

COMMITTEE OF THE WHOLE APRIL 24, 2012

EMERGENCY PREPAREDNESS WEEK PROCLAMATION

Recommendation

The Manager of Emergency Planning and Fire Chief recommend that:

1. The week of May 6 – 12, 2012, be proclaimed as “**Emergency Preparedness Week**”;
and
2. The proclamation be posted on the City’s website and published on the City Page Online.

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 three new videos for the PrepE emergency preparedness campaign. Emergency preparedness messages will be aired on Vaughan TV, BIS, PrepE’s Face Book page, and You Tube 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 17th 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 developed the PrepE emergency preparedness campaign featuring a penguin mascot in 2011. PrepE is prepared everywhere, every time for every emergency. Three new public safety videos have been developed along with a colouring book and plush toys. The release of the three new videos will coincide with Emergency Preparedness Week. The videos will educate the public on actions to take to be prepared for and manage

during an emergency situation. The videos will air on the City's Website, Vaughan TV, BIS, You Tube and on the PrepE Face Book page.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is in keeping with the Vaughan Vision specifically promote 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 6, 2012, be proclaimed as "**Emergency Preparedness Week**" and that the proclamation be posted on the City's website and published on the City Page Online. 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

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Respectfully submitted,



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