Communications Plan: Strathcona County Emergency Services

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Background

Disasters happen in unexpected moments. Between 1980 and 2010, there were 81 disasters in Canada alone that ended in great human and economic losses. On average, seven Canadians die each year because of a disaster.

Accurate and thorough preparation can prevent a lot of damage to the communities involved. Emergency Management is vital in every community and it consists of four stages: prevention, preparation, response, and recovery.

Strathcona County Emergency Services has the responsibility to educate its residents about emergency preparedness. Strathcona County faces many hazards including wildfires, summer storms, winter storms, tornadoes, power outages, chemical releases, railway accidents, industrial accidents and pandemics. By enacting emergency preparedness and being able to survive for 72 hours without assistances, residents will assist their community by not being a further drain on County resources and disaster relief. If a community is well prepared and responds effectively to pre-planned strategies, it leads to community success.

Our objective is to create a communications plan that conveys the importance of awareness and preparation for the hazards Strathcona residents face. By identifying suitable communication channels, we will use multiple strategies to reach the most receptive and open audiences. People need to be ready to protect themselves and their families.
Research

Client Research

We met with Karen Tominuk and Mark Eckley on April 24th, 2012 at 9 a.m. to discuss the potential creation of a more inclusive mechanism of reaching Strathcona County residents regarding emergency preparedness. Karen and Mark were seeking a communications plan that would motivate Strathcona County residents to enact emergency preparedness and to attend Get Prepared. They wanted us to find a way to pique public interest and overcome apathy towards potential emergency situations in Strathcona County.

During the meeting we were informed of the following points:

- Every Strathcona County resident should be prepared to shelter in place (be able to sustain themselves in an emergency for at least 72 hours).
- Strathcona County residents are apathetic towards potential emergency situations.
- The Slave Lake fire slightly altered the mentality of residents in Strathcona County about potential emergency situations.
- Past efforts employed by Strathcona Emergency Services to alert residents about emergency preparedness include:
  - Light boards
  - Advertisements in newspapers
  - Articles in newspapers
  - Website on 72 hours preparedness
  - Brochures, flyers, pamphlets, and a PowerPoint presentation
  - Get Prepared event
- Senior citizens were the primary audience in attendance at Get Prepared 2011.
Problem Research

The primary problem Strathcona Emergency Services faces is apathy. Strathcona County residents are apathetic about the potential hazards that threaten their lives and homes. The pervading mentality is that a disaster won’t happen or is so unlikely to happen that there is no point in preparing.

Dr. Peter M. Sandman is a prominent risk communicator and consultant who identified 20 principles for warning apathetic people and overcoming that apathy. While all 20 steps are relevant to Strathcona Emergency Services, the most useful are:

- Keep it short
- Make it interesting
- Think in stages

Messages need to be short because people have short attention spans, shortened further by their apathy.

Interesting messages capture attention and are more likely to be internalized.

Thinking in stages is important because people don’t suddenly change their behavior; it’s an incremental process that takes time. Sandman identifies six stages:

1. First they’re unaware of the risk.
2. Then they’re aware but unengaged.
3. Then they become engaged; they haven’t decided yet what precautions if any to take, but they’re ready to think about it.
4. Then they decide what to do – but they haven’t actually done anything yet.
5. Then they act on their decision.
6. Finally they decide to keep acting, or even to do more.

The majority of Strathcona County residents are at stages one and two.

This communications plan focuses on creating short, intriguing messages that will move Strathcona County residents through the stages of awareness.
Past Efforts

Strathcona Emergency Services has used the following tactics to speak to the public about emergency preparedness:

Get Prepared Event

- Held last year for the first time at the Community Centre on May 15, 2011 from 10 a.m. to 2 p.m.
- About 300 people attended the event including participants/volunteers.
- Was mostly attended by young families and seniors.
- Activities included:
  - An emergency vehicle parade.
  - A display of emergency vehicles.
  - Interactive booths.
  - A search and rescue dog demonstration.
  - Mascots.
  - A 72 hours preparedness presentation.

Media Advisory

- A media advisory was issued for Get Prepared.

News Coverage

- Get Prepared was covered by The News.
- An article about emergency preparedness week appeared in The News.

