

Creating a Culture of Preparedness



Risk Aware Webinar

November 14, 2023

Goal

To share what we have learned
to help drive behaviour change

We are all impacted by disasters



Smoke from an out-of-control fire near Lodgepole, Alta., is shown in this May 4, 2023 handout photo. An out-of-control wildfire has caused thousands of people to flee their homes in Drayton Valley, Alta., and the surrounding rural area. **Alberta Wildfire/The Canadian Press**

The New York Times

'Leaving Behind All They Own' as Wildfires Ravage Million Acres in Canada

Evacuees in rural Alberta have no sense of when they will be able to return home or if their houses will still stand.

Share full article

A road leading towards a large plume of smoke rising from a wildfire. A white pickup truck is driving away from the viewer on the road. The smoke is thick and dark, filling the sky. The road is paved and has a yellow and black hazard sign on the side.

A column of smoke rising from a wildfire near Wildwood, Canada, last Friday. Alberta Wildfire, via Reuters

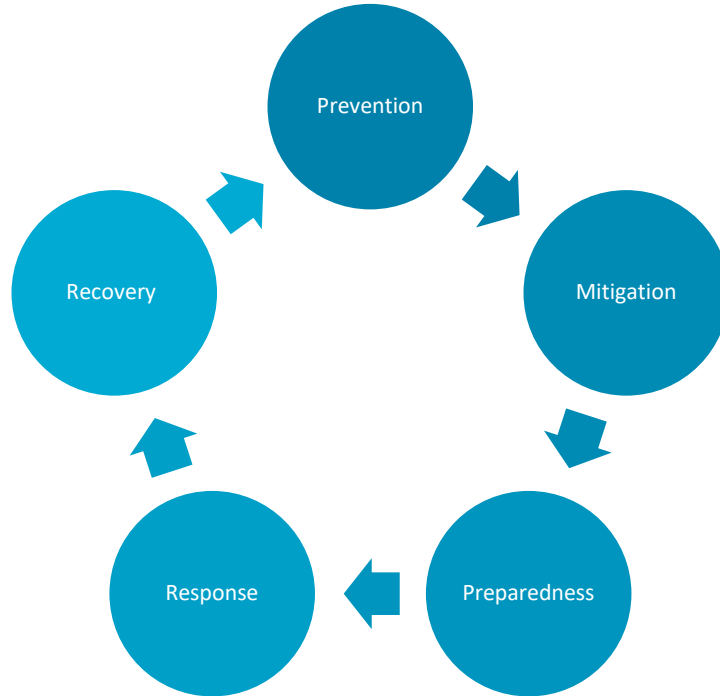
By Ian Austen, Amber Bracken and Vjosa Isai



Wildfire damage near Shining Bank, in Yellowhead County, Alta., on May 8, 2023. **Tim Lee / Global News**

