbers, including those of doctors and emergency services
  - d. Arrangements for each person in the family to be at a specific land line telephone at a specific time
  - e. A meeting spot outside your home and one outside your neighbourhood in case you need to leave the area

*The answer is D. The arrangements for each family member to be at a specific land line telephone at a specific time may not be possible or useful under many conditions, as people may have to relocate or evacuate entirely during a disaster. Families should create an emergency plan and carry important information with them so they know how to get in touch and get back together during an emergency. Finally, both telephone land lines and cellular phones may be overloaded or out of service during or after an emergency, so knowing in advance where to meet is important.*

2. How many litres of water per day per person should you have in your basic emergency kit?
  - a. 1 litre per day per person
  - b. 3 litres per day per person
  - c. 2 litres per day per person
  - d. 4 litres per day per person

*The answer is C. At least two litres of water are recommended per person per day. (Include small bottles that can be carried easily in case of an evacuation order.)*

3. Which tool allows you to learn about historical information on disasters which have directly affected Canadians, at home and abroad, over the past century?
  - a. Weatheradio
  - b. Canadian Disaster Database
  - c. Natural Hazards and Emergency Response
  - d. Disaster Management Canada

*The answer is B. The Canadian Disaster Database references to all types of Canadian disasters, including those triggered by natural hazards, technological hazards or conflict (not including war). The database describes where and when a disaster occurred, who was affected, and provides a rough estimate of the direct costs.*

**4. When does Emergency Preparedness Week (EP Week) occur?**

- a. First full week of February
- b. First full week of September
- c. Last full week of February
- d. Last full week of May
- e. First full week of May

*The answer is E. EP Week is an annual event that takes place each year during the first full week of May. This year it takes place from May 5-11, 2013. EP Week is a national awareness campaign coordinated by Public Safety Canada and is about increasing individual preparedness - by knowing the risks, making a plan and preparing a kit you can be better prepared for an emergency.*

**5. Which of the following items should NOT be included in a basic emergency supply kit?**

- a. Water (two litres of water per person per day)
- b. Food
- c. Manual can opener
- d. Cash
- e. Comfortable shoes

*The answer is E. While sturdy protective shoes are important during and after a disaster, they are not necessary for survival. You can learn more about the basics of survival by visiting [www.GetPrepared.ca](http://www.GetPrepared.ca).*

**Fact or Fiction: Are the following statements true or false?**

**Q1 - Water can be purified with soap.**

*FALSE - Boil water for 10 minutes or disinfect water by adding unscented bleach. Add 3-4 drops of bleach per litre of water with an eyedropper (do not reuse eyedropper for any other purpose). Mix well and let stand for 30 minutes. The water should smell faintly of chlorine. If it does not, repeat the steps and leave for another 30 minutes.*

**Q2 - You can walk through moving flood waters as long as the water level is no higher than your waist.**

*FALSE - One of the worst floods in Canada's history occurred in July 1996 in the Saguenay River Valley, in Quebec. Ten people died and 15,825 others were evacuated when flood waters swept through thousands of homes, businesses, roads and bridges. The flood was caused by 36 straight hours of heavy rainfall, for a total accumulation of 290 mm (approximately to the knees). Estimated damages: \$1.5 billion.*

**Q3 - Tape prevents window glass from shattering during a hurricane.**

*FALSE - Storm shutters can be put into windows and exposed panes. This is the simplest and most economical way to protect your house.*

**Q4 - Roughly 5,000 earthquakes are recorded in Canada every year.**

*TRUE - Although the most powerful earthquakes occur near the Pacific Rim, there are a number of Canadian cities that are vulnerable to earthquakes, particularly Vancouver, Montreal, Ottawa, Victoria and Quebec City. Most of the injuries resulting from an earthquake are caused by falling objects. Use screw eyes and iron wire to hang frames and mirrors on walls.*

**Q5 - Tornadoes occur only in the spring.**

*FALSE - Tornadoes occur most often in the spring and during the summer, but they may form any time of the year.*

**Q6 - Destructive hail storms occur most often in late spring and in the summer.**

*TRUE - In June, most hail storms occur in southern Canada and the north central United States. Violent storms may deposit enough hail to completely cover the ground, damage crops or block storm sewers. Up to 2% of the value of crops is destroyed by hail every year.*

**Q7...** *Add to this quiz by asking questions on potential emergencies that are relevant to your region.*

# APPENDIX 1 - “CAN YOU BUILD A KIT?” GAME

This fun game is designed to raise awareness about emergency preparedness and more specifically, test the player’s knowledge on emergency preparedness kits.

## What is needed?

- A table
- Actual basic emergency kit items (see items below)
- Unrelated / fun items (for example: toothbrush, measuring tape, chewing gum, etc.)
- A timer
- A notepad

## How it works

Place the emergency kit items on a table. Add and mix other items on the table that would not normally be found in an emergency kit.

Have participants choose the items they think belong in a kit and write them on a notepad. Give each contestant one (1) minute to complete this task.

After the one minute mark, show them the results and invite them to leave their name and contact information for the chance to win a prize!

Cash



Extra keys



Water



First aid kit



Flashlight and batteries



Food



Manual can opener



Emergency plan



Battery-powered or wind-up radio



# APPENDIX 2 - EP OUTREACH SHOWCASE

## Scouts Canada - Emergency Preparedness Challenge



In 2008, Emergency Management Ontario partnered with Scouts Canada to develop an Emergency Preparedness (EP) badge program. With support and advice from our federal-provincial-territorial partners, the Scouts EP program was launched across the country in March 2009. To date, over 14,250 youth and leaders have participated in the EP Program.

Through a variety of activities, Beaver Scouts, Cub Scouts and Scouts will learn about natural disasters, enhance their emergency preparedness knowledge and acquire skills that could help save lives in a community. This program focuses on: how to make an emergency survival kit, preparing a family emergency plan, considerations for assisting those with disabilities/special needs and emergency planning for pets.



For Beaver Scouts (ages 5-7) there is a “Jumpstart” program that will introduce emergency preparedness. As is the standard for Beaver Scouts, there will be no award or badge. Cub Scouts (ages 8-10) will earn a badge for the program that recognizes broad and increased knowledge on the topic of emergency preparedness. Scouts (ages 11-14) will earn a badge that represents increased knowledge and skills in a specific subject area in emergency preparedness.

For more information on the emergency preparedness program including curriculum, resources and badge requirements, please visit the Scouts Canada website.