Advertising

- 1/3 page advertisement for Get Prepared was placed in The News four times.
Flyers and Posters

- Over 1400 flyers about emergency preparedness were printed
- About 20 posters about emergency preparedness were printed.
- Flyers and posters were distributed at the following locations:
  - Strathcona County Library
  - Family and Community Services
  - County facilities
  - 5 fire stations
  - Seniors homes
  - Bookmobile
  - Schools
  - To the Ministerial Association

Website

- Strathcona County Emergency Services created a presence on the Strathcona County website.
- Another page was created on the Strathcona County website on surviving for 72 hours.

Digital Signs

- Digital signs were placed in various locations in Strathcona County owned facilities throughout Sherwood Park.
Problem/Opportunity

Strathcona County faces a myriad of potential emergencies - wildfires, tornadoes, severe snow and thunderstorms, and industrial accidents. Residents of Strathcona County must be prepared to shelter in place (survive without emergency services assistance for 72 hours) and evacuate at a moment's notice.

Strathcona County has developed multiple resources to inform residents. The County website is rich with information, videos, and information sheets; the Emergency Reference brochure is a quick refrigerator guide; the Get Prepared event makes the information accessible and fun. However, residents are not accessing this information and, when they are, not acting on it.

An apathetic mentality pervades Strathcona County residents. They believe there is only a remote chance of a disaster occurring. Preparation is far from residents' minds.

We must overcome this apathy and direct residents to the existing materials. More importantly, we must compel residents to act upon the information by creating their own emergency kits.

Young children represent a prime opportunity to educate other residents. Apathy has not set into elementary aged children, which makes them a receptive audience. Strathcona Emergency Services already has access to the elementary schools from September to October. By sending the kids home with information and activities, they will educate their parents.

Strathcona’s established Get Prepared event represents another opportunity. It is a community event, and participants of Get Prepared have already bought into the importance of the message. By increasing attendance, we can spread information about emergency preparedness in a way that emphasizes Strathcona County’s strong community spirit and involvement.
SWOT Analysis

Strengths
- Well-developed website that is highly informative.
- Strong writers present within communications team.
- Other staff members are also incredibly dedicated to their cause.
- Organization has a decent budget geared towards events.
- Get Prepared; an event focusing on emergency preparedness.

Weaknesses
- Organization’s public relations skills need further development.
- Lack of creativity in presentation of material provided to public.
- Employees could be too close to the issue to look at it from their public’s point of view.

Opportunities
- Many communications strategies to look at and experiment with.
- Chance to interact on a more personal level with their publics.
- Occasions for community involvement.
- Chance to involve local politicians.

Threats
- Audience apathy.
- An oversaturation of messages.
- A looming deadline.
**Audience Categories**

We categorized our potential audiences based on their current stance towards emergency preparedness. This process helped us prioritize our audiences.

**Apathetic**
Single adults, young adults, teenagers.

**Advocate**
Our advocate audiences were categorized according to activity level in emergency preparedness.

**Active**
- Strathcona Emergency Services employees
- Seniors
- Support workers (including police, firefighters, health care workers, caregivers),
- Government officials
- Volunteers at the Great Prepared event
- Red Cross
- Prior disaster survivors
- Industry

**Inactive**
- Young families
- Teachers

**Dormant**
Businesses, families with older children, media (become active advocates once a disaster occurs).

**Adversarial**
None.
Audience Analysis

The intended audience for this communications plan are the groups we determined would be the most receptive to the message. Because the Stratchona County Emergency Services personnel are already passionate advocates for their message and our primary goal is to motivate Strathcona County residents to enact emergency preparedness, we have chosen to focus this plan on external publics.

Prioritized Audience

We have segmented Strathcona County residents into specific audiences and prioritized them.

1. Elementary-aged children. We are targeting this audience primarily as a conduit to their parents.
2. Parents with young children. This audience is our true target.
3. Senior citizens. This audience is already active, as evidenced by their attendance at Get Prepared.
5. Adults without children.

To motivate our audiences, we plan to:

1. Reach the children first. Doing this will get the parents involved more quickly and motivate them to create their own emergency preparedness kit at home.
2. The elderly, being generally more conservative and already aware of emergency preparedness, are the easiest audience to reach out to and highly receptive.
3. We are reaching small business owners by involving them in our tactics. We hope this taps into Strathcona County’s strong community spirit.
4. Adults without children will be the most difficult public to attract. This public is going to need more time and a more persuasive effort. The simplest way our group can find to reach this public is through targeted advertising such as putting small flyers in their utility bill about emergency preparedness and enticing them with a contest.
Goals, Objectives, and Tactics

Overall Strategy

Despite the variety of tactics Strathcona Emergency Services has used in the past (outlined in Past Efforts), the organization has never launched a coordinated, strategic, and measurable plan to deliver their message. This communications plan remedies that by presenting interrelated tactics that work together and are by their nature measurable.

