

APPENDIX N

PUBLIC EDUCATION CAMPAIGN PLAN

Public Education  
Campaign Plan

For

Brandon's Siren Demonstration  
and Evaluation Project

Brandon Manitoba

March 2003

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## **PUBLIC EDUCATION CAMPAIGN PLAN**

### **Introduction**

The City of Brandon, the Brandon Emergency Support Team, the Community Advisory Committee for Emergency Preparedness, Acoustic Technology Inc., Probe Research, Manitoba Hydro, Brandon Regional Health Centre, Brandon School Division, Riding Mountain Broadcasting, Craig Broadcasting, Standard Radio, The Brandon Sun, The Wheat City Journal are pleased to take part in this demonstration and evaluation of new public alerting technologies and products. We will demonstrate siren technologies that are new to Canada. This will be done in a specified geographical area in the eastern portion of the City of Brandon, Manitoba.

Our long term vision for public alerting sees a community that has the technological resources to notify each and every one of its citizens through a variety of means. We recognize that the majority of emergency events occur at the local level and impact upon localized populations. With this in mind, we see our citizens as being educated to the point where they understand what an alerting message is telling them and they are motivated to take the actions necessary to help themselves and their neighbours. We see the citizens of Brandon as partners in our emergency preparedness program and as such each having a vital role to play to protect everyone's safety.

The hazard assessment for the City of Brandon identifies transportation and industrial accidents as likely occurrences. Any release of a chemical product by such an occurrence has a high level of maximum threat to the community. Brandon is also identified as being vulnerable to severe weather such as tornadoes. Portions of the City are built below the flood level of the Assiniboine River and are protected by dikes. Failure of a dike would require instant notification of the people located in the flood zone. The City also has occasional fires, in both residential and commercial buildings and smoke carrying toxic chemicals may necessitate a notification.

We believe that an alerting technology is part of a complete system of emergency preparedness and that it coupled with proper and realistic public education will have a dramatic effect on the lives of everyone living in our City. This includes people with special needs. An alerting system must be part of a complete program so that people are not surprised by the alert. In fact they should be expecting to be alerted every time the need arises and they should be expecting to be alerted in a variety of ways.

This project plan provides a description of the public education campaign that will be launched and maintained as part of Brandon's demonstration and evaluation of new public alerting technology. It includes a schedule on how and when the public education campaign will occur. It also includes an information gathering phase following each siren test to judge the public's understanding of their role and acceptance of the new technology. A final report will be created that will be available to any interested parties.

## PUBLIC EDUCATION CAMPAIGN PLAN

### Project Goal

To determine the effectiveness and acceptance of using a wireless siren system to alert the public to large scale emergencies within the City of Brandon.

### Project Objectives and Procedures

#### Objective 1

Develop and provide a detailed Public Education Campaign.

#### Procedure

1. B. Kayes. Consult with Media partners:

- |                                       |       |
|---------------------------------------|-------|
| a. ensure everyone is on side         | March |
| b. determine a style for the campaign | March |
| c. consult on a project name          | March |
| d. develop information copy           | March |
| e. outline advertising budget         | March |
| f. determine initial media release    | March |

i. time-frame

ii. content

g. determine information: March

i. frequency

ii. time-frame

iii. content

h. develop parameters of Media siren test procedure March

i. project member with 2-way radio as trouble shooter/contact

ii. length of emergency announcement

(1) all need to agree to same length

iii. what staff need to be in the station to take part

(1) stations not live 24/7

iv. Media actions

(1) agree to basic procedures March

(2) agree to follow-up planning meeting

(a) develop detailed procedures April

i. develop message to public for community meeting

i. radio

(1) "The following is a message for Brandon residents living east of First Street. The City of Brandon is planning a meeting to discuss the testing of an emergency alerting SIREN. In this changing world, it may be necessary to alert the public to an emergency taking place in the city. A community meeting to discuss the testing of an emergency alerting siren will take place Thursday, March 27, at 7:45 PM, at the East End Community Centre at the corner of Park Street and Victoria Avenue.

(2) aired on all four radio stations four times/day March

22-27

ii. newspaper

(1) "Joint Ward Meeting for Riverview and Green Acres Wards

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Thursday, March 27, 2003

7:45 PM

East End Community Centre

Introductory meeting regarding the testing of an emergency alerting siren system in Brandon.

