

Emergency Preparedness Week 2022

Summary Report

Overview

Emergency Preparedness Week (EP Week) is a national event that has run for more than 25 years in Canada and takes place annually during the first full week of May. Public Safety Canada coordinates this event in close collaboration with the provinces, territories and other partners. The Alberta Emergency Management Agency (AEMA) is responsible for coordinating the campaign for the Government of Alberta. This report summarizes the outcomes of the 2022 campaign.

Campaign summary

Goal: To build individual and community resilience and contribute to disaster risk reduction behaviours across Alberta.

Approach: The AEMA engaged leaders across Alberta to create champions for preparedness public education.



May 1 to 9 web visits - 2022 (blue) vs 2021 (green)

Tactics:

- EP Week information session – hosted an information session for communities across Alberta to kick-off the EP Week campaign, share tools and resources.
- AEA Test Alert Toolkit School resource guide – used the May 4th test alert to encourage youth to have a preparedness conversation.
- Emergency Preparedness Week Toolkit – included seven pre-drafted communications to build capacity for the campaign at the local level.

Outcome: When compared to the 2021 campaign, there was a notable increase in leaders championing EP Week messaging and increased engagement at the individual level.

Opportunities for EP Week 2023



Key-Takeaway

Alberta Emergency Alert – Test alerts

Test alerts continue to be a twice a year untapped opportunity to prompt preparedness action. More work needs to be done to use the alerts as a rallying call.

Lesson learned: The May 4th test alert text message did not include a link to the Be Prepared web page. This resulted in a 75% decrease in the public visiting Alberta.ca/BePrepared to learn more about how they can be better prepared.

Community leaders should look for more opportunities to share preparedness information at a time when the risk is low, so they are better able to respond when the risk is high.