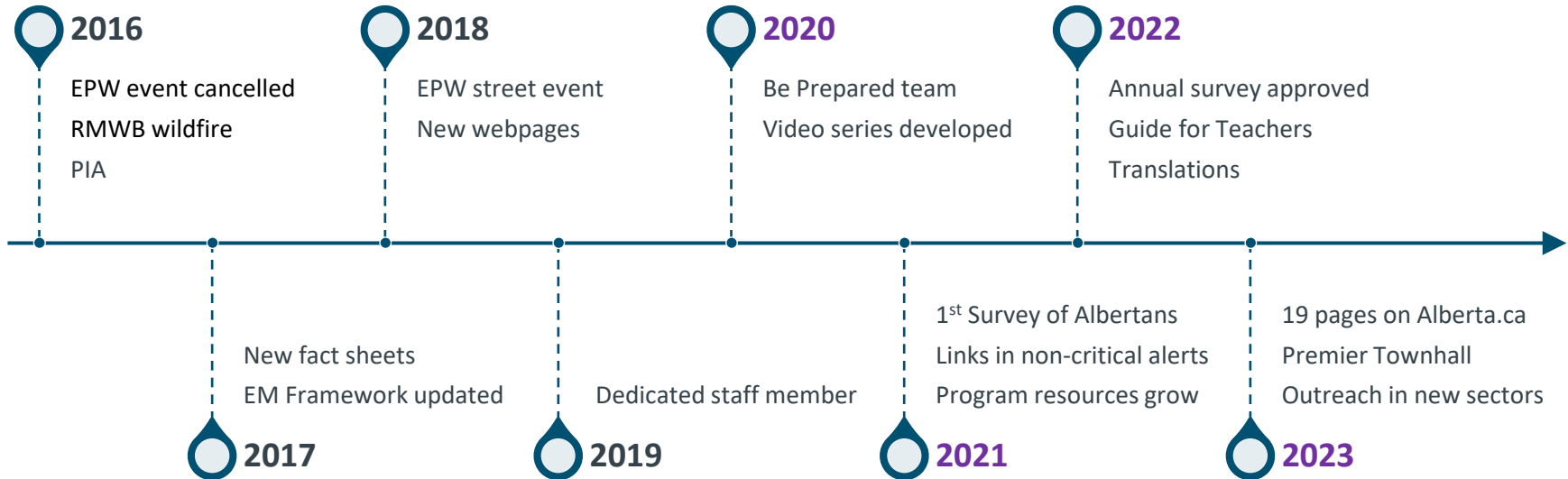
Alberta Emergency Management Agency

Our Objective: Alberta is prepared and resilient to the impacts of disasters



Preparedness in Alberta

2016 to present day



Be Prepared aims to increase disaster risk literacy & encourage risk reduction actions



