

## **COMMITTEE OF THE WHOLE APRIL 20, 2010**

### **EMERGENCY PREPAREDNESS WEEK PROCLAMATION AND EVENTS**

#### **Recommendation**

The Manager of Emergency Planning and Fire Chief recommend that:

1. The week of May 2 – 8, 2010, be proclaimed as “**Emergency Preparedness Week**”;
2. The proclamation be posted on the City’s website and on the City Page Online; and
3. The presentation on Personal Emergency Preparedness be received at the May 4, 2010 Council Meeting.

#### **Contribution to Sustainability**

Not applicable.

#### **Economic Impact**

N/A

#### **Communications Plan**

The Corporate Communications Department posts proclamations issued by the City on the City’s Website under “Events – Proclamations and on the City Page Online”. Emergency preparedness messages are being aired on the VIVA bus lines in Vaughan through a pilot project with Byte Media to promote citizens taking action to be prepared to manage any type of emergency situation.

#### **Purpose**

To recognize and promote the importance of all citizens and staff to take action to be prepared for an emergency.

#### **Background - Analysis and Options**

The concept of Emergency Preparedness Week was adopted by all levels of government in Canada in 1995. This year marks the 15<sup>th</sup> anniversary of Emergency Preparedness Week.

The purpose of Emergency Preparedness Week is to promote public awareness of being prepared to survive an emergency. The key message is “72 hours – is your family prepared”. It is every person’s responsibility to be prepared to survive an emergency situation for 72 hours. Individuals can do this by putting together a 72-hour emergency kit, learning about the City’s Emergency Response Plan, planning an escape route, identifying a meeting place, knowing what types of emergencies can happen and how to react. On August 20, 2009 the City experienced an emergency when an F2 Tornado touched down causing severe damage to 4 neighbourhoods in the City.

Research on emergency preparedness has identified that citizens who are prepared to for emergencies recover more quickly than those who are not prepared. A recent survey by Public Safety Canada identified that less than 40% of Canadians had a 72 hour emergency kit.

The Emergency Planning Program and Byte Media launched the emergency preparedness challenge pilot that has been airing on video screens located on VIVA buses through out the City of Vaughan since March 15, 2010. Riders are provided a question about emergency

preparedness, multiple choice answers and the following slides provides them with the correct answer. The public awareness pilot will run until the end of May.

The Emergency Planning Program will have a display at the Vaughan Safety Forum at Vaughan Mills on May 8, 2010. The Program will be promoting the importance of being prepared for an emergency to citizens, providing guide books for adults and activity sheets for children.

Emergency Management Ontario is running an online Emergency Preparedness Challenge, where citizens can visit their website, take a short quiz and be eligible to win prizes. The quiz has three levels, children, youth and adults. All citizens of Vaughan are encouraged to take the quiz at [www.ontario/getprepared.ca](http://www.ontario/getprepared.ca)

### **Relationship to Vaughan Vision 2020/Strategic Plan**

This report is in keeping with the Vaughan Vision specifically

Strategic Goal: Service Excellence

Strategic Objective: Enhance and Ensure Community Safety, Health and Wellness

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated.

### **Regional Implications**

Public awareness and education is a mandatory element for an essential level emergency management program and as such, the York Region will also be recognizing Emergency Preparedness Week.

### **Conclusion**

The Manager of Emergency Planning and Fire Chief are recommending that the week of May 2, 2010, be proclaimed as "**Emergency Preparedness Week**" and that the proclamation be posted on the City's website, City Page space permitting. Being prepared for an emergency is everyone's responsibility. Public awareness and education initiatives are components of making Vaughan a disaster-resilient community.

### **Attachments**

None

### **Report prepared by:**

Sharon Walker  
Manager, Emergency Planning

Respectfully submitted,

Sharon Walker,  
Manager of Emergency Planning  
Extension 6322

Greg Senay  
Fire Chief  
Extension 6301