For more information contact 729-2207"

- (2) Wheat City Journal March 20
  - (3) City web page March 20 -27
  - (4) Brandon Sun March 25, 26
  - (5) include TV as lead up to test date April-December
  - (6) uses all forms with project as news item April-December
    - (a) radio and TV talk shows
    - (b) interviews in newspapers
    - (c) flyers delivered to area homes and businesses Test Dates
2. Media partners will:
- a. CKLQ, CKK. write informational copy March
  - b. Media Partners. Book time slots March
    - i. advertising
    - ii. public service announcements
    - iii. news programs
    - iv. talk shows
  - c. R. Maloney. Assist with organizing media events April
    - i. official announcement
    - ii. special promotions
    - iii. community meetings
  - d. B. Cesmystruk/Media Partners. Develop public information campaign April
    - i. the "look" of visual information
    - ii. the "tone" of auditory information
    - iii. schedule of events
      - (1) CKX Noon Show
      - (2) CKLQ One on One
      - (3) feature newspaper articles
      - (4) advertising schedule
        - (a) radio
        - (b) TV
        - (c) newspaper
        - (d) flyers
        - (e) posters
        - (f) signage
  - e. B. Kayes/R. Maloney. Hold Media event at installation May(equip arrives)
    - i. project manager coordinates event
    - ii. provide Media Release
      - (1) invite Media
    - iii. invite Mayor and Councillors

## **PUBLIC EDUCATION CAMPAIGN PLAN**

- iv. invite public
- v. invite project partners

### Objective 2

Identify the Diversified Public within the test area

- |    |  |       |       |
|----|--|-------|-------|
| 1. | B. Kayes. Consult City Departments                                     | March |       |
|    | a. City Clerk's Office   |       |       |
|    | b. City of Brandon Economic Development                                |       |       |
| 2. | B. Kayes. Consult City Councillors                                     | April |       |
|    | a. Councillor Jessiman   |       |       |
|    | b. Councillor Black  |       |       |
| 3. | B. Kayes. Contact Westman English as a Second Language Service (WESLS) |       | April |
|    | a. Ethiopians population   |       |       |
|    | b. Korean population   |       |       |
|    | c. Chinese population  |       |       |
| 4. | B. Kayes. Contact Westman Multi-cultural Association                   | April |       |
|    | a. general information regarding population makeup                     |       |       |
| 5. | B. Kayes. Contact Maple Leaf Foods                                     | April |       |
|    | a. Spanish population  |       |       |
| 6. | B. Kayes. Consult Statistics Canada information                        | April |       |
| 7. | Project Team. Consult with Probe Research                              | April |       |
|    | a. development of questionnaire  |       |       |
|    | b. analysis of survey information                                      |       |       |

### Objective 3

Determine and describe appropriate public education methods

- 1. Working knowledge of English
  - a. all forms of public education including; radio, television, print, student classroom, parent handouts, community meetings, public forums, electronic
- 2. Less than working knowledge of English
  - a. print, student classroom, parent handouts, specialized community meetings, tape/CD recorded messages, electronic

### Objective 4

Describe the type and level of information and knowledge to be disseminated

- 1. Type of information:
  - a. Information will be provided so that citizens
    - i. understand that this is a test project
      - (1) to demonstrate new technology
      - (2) to evaluate new technology
      - (3) to learn what citizens think about such a system for Brandon
      - (4) to learn how well our public education campaign worked
      - (5) to prepare project reports for other Canadian cities to study
    - ii. understand project parameters