Making the case for preparedness

Organizational
Mandates

After Action
Reviews

Research &
Data

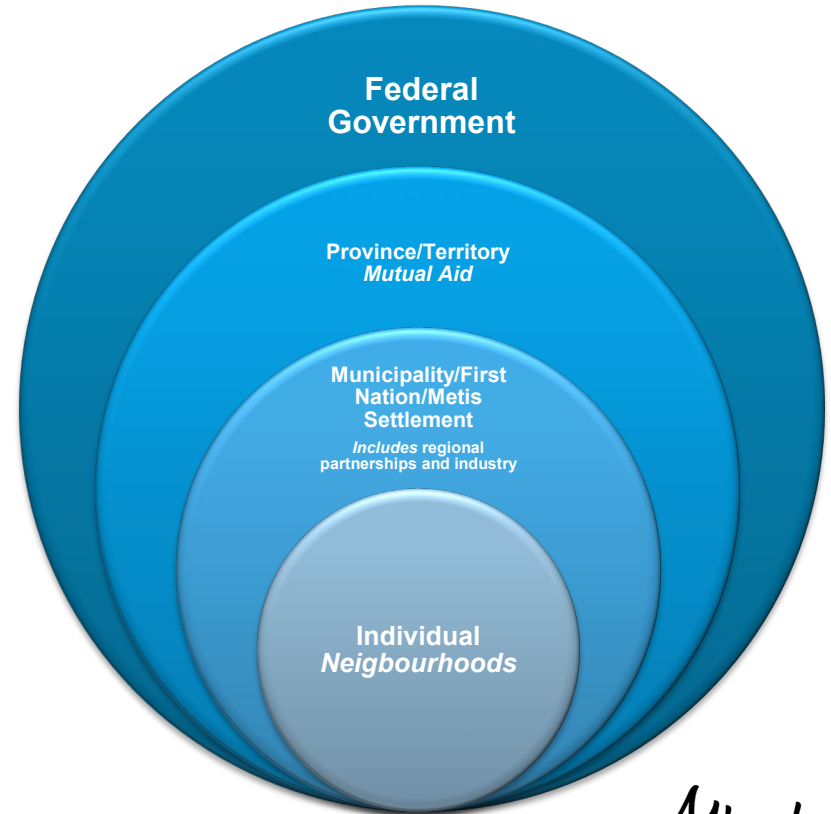
Community
Connections

EM
Framework
for Canada

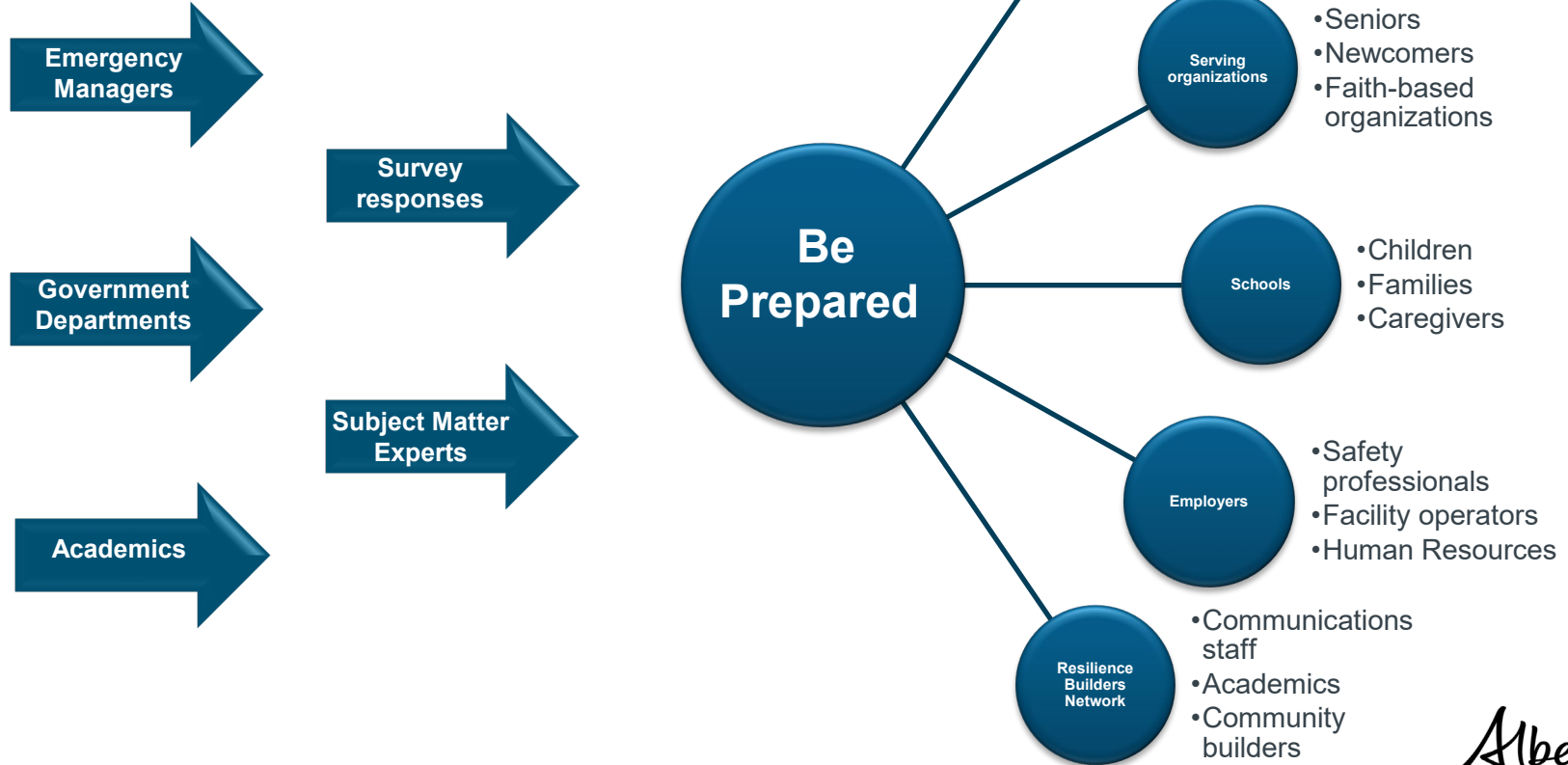
