

Building Resilience



2022 MA Public Risk Conference

April 29, 2022

Today's goal

To explain how we see a huge opportunity to shift our cultures approach to preparedness, why this matters and show you how you can help.

2017: Alberta's Culture of Preparedness

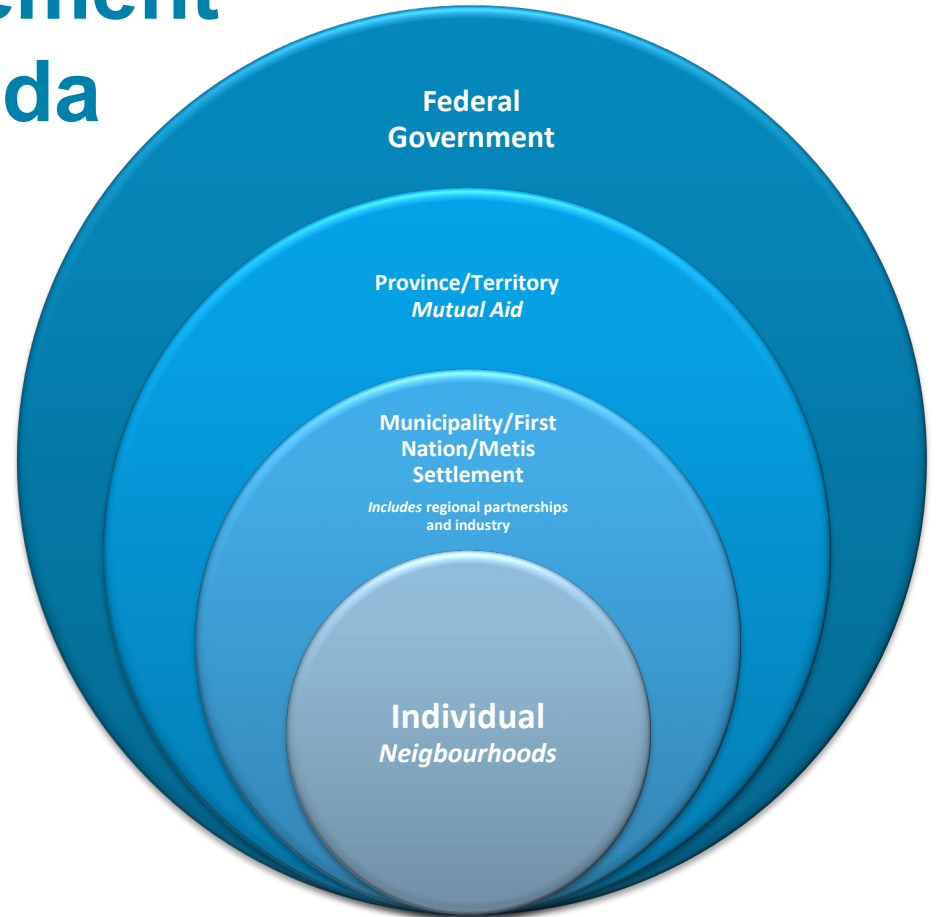


The *unthinkable* can happen...



Emergency Management Framework in Canada

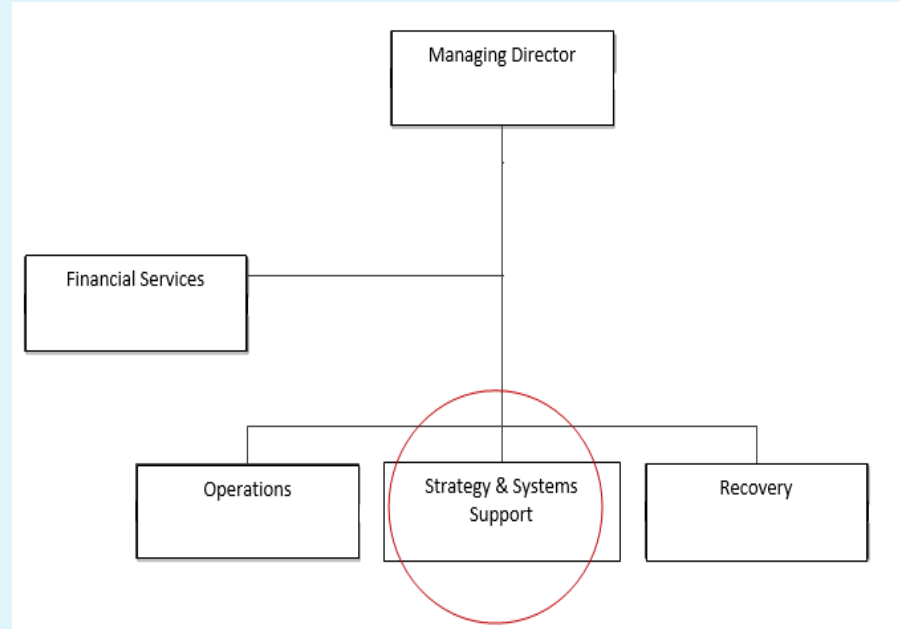
Knowledgeable and prepared individuals are the best resource for managing emergency event



