

PUBLIC ALERTING: A PROVINCIAL PERSPECTIVE

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***Moving toward a Canada-wide
system for Emergency Public
Alerting***

Brock Holowachuk, Senior Planning Officer,
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Recognizing the Need:

- ⌘ Absence of a system is an acknowledged gap.
- ⌘ Support for Public Alerting is widespread – United Nations Framework.
- ⌘ Public expectation that this be addressed on a national basis. Indian Ocean Tsunami has highlighted the issue.
- ⌘ Widely held position within the emergency management community that this is an imperative to improved public safety. Seen as a priority.

Provincial/Territorial Support

- ⌘ Council of the Federation
- ⌘ FPT Ministers responsible for Emergency Management
- ⌘ Canadian Council of Emergency Management Organizations
- ⌘ Provincial/Territorial participation in Industry Canada Champion's Group
- ⌘ Public Alerting as part of FPT Action Plan for improving emergency management

The Council of the Federation

- ⌘ Identified Public Alerting as a priority – Manitoba and Nova Scotia Premiers are lead in emergency management
- ⌘ “To ensure that cooperation on emergency management and public safety takes place among all governments, Premiers also directed their Ministers to work with the federal government to: ... Develop a Canada-wide system for emergency public alerting.” Council of the Federation Communiqué, July 30, 2004

Reasons for Optimism:

- ⌘ Strong evidence that the federal government shares this as a priority, understands need
- ⌘ Cooperation from private sector
- ⌘ ***Industry Canada's development of a meaningful and substantive plan of action***

Principles of Public Alerting – Starting from a Consensus Position

'A Draft Vision of Public Alerting in Canada'

- ⌘ Represents common beliefs that are important starting points – may seem basics, but basics are needed to keep the process on track.
- ⌘ A tool for all levels of government
- ⌘ Sustainable in terms of funding, support, regulations – not a short term project.
- ⌘ No technological limitations – we have the tools

Principles of Public Alerting – Starting from a Consensus Position

continued

- ⌘ Use of Common Alerting Protocol
- ⌘ Build on existing resources, investment and knowledge
- ⌘ Training, public education
- ⌘ Federal/Provincial/Territorial roles clearly defined – CWPAS

A NATIONAL STRATEGY WITH NATIONAL STANDARDS FOR A NATION-WIDE SYSTEM

A cooperative Federal/Provincial/Territorial Approach

- ⌘ Federal role to build a national 'core' system that will allow flexibility and access to provinces, territories and municipalities.
- ⌘ Provincial/Territorial role to develop and deliver training, act as a clearinghouse for municipal access.
- ⌘ Input through Vision Paper, Action Plan represent an open and cooperative approach

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Moving Forward:

- ⌘ Maintain and build support for Public Alerting as a national priority
- ⌘ Adopt Action Plan
- ⌘ Report to Deputy Ministers, Ministers responsible for Emergency Management
- ⌘ Report to Council of the Federation

The Need for Public Alerting:

- ⌘ **Safety of people – a real and tangible tool that will save lives and limit disaster-related losses**
- ⌘ **Essential in a hazardous country, and in response to the evolving and emerging challenges in emergency management and public safety.**
- ⌘ **Leads to a sense of security, confidence, and prosperity.**

The importance and value of this investment will never be more clear than it is right now.

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Questions?