Disaster Risk
Resilience

Emergency Management Framework in Canada

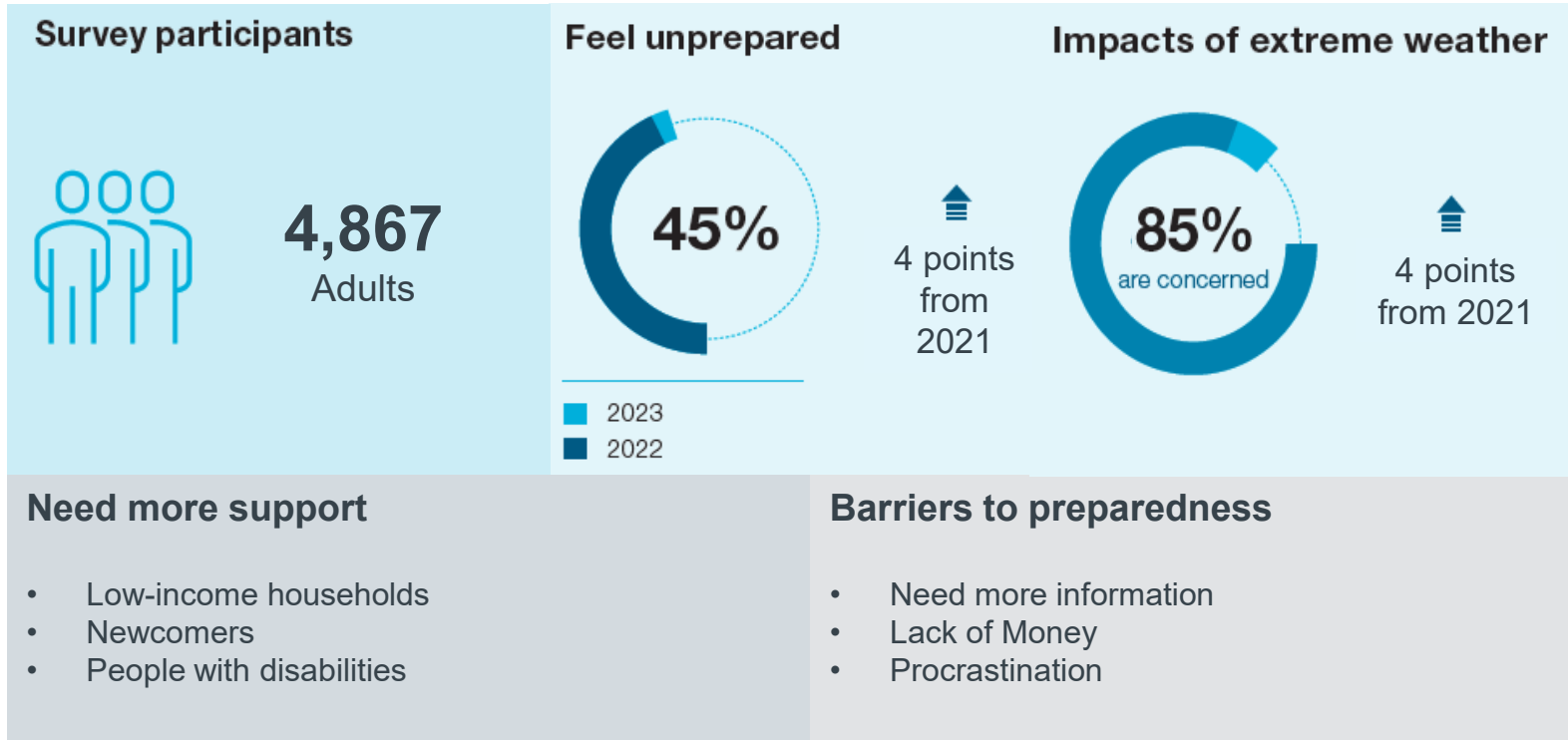
Knowledgeable and prepared individuals are an important resource for managing an emergency event.



