

## **COMMITTEE OF THE WHOLE APRIL 12, 2011**

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

#### **Recommendation**

The Manager of Emergency Planning and Acting Fire Chief recommend that:

1. The week of May 1 – 7, 2011, be proclaimed as “**Emergency Preparedness Week**”;  
and
2. The proclamation be posted on the City’s website, City Page space permitting.

#### **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”. A media release and launch event will be held with the assistance of Corporate Communications to introduce the Prep E preparedness campaign. Emergency preparedness messages will be aired on Vaughan TV, BIS and VIVA bus lines in Vaughan 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 16<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.

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 has developed a public awareness campaign featuring Prep E Penguin; who is prepared everywhere, every time for every emergency. The Prep E campaign will be launched to coincide with Emergency Preparedness Week. The campaign will introduce the Program’s mascot Prep E Penguin, who will be featured in three videos that will educate the public on actions to take to be prepared for and manage during an emergency situation. The

videos will air on the video screens on the VIVA buses, posted on the City's Website, Vaughan TV, BIS, You Tube and on the Prep E Facebook page.

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, York Region will also be recognizing Emergency Preparedness Week.

### **Conclusion**

The Manager of Emergency Planning and Acting Fire Chief are recommending that the week of May 1, 2011, 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:**

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Respectfully submitted,

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