AEMA's Mission

to build a safer, more disaster-resilient Alberta

Where we fit in...



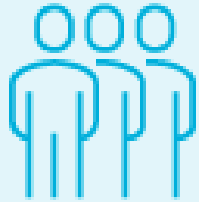
Strategic Partnerships and Public Education

Goal: To build resilience at the individual and community level and contribute to disaster risk reduction behaviours.

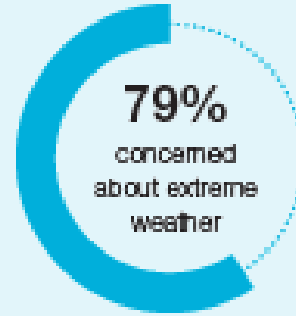
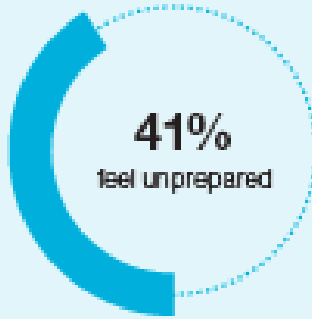


Preparedness Survey of Albertans

Survey overview



1,529
surveyed



Confirmed most vulnerable

- New to Canada
- Language other than English
- Elderly or chronic conditions

Preparedness behaviours



Know the risks

38% are aware of the risks in their community



Start a conversation

34% have discussed preparedness with their network



Stay informed

61% receive public alerts and emergency messaging



Make a plan

27% have a household plan and 24% are aware of emergency procedures at facilities for their loved ones



Financial resilience

54% have proper insurance and 50% have an emergency fund



Community connections

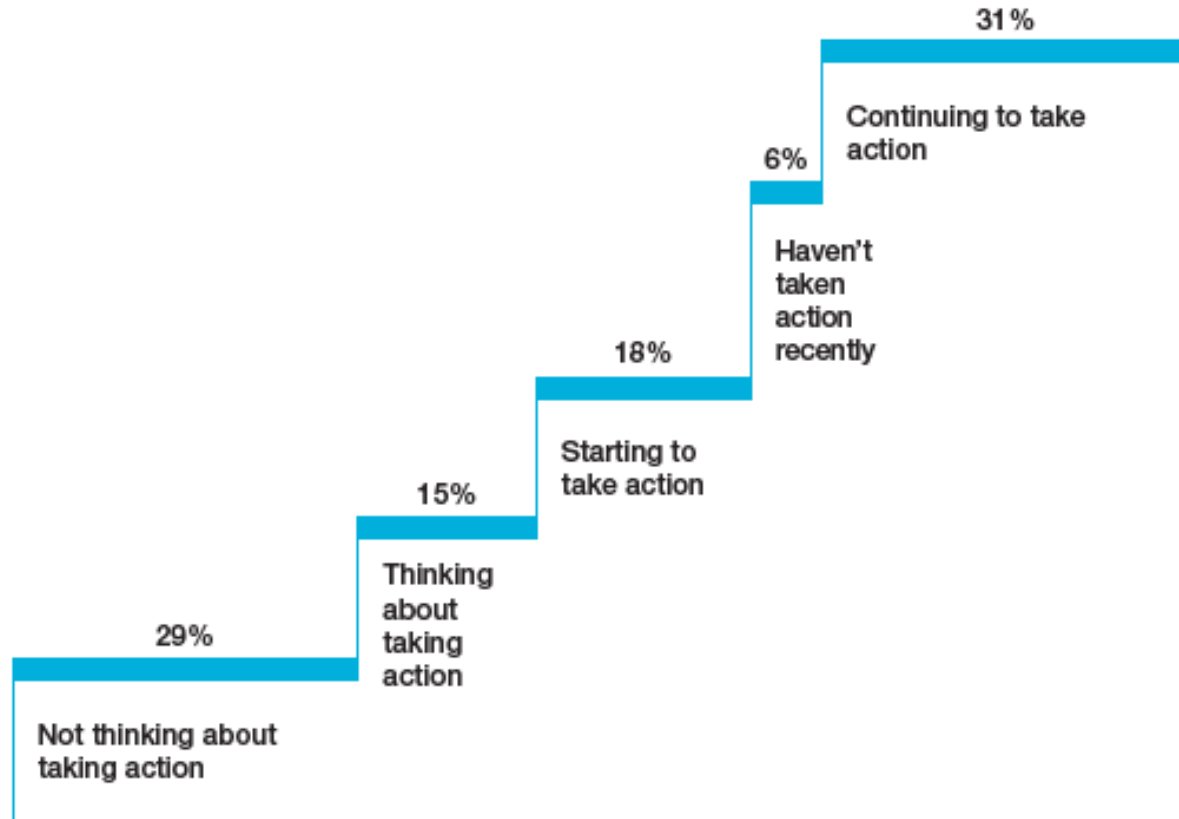
10% have made a neighbourhood contact list