Strategy

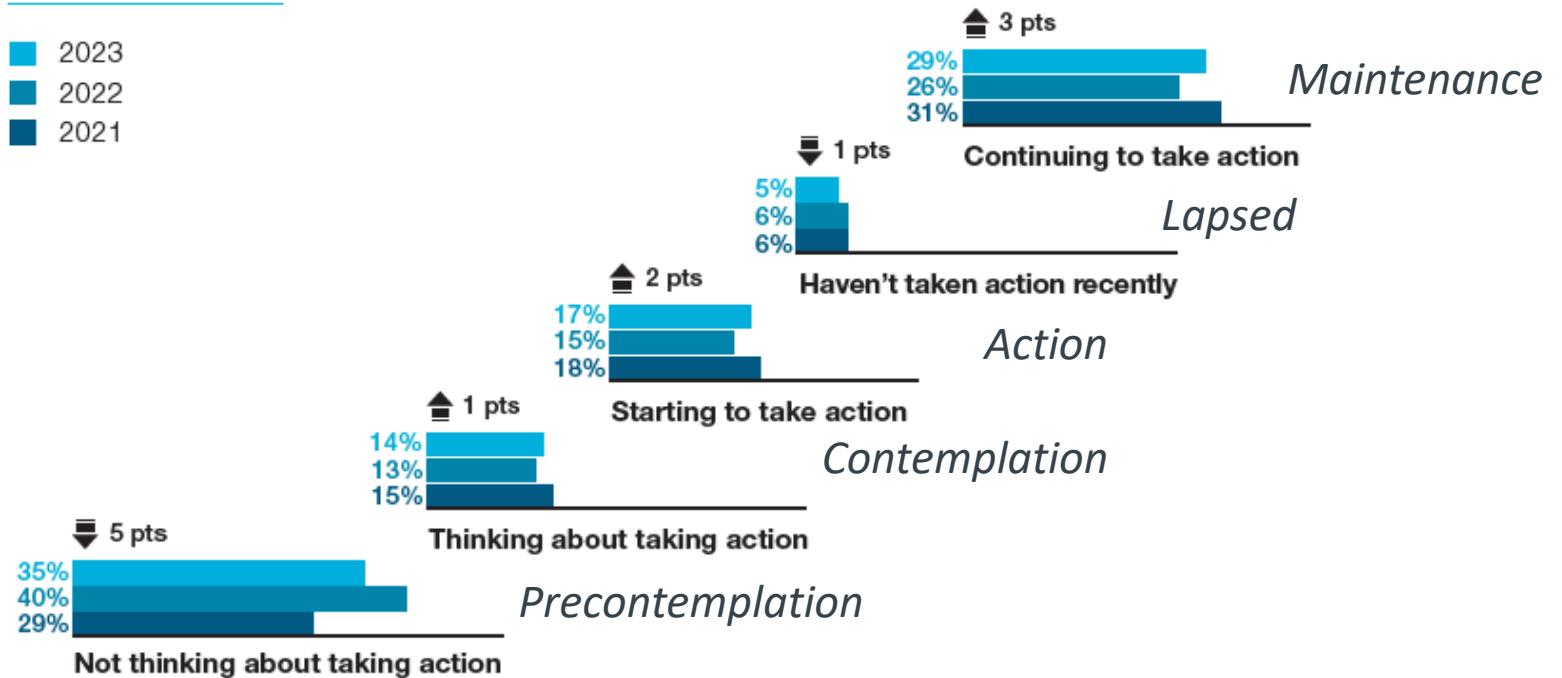


Three years of data – the basics



Three years of data – what has changed

Measuring preparedness action year over year



Alberta.ca/PrepSurvey

In 2023, Albertans are still unprepared, and many feel they don't have enough information to take the appropriate risk reduction actions.

Preparedness Behaviours



3 pts



Know the risks

35% have learned about the risks in their community



2 pts



Start a conversation

30% have discussed preparedness with their network



5 pts



Get informed

61% proactively seek emergency messaging



6 pts



Make a plan

25% have a household plan



5 pts



Loved ones' plans

19% know emergency procedures at loved ones' facilities



8 pts



Insurance

55% have adequate insurance



2 pts



Emergency fund

38% have an emergency fund



7 pts



Community connections

23% have a community support system



1 pt



Build a kit

24% have an emergency kit



1 pt



Gather supplies

42% have enough supplies to shelter in place



1 pt



Home mitigation

19% have made improvements to protect their property

Program Approach



Alberta.ca/BePrepared

Be prepared



[Wildfire preparedness](#)

Learn about wildfires and what you can do to protect yourself and others.