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- (1) who is conducting the testing
    - (2) what is the testing to accomplish
    - (3) why is it being conducted
    - (4) when is it being conducted
    - (5) where is it being conducted
  - iii. understand the project goal
    - (1) To determine the effectiveness and acceptance of using a wireless siren system to alert the public to large scale emergencies within the City of Brandon.
  - iv. react to siren
    - (1) know what to do
      - (a) follow through with appropriate actions
    - (2) know when to do it
      - (a) follow through with appropriate actions at appropriate time
  - v. take part in surveys
    - (1) by taking part in test activities to then take part in the surveys
    - (2) answer all questions thoughtfully
    - (3) answer all questions honestly
  - vi. provide feedback
    - (1) participate by listening, reflecting, and discussing
      - (a) be open to a dynamic project
      - (b) share opinions on the project
        - (i) suitability of siren alerting for Brandon attend community meetings
        - (ii) project experiences
        - (iii) lessons learned
    - (2) media
    - (3) Councillors
    - (4) project team members
  - vii. be aware of funding sources
    - (1) who is providing funding
    - (2) dollar value
  - viii. be aware of the possible outcomes
    - (1) system may meet the community needs for alerting
    - (2) system may partially meet the community needs for alerting
    - (3) system may not meet the community needs for alerting
2. Level of information:
  - a. provided at a level appropriate for the audience
    - i. comprehension level
    - ii. reading level
    - iii. language
  - b. to provide a basic understanding of the project
  - c. to provide easy to follow instructions
  - d. to provide a basic understanding of the desired actions by citizens



## **PUBLIC EDUCATION CAMPAIGN PLAN**

### Objective 5

Describe the level of awareness and knowledge of the public as a result of campaign

1. 80% of citizens surveyed are able to provide
  - a. An understanding that this is a test project
    - i. to demonstrate new technology
    - ii. to evaluate new technology
    - iii. to learn what citizens think about such a system for Brandon
    - iv. to learn how well our public education campaign worked
    - v. to prepare project reports for other Canadian cities to study
  - b. An understanding of the project parameters
    - i. who is conducting the testing
    - ii. what is the testing to accomplish
    - iii. why is it being conducted
    - iv. when is it being conducted
    - v. where is it being conducted
  - c. An understanding of the project goal
    - i. To determine the effectiveness and acceptance of using a wireless siren system to alert the public to large scale emergencies within the City of Brandon.
  - d. An awareness of how to react to alerting
    - i. know what to do
      - (1) follow through with appropriate actions
    - ii. know when to do it
      - (1) follow through with appropriate actions at appropriate time
  - e. Survey responses
    - i. indicating project awareness
    - ii. answer all questions thoughtfully
    - iii. answer all questions honestly
  - f. An awareness of how to provide feedback
    - i. community meetings
    - ii. media
    - iii. Councillors
    - iv. project team members
  - g. An awareness of funding sources
    - i. who is providing funding
    - ii. dollar value
  - h. An awareness of possible project outcomes
    - i. system may meet the community needs for alerting
    - ii. system may partially meet the community needs for alerting
      - (1) system may not meet the community needs for alerting

### Objective 6

Describe other Canadian Public Emergency Awareness/Alerting campaigns

1. Investigate other Canadian Public Emergency Awareness campaigns:

## PUBLIC EDUCATION CAMPAIGN PLAN

- |    |  |       |
|----|--|-------|
| a. | Sarnia, Ontario                                | April |
| b. | Ottawa, Ontario                                | April |
| c. | Vancouver, British Columbia                    | April |
| d. | seek assistance                                | April |
|    | i. Canadian Emergency Preparedness Association |       |
|    | ii. Manitoba Emergency Management              |       |

### Objective 7

Describe best practices from other Canadian campaigns

- |    |                             |       |
|----|-----------------------------|-------|
| 1. | Develop best practices list | April |
|----|-----------------------------|-------|

### **Project management**

The project will be managed by the City of Brandon's Emergency Coordinator. Technical assistance will be provided by ATI personnel. Research assistance will be provided by Probe Research Inc. Clarification of community issues will be provided by the Community Advisory Committee for Emergency Preparedness. Clarification of media issues will be provided by the media partners with Russell Maloney as the Media Representative. Clarification of business, health care, and school issues will be provided by the members of the Brandon Emergency Support Team.

A Project Team will be established from the interested parties.

Membership will be as follows:

- |    |                              |  |
|----|------------------------------|--|
| 2. | Team Leader                  | Brian Kayes, City of Brandon   |
| 3. | City Council                 | Councillor Jessiman,<br>Councillor Black   |
| 4. | B.E.S.T. Representatives     | Bruce Bunting, Nexen<br>Tom Hutchinson, Simplot<br>Ken Pratt, Westco<br>Rich Gregoire, Brandon Fire Department |
| 5. | Community Advisory Committee | Tab Dudley<br>Bob Edmundson  |
| 6. | ATI                          | Irene Luciano  |
| 7. | Industry Canada              | Wendy Wu   |
| 8. | Media                        | Russell Maloney  |