Gather supplies

26% have an emergency kit and 51% have enough supplies to shelter in place

Measuring preparedness action



The stigma of preparedness

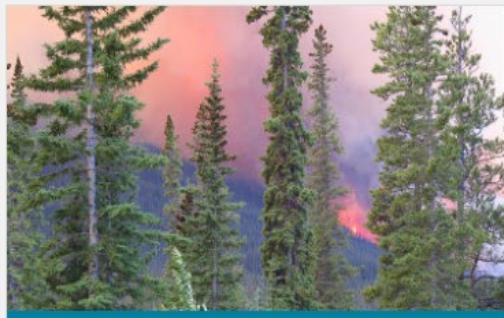


Program approach



Alberta.ca/BePrepared

Be prepared



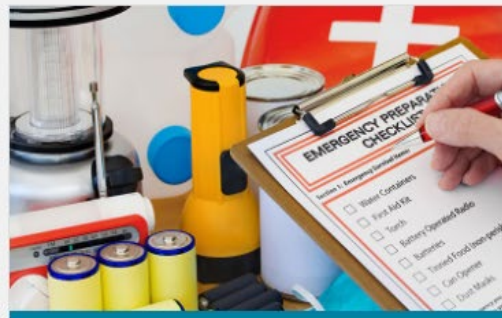
[Hazard preparedness](#)

Learn about hazards in Alberta and how you can be better prepared.



[Before, during and after an emergency](#)

Learn what you can do to protect yourself and your loved ones before, during and after an emergency.



[Resources for your community](#)

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

Public education resources

- Sharable communications
 - 60 second video series
 - Weekly preparedness message
 - Prepare to respond
- Printable
 - QR code posters
 - Checklists
 - Brochures
 - Fact sheets



Try it now!