[Prepare to evacuate](#)

Learn what to do in case you need to evacuate due to an emergency.



[Resources for your community](#)

60 second videos, fact sheets, posters and more material you can share on how to prepare for emergencies and disasters.

Increasing disaster risk literacy

- It's not a 72-hour kit, it's an *emergency kit*
- It's not about *what* you put in your kit, it's about *who*
- It's not hazard season, it's hazard *seasons*



Alberta.ca/CommunityPrep

Shareable content

- 60 second video series
- Infographics
- Weekly preparedness message

Printable

- QR code posters
- Brochures
- Fact sheets

Toolkits to build capacity



Try it now!

Community Connections

*"For me, the definition of prepping is
building a network"*

Daniel Aldrich, PhD

Become a preparedness champion!



- **Join the Resilience Builders Network**

- A quarterly bulletin featuring program updates and ideas on how to use program resources
- Invites to future information sessions



- **Sign up for preparedness messages**

- Prompting Preparedness are bite size preparedness message you can copy or edit to add local context and share

Year-round Messaging

Prompting preparedness message shared on Friday

Prompting Preparedness

Routine preparedness messages to build capacity for risk reduction education in Alberta

Prompting Preparedness is a regular email to help community leaders champion preparedness at the local level. Emails are typically sent each week to encourage preparedness habits all year long. The frequency of emails will change when there is increased risk, and motivation to take preparedness actions.

Feel free to copy and paste the message below on your communications channels. Be sure to include full URLs when posting on to social media.

Don't forget to tailor the message to your local context as needed. You can post the message as is, or you can include your own images and share local stories to make the message more meaningful.

Environment and Climate Change Canada has issued a notice for the first significant snowfall of the season in southern and central Alberta, beginning very early Monday morning (October 23rd).

- Travel on highways in southern and central Alberta will be impacted by reduced visibility in heavy falling snow. 🌨️
- Early season snowfalls tend to have greater impacts on traffic flow. 🚗
- Heavy wet snow accumulating on trees with foliage may break branches, which could result in power disruptions. ⚡

Partners
copy
and paste



fcss Fairview FCSS
October 23 at 8:58 AM · 🌐

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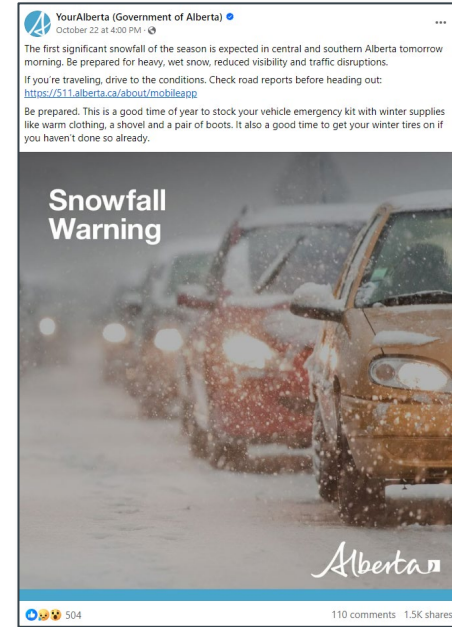
Be prepared by planning ahead:

- If you must drive, check road conditions beforehand by downloading the 511 Alberta app or visiting the website.
- Stock your vehicle emergency kit with winter supplies like warm clothing, a shovel and a pair of boots.
- Refill essentials earlier than usual, such as prescriptions and vehicles; and gather supplies to keep you safe and comfortable.

