

Staff Report

Report From: Michaela Johnston, CEMC, Accessibility and Health & Safety Manager

Meeting Date: April 29, 2024

Subject: Emergency Management Public Education Strategy for 2024

Attachment(s): N/A

Recommendation:

That Goderich Town Council receive this report for information.

Report Summary:

Typically, public education has been focused on Emergency Preparedness Week each May. However, for the last two years, the Town has promoted Emergency Preparedness during other events and information sessions throughout the year which will be continued this year.

Proposed public education events and campaigns are as follows:

March and April 2024

- Eclipse – Information will be shared by the Town on social media posts and through a Council report regarding the April 8, 2024, eclipse.

May 2024

- Emergency Preparedness Week runs from May 5 to 11
- Ontario's theme is "Plan for Every Season"
- EMO is preparing materials with new children's hazard activity pages, severe weather flyers, power outage posters, heat illness flyers and various social media items which will be shared with organizations throughout the Town
- The Town will focus on Extreme Heat and Power Outages to carry on the theme of the Military exercise. An outline of this campaign is attached as Appendix A.
- Military Exercise – as part of the wellness checks being conducted by the military on Saturday, May 4, they will be distributing Emergency Preparedness booklets to households in Goderich

June 2024

- Emergency Preparedness for Seniors – a one-hour presentation and discussion will be held at the MacKay Centre for Seniors at a date to be determined
- Emergency Preparedness in schools – M. Johnston to coordinate with Chief Wormington about holding fire safety and emergency preparedness information sessions at local schools. This was very well received in 2023.
- Goderich Children's Festival – crayons and emergency safety information/colouring sheets will be provided to attendees

August 2024

- Emergency Preparedness Session – a one-hour presentation and discussion to be held at the Goderich Town Hall in conjunction with the CSWB campaign "Community Security and Safety"
- Firemen's Breakfast – crayons and emergency safety information/colouring sheets will be provided to attendees

October 2024

- Emergency Preparedness – information to go to local schools and Childcare Centre re Halloween Safety and Evacuation Plans

Linkages:

- Corporate Strategic Plan Priority #2: Welcoming and Caring Community
- Corporate Strategic Plan Priority #4: Good Government

Financial Impacts/Source of Funding:

The cost associated with the radio advertisements, newspaper ads and printing were budgeted and approved in the 2024 budget. Crayons were purchased in bulk in 2023.

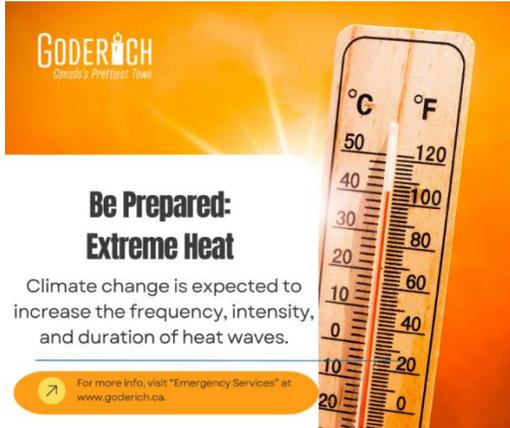
Reviewed By: Janice Hallahan, Chief Administrative Officer

Approved By: Janice Hallahan, Chief Administrative Officer
Andrea Fisher, Director of Legislative Services/Clerk

APPENDIX A

	Monday, May 6, 2024	Tuesday, May 7, 2024	Wednesday, May 8, 2024	Thursday, May 9, 2024	Friday, May 10, 2024
Corporate Website	Emergency Preparedness Banner – to receive from EMO Emergency Services webpage to be updated to include information on Extreme Heat Wave and Emergency Preparedness Week				
Facebook Posts	Emergency Preparedness Week – to receive from EMO	Heat Wave 1 (see below)	Emergency Preparedness Week – to receive from EMO	Power Outage (see below)	Heat Wave 2 (see below)
Goderich Signal Star and Goderich Sun			½ page ad – see below		
Radio Station – Country 104.9	Twice daily advertisements for 7 days (May 5 to and including May 11). Focus is on Extreme Heat.				
Town Employees and Council	Monday - Email to Town employees and posted on intranet Monday – Emergency Preparedness Posters placed in all Town worksites				

Facebook Posts



GODERICH
Canada's Prettiest Town

**Be Prepared:
Extreme Heat**

Climate change is expected to increase the frequency, intensity, and duration of heat waves.

For more info, visit "Emergency Services" at www.goderich.ca.

A wooden thermometer is shown on the right side of the graphic, with the temperature scale in both Celsius and Fahrenheit. The Celsius scale ranges from -20 to 50, and the Fahrenheit scale ranges from -4 to 120. The red liquid in the thermometer is at approximately 30°C (86°F).



**Do you know what to do when the lights go out?
Be Prepared for Power Outages**

Visit "Emergency Services" at www.goderich.ca

A lit candle and a broken light bulb are shown in the lower half of the graphic. The candle is lit, and the light bulb is broken and lying on its side.

GODERICH
Canada's Prettiest Town



Emergency Preparedness Week: May 5 - 11, 2024

When the temperature soars,
know how to beat the heat.

Visit "Emergency Services" at
www.goderich.ca to learn more.

A wooden thermometer is shown in the lower half of the graphic, with the temperature scale in both Celsius and Fahrenheit. The Celsius scale ranges from -40 to 50, and the Fahrenheit scale ranges from -40 to 120. The red liquid in the thermometer is at approximately 30°C (86°F).

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Radio Ad Information

Bayshore Broadcasting

CLIENT: TOWN OF GODERICH		TITLE: Emergency Preparedness Week		DATE: MAY 2024
LENGTH:	CART:	START:	END:	WRITER:
30		05/05/24	05/11/24	SUP/SH

CHWC # 423-00037

Climate change increases the frequency, intensity, and duration of heat waves. Extreme heat can make you sick! Stay hydrated. Drink lots of water and make sure children and pets do too. Stay cool. Limit sun exposure and stay indoors; dress in light-coloured, loose-fitting clothing; take cool showers or baths. Plan activities during cooler parts of the day. Stay informed. Check the temperature, humidex and air quality on hot days. Check on older family, neighbours and friends. Find out more. See “Emergency Services” at [goderich dot ca](http://goderich.ca).

Draft Newspaper Ad (1/2 page vertical)



Emergency Preparedness Week
May 5 - 11, 2024
Be Prepared: Extreme Heat

Climate change is expected to increase the frequency, intensity, and duration of heat waves.

Stay Hydrated!

- Drink water every 15 to 20 minutes.
- Monitor children and pets to make sure they are doing the same.

Stay Cool!

- Stay indoors to limit sun exposure.
- Dress in light-coloured, loose-fitting clothing and wear a hat.
- Take cool showers or baths.
- Plan outdoor activities during cooler parts of the day.
- Never leave a person or animal in a parked car or in direct sunlight.
- Cover windows that receive morning or afternoon sun.
- Plant and maintain shade trees.
- Open windows at night and create a cross-breeze.

Check on Vulnerable People!

- Check on older family members, friends and neighbours.

Stay informed!

- Check weather reports before going outdoors for the temperature, humidex and air quality.

For more info, visit
"Emergency Services" at
www.goderich.ca.

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