Let's see how this works

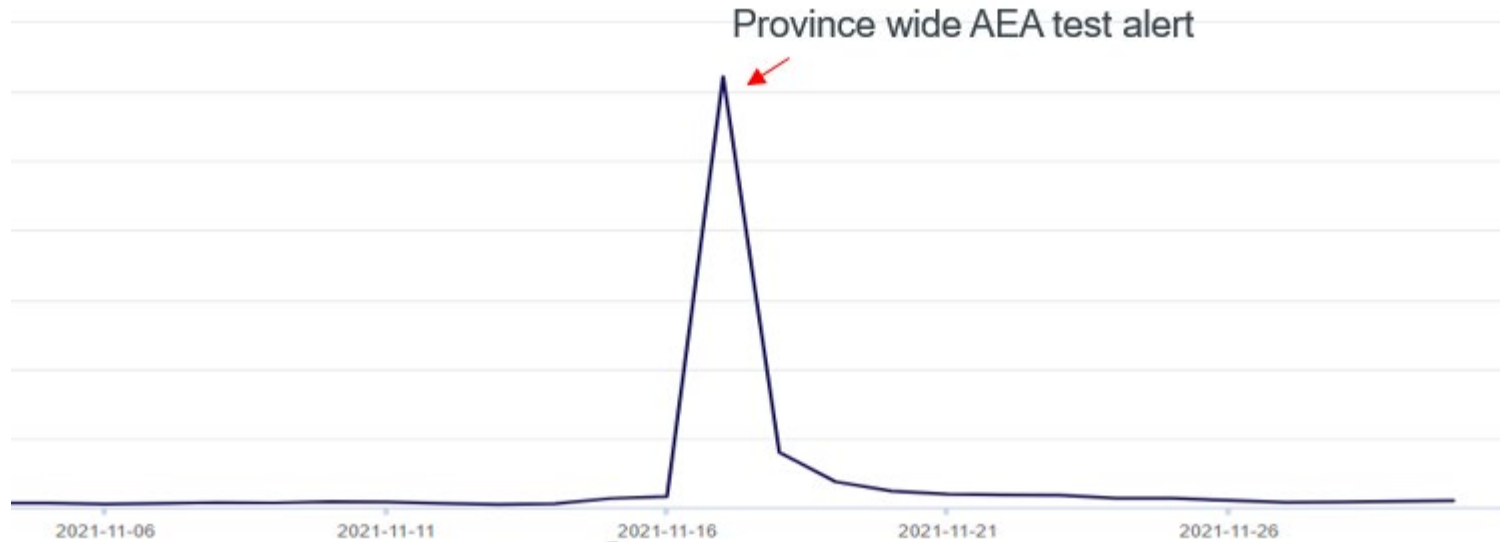
HOW DOES KNOWING YOUR COMMUNITY
HELP YOU BECOME MORE PREPARED?



Timing of the message

Alberta Emergency Alerts

- Now include links to alberta.ca/BePrepared
- Test alerts ideal teaching opportunity



Year round messaging

Weekly preparedness message

We share on Friday



Weekly Preparedness Message

Over the next 8-weeks, we will be sharing a weekly preparedness challenge to encourage all of us to become more prepared. You can champion the #BePrepared challenge with your networks by sharing these weekly messages with your community members. Let's help each other reduce our risk to emergencies, disasters and build resilience to disruption by taking small steps towards becoming more prepared. If you are copying the message to social media, use full URLs.

Week #1 – Know the Risks

The 2021 Preparedness Survey of Albertans shows only 38% of Albertans are aware of the risks in their community. Common hazards, like severe weather and fire, can quickly lead to large disruptions. Being aware of the hazards in your community can help you take the right steps to reduce your risk.

Take one minute to watch this [video](https://youtu.be/9_iWFapRtDg) and visit [Alberta.ca/hazards](https://alberta.ca/hazards) to learn more about the common hazards in Alberta and steps you can take to prepare for them.

#BePrepared by being aware.

https://youtu.be/9_iWFapRtDg

What do you think the hazards are in your community?

For more preparedness tools and materials, visit alberta.ca/BePrepared.

For feedback on this message, email aema.stakeholders@gov.ab.ca

You copy and paste



Bon Accord, Alberta, Canada
February 4 at 8:26 AM · 🌐

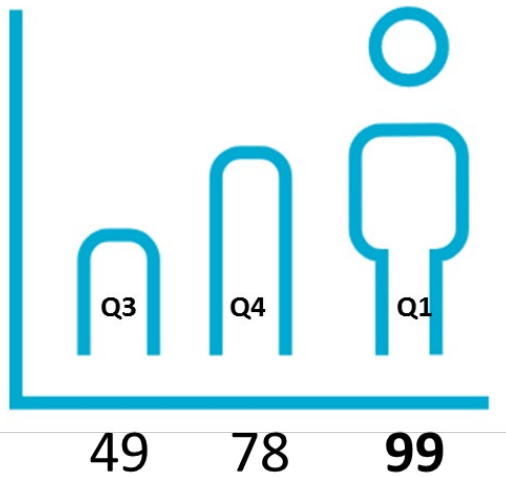
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What do you think the hazards are in your community?

#BePrepared by being aware.