Timing of the Message



First snowfall 2022
Message posted day of – 20 shares



First snowfall 2023
Message posted day before – 1.5K shares

Emergency Preparedness Week

National campaign led by Public Safety Canada

- 25+ years during first week of May
- Test Alert scheduled that week

Alberta [Alberta.ca/EPWeek](https://alberta.ca/EPWeek)

Federal [GetPrepared.gc.ca](https://getprepared.gc.ca)



EP Week Challenges

- Competing campaigns
- Hazard season started
- Time
- Resources
- Capacity

Opportunities

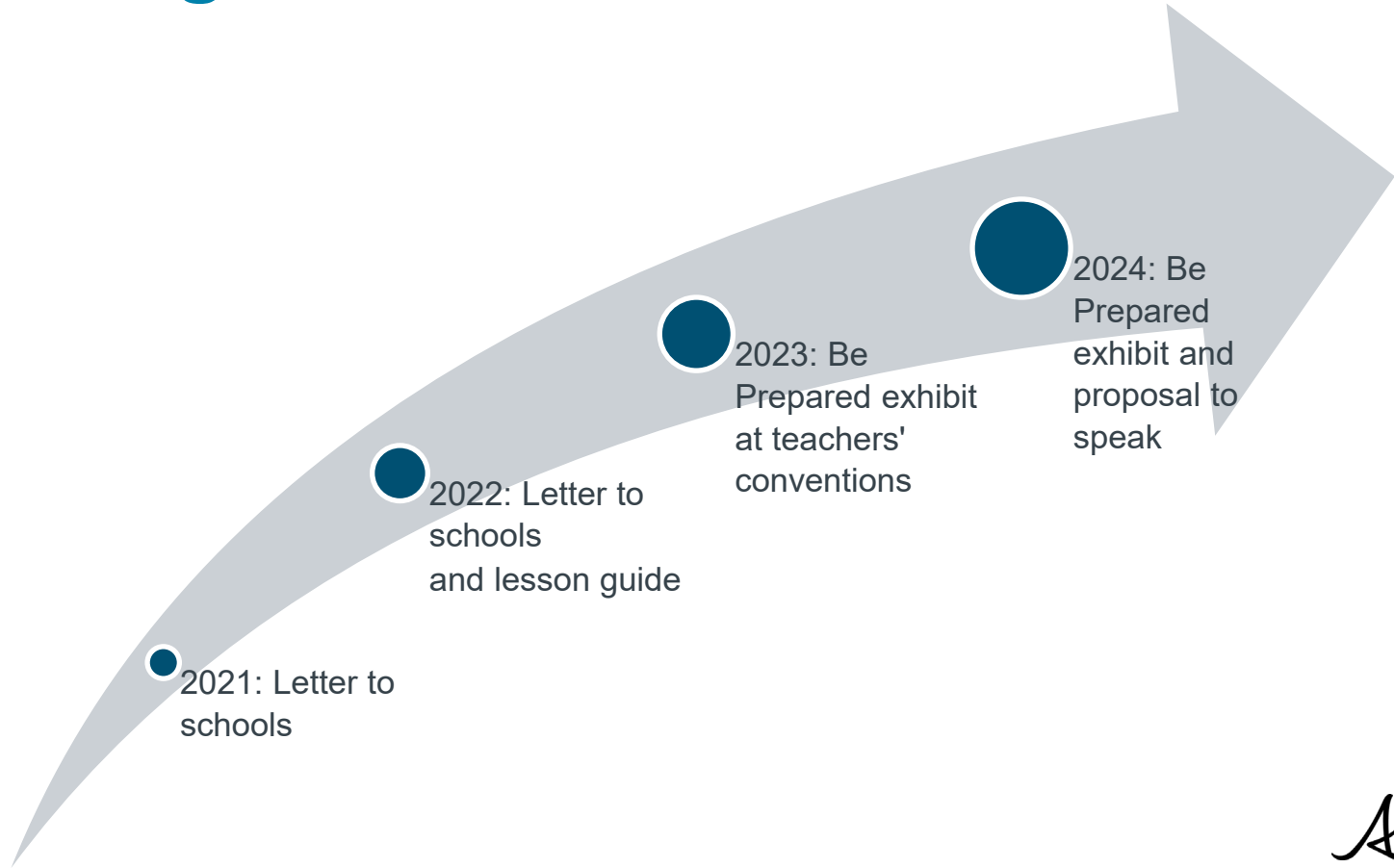
- EP Week Toolkit
- Resilience Builders Network
- Teaching Moments