### **Project Partners Involvement**

- |    |   |                |
|----|---|----------------|
| 1. | Riding Mountain Broadcasting radio stations CKLQ and Star 94.7: |                |
| a. | work with other local media to ensure a cohesive campaign       | March-December |
|    | i. agree to work within campaign parameters                     |                |
|    | ii. agree to follow-up planning meeting                         |                |
|    | (1) develop detailed procedures                                 | April          |
|    | iii. agree to share and use other partner's copy                |                |
| b. | work with other partners to write copy for the messages         | March-December |
|    | i. advertising  |                |

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- ii. public service announcements
    - iii. pre-siren test information to the public
    - iv. live siren test information to the public
  - c. provide a portion of their service in-kind March-December
  - d. welcome information about the project as newsworthy March-December
  - e. be an active participant in the six siren tests March-December
- 2. Craig Broadcasting radio station CKX 96 and Hot 101:
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting
      - (1) develop detailed procedures April
    - iii. agree to share and use other partner's copy
  - b. work with other partners to write copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
    - iv. live siren test information to the public
  - c. provide a portion of their service in-kind March-December
  - d. welcome information about the project as newsworthy March-December
  - e. be an active participant in the six siren tests March-December
- 3. Craig Broadcasting television station CKX:
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting
      - (1) develop detailed procedures April
    - iii. agree to share and use other partner's copy
  - b. work with other partners to write copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
    - iv. live siren test information to the public
  - c. provide a portion of their service in-kind March-December
  - d. welcome information about the project as newsworthy March-December
- 4. Westman Communications Group:
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting
      - (1) develop detailed procedures April
    - iii. agree to share and use other partner's copy
  - b. provide information on their web-site
- 5. The Brandon Sun newspaper:
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting

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- (1) develop detailed procedures April
    - iii. agree to share and use other partner’s copy
  - b. work with other partners to write copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
  - c. provide a portion of their service in-kind March-December
  - d. welcome information about the project as newsworthy March-December
  - e. provide information on their web-site
- 6. The Wheat City Journal:
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting
    - (1) develop detailed procedures April
    - iii. agree to share and use other partner’s copy
  - b. work with other partners to write copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
  - c. welcome information about the project as newsworthy March-December
  - d. provide a percentage of their coverage in-kind March-December
  - e. provide information on their web-site March-December
- 7. Innovative Media Group
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to share and use other partner’s copy
  - b. work with other partners to write copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
    - iv. live siren test information to the public
  - c. welcome information about the project as newsworthy March-December
  - d. provide information on their web-site March-December
- 8. News in a Minute
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to share and use other partner’s copy
  - b. welcome information about the project as newsworthy March-December
  - c. provide a percentage of their coverage in-kind March-December
- 9. Brandon Shopper
  - a. work with other local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to share and use other partner’s copy
  - b. provide a portion of their service in-kind March-December

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- c. welcome information about the project as newsworthy
- 10. B.E.S.T.
  - a. work with local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting April
      - (1) develop detailed procedures
    - iii. agree to share and use other partner’s copy
  - b. work with other partners to review copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
    - iv. live siren test information to the public
  - c. be an active participant in the six siren tests March-December
  - d. provide information on member’s web-sites March-December
  - e. provide regular fax up-dates to members March-December
  - f. circulate information to their staff and family members March-December
- 11. City of Brandon
  - a. work with local media to ensure a cohesive campaign March-December
    - i. agree to work within campaign parameters
    - ii. agree to follow-up planning meeting
      - (1) develop detailed procedures April
    - iii. agree to share and use other partner’s copy
  - b. work with other partners to review copy for the messages March-December
    - i. advertising
    - ii. public service announcements
    - iii. pre-siren test information to the public
    - iv. live siren test information to the public
  - c. host media events March-December
    - i. write media releases
    - ii. arrange project events
      - (1) location
      - (2) time and date
      - (3) program
  - d. host public meetings March-December
    - i. arrange public meetings
      - (1) location
      - (2) time and date
      - (3) program
  - e. be an active participant in the six siren tests March-December
  - f. provide information on their web-site March-December
  - g. provide information to employees through their intranet system March-December
  - h. City Council announce developments at Council meetings March-December

\* \* \*