Creating community champions



Resilience Builders Network

- Quarterly bulletin
- Prepare to Respond messages
- Weekly Preparedness message

Emergency Preparedness Week 2022

- Theme: **Emergency Preparedness, Be ready for anything**
- Date: **May 1 to 7th 2022**
- Resources: [Alberta.ca/EPWeek](https://alberta.ca/EPWeek)

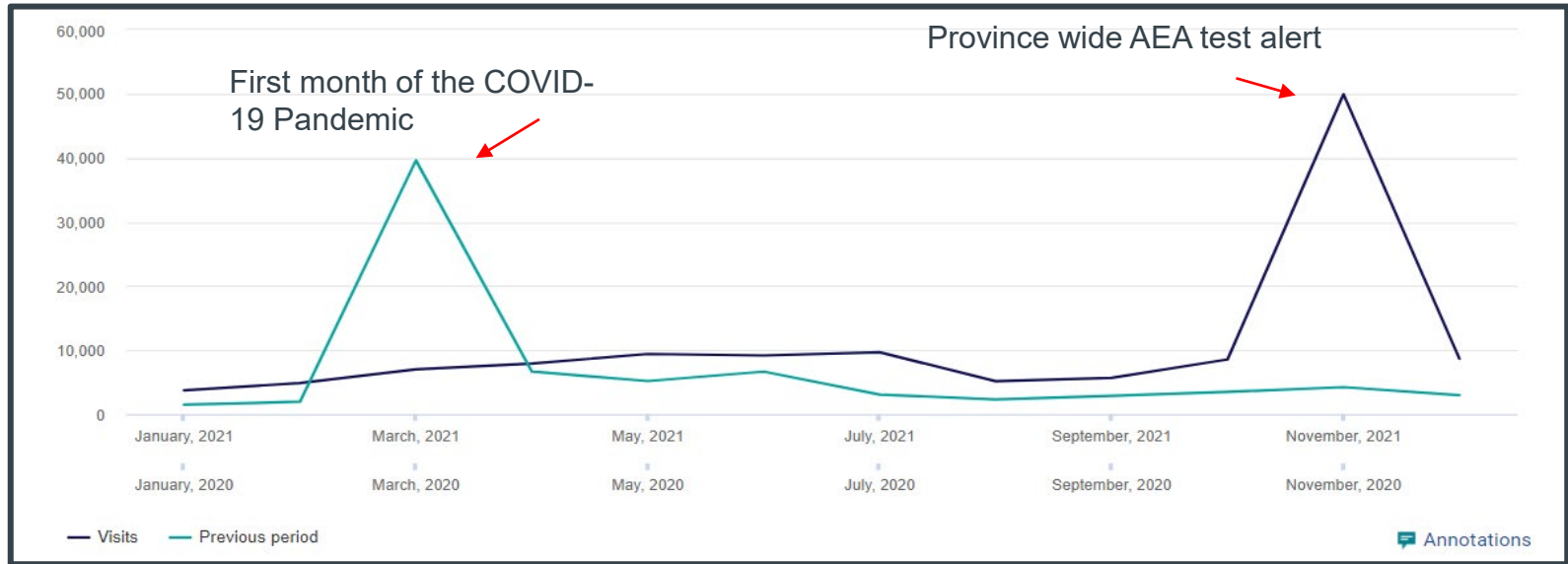


Emergency Preparedness Week

- Emergency Preparedness Week toolkit
 - Opportunity to build capacity for public education and align messaging
 - Modify for your community, you know your audience best
- Alberta Emergency Alert test alert May 4th
 - Use as a teaching moment
 - Prompt a conversation, practice drills, buy water, etc.
 - Bring the community together

Webpage visits: 2021 vs 2020

An increase of 61% when compared to 2020



Light blue is 2020, Dark blue is 2021

Alberta's Culture of Preparedness tomorrow



Key takeaways

- Be Prepared year round
 - Become a champion (or find someone who can)
 - Add local context, you know your audience best
 - Preparedness Survey of Albertans – a shared responsibility
- Leverage timing, consistency and unified approach
 - Weekly preparedness message
 - Emergency Preparedness Week
 - AEA test alerts

Questions?

BePrepared@gov.ab.ca for feedback, questions or to subscribe to our quarterly Resilience Builders bulletin.

Alberta's disaster history over 20 years