Look for Teaching Moments

Build risk literacy and preparedness at the local level.
Leverage teaching moments for proactive education:

- Anniversary dates of significant events
- Emergency drills and exercises
- Public advisories
- Planned or unexpected shared experiences

Teaching Moments in the Classroom



Teaching Moments in Organizations

- Build organizational resilience through risk literacy training
- Employers are trusted sources of information
- Increased risk literacy encourages risk reduction behaviour



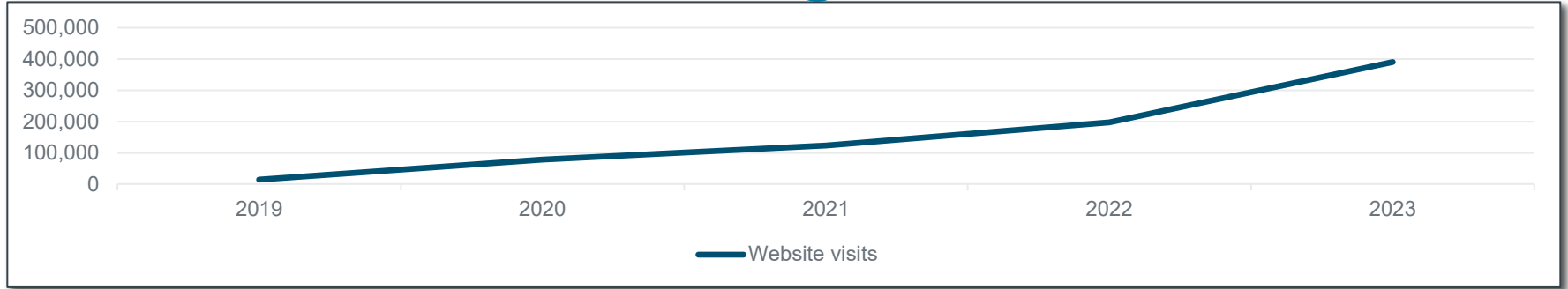
Preparedness Moments

Normalize preparedness

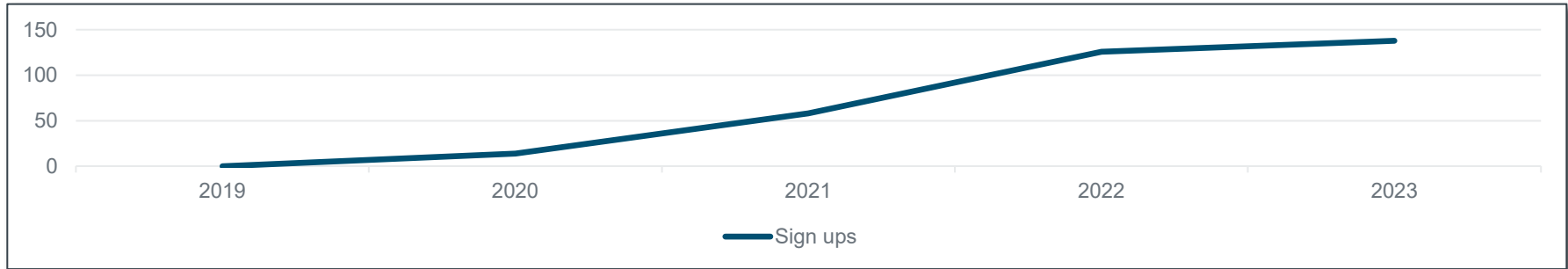
- Lead the way
- Encourage a culture shift
- Make routine



Momentum is Growing



People accessing Be Prepared resources online



Partners signing up for Resilience Builders Network

Key Takeaways



Be Prepared is built for you

Find local champions

Leverage the opportunities

Questions?

BePrepared@gov.ab.ca

[Alberta.ca/BePrepared](https://alberta.ca/BePrepared)