Our tactics work together to compel participation by Strathcona County residents and funnel people towards the wealth of existing information on Strathcona’s website and the Get Prepared event. The impact of certain individual tactics will manifest in other areas, such as participation in the contests or attendance at the Get Prepared event.

A prime example of the interrelated nature of our plan is the new advertising strategy. We devised an ad campaign that uses short, intriguing messages to pique interest; this tactic draws on the steps to overcome apathy. There is no concrete way to measure this tactic separate from the others. If the ad campaign is a success, Strathcona Emergency Services will see increased traffic on their website, participation in contests, and increased attendance at Get Prepared.

It is paramount to note that this plan will likely see little results for the April 2012 Get Prepared event because it is a month away; there is little time to implement most of the tactics. This planned is designed for the 2013 Get Prepared event.
Goal 1: Dispel apathy towards potential disasters in Strathcona County.

Objective 1: Create a new compelling emergency preparedness advertising campaign for 2013.

Tactic 1: Create a new URL, slogan, and picture for emergency preparedness to be used through various media channels.

- **Description:** In this world moved by quick and easy information, we have to make information available for people when looking for it. We have to create easy and sticky messages that will prevail in Strathcona County residents.

- **Strategy:** Strathcona Emergency Services has an abundance of good information on their website; however, the issue is that the information is hard to find. We propose a new, catchy URL that redirects viewers to the official webpage, which with have all of the information on emergency preparedness. The URL needs to be something that people will see in the streets and remember to visit when they are at home. Our suggestions for a new, memorable URL are to use key messages like: prepareyourself.ca, getprepared.ca, and are-u-prepared.ca. The new URL can also serve as the slogan because it is intended to be easy, catchy and informative. Rearranging the webpage is also recommended. It has to be simple and easy to access.

Tactic 2: Place inserts in Strathcona County resident’s utility bills.

- **Description:** Utility bills are an excellent way to distribute a message because every household in Strathcona County receives a bill. Strathcona Emergency Services can use the insert to deliver multiple messages outlined in this plan; the insert can advertise the Get Prepared event, the adult contest, and the importance of emergency preparedness using the new slogans and URL.

- **Strategy:** The inserts would be printed three to a standard 8.5” by 11” page. Each insert would measure 8.5” wide and 3.66” long. Colour inserts would be
preferable because they are more eye-catching and effective, but black and white is an option if cost is a concern.

The estimated cost at Staples Print Centre is:
- $2330.72 for colour
- $490.68 for black and white

This estimate is based on:
\[ \frac{92,000}{2.5} = 36,800 \]
(population of Strathcona) (average household size) (households)
\[ \frac{36,800}{3} = 12,267 \]
(households) (inserts per page) (pages required)
\[ 12267 \times 0.19 = 2330.73 \]
(pages) (price per page, colour) (total)
\[ 12267 \times 0.04 = 490.68 \]
(pages) (price per page, b&w) (total)

*See the Appendix for a sample mockup.

**Tactic 3:** Use the last five minutes of every Fire Safety presentation to grade one and grade two Strathcona County students to advertise the emergency preparedness scavenger hunt.

- **Description:** Children are a great channel of communication for getting messages to Strathcona County parents. We will leverage this by handing out interactive emergency preparedness scavenger hunt sheets that get children excited about emergency preparedness and creating their own kits. Children and parents will work together to find items in their homes or in stores that go into an emergency preparedness kit.

The scavenger hunt will serve two purposes:

1. Familiarize Strathcona County children and students with emergency preparedness.
2. Increase the number of Strathcona County resident’s with emergency preparedness kits.
   o **Strategy:** From September to November Strathcona County Emergency Services has access to grade one and grade two students for Fire Safety presentations. We think handing out the scavenger hunt sheets early will be beneficial, as it will start to get residents familiar with emergency preparedness, so that when Get Prepared happens in April the residents will be interested in learning more.

   After the constable gives the Fire Safety presentation to the elementary students, he or she will then briefly, in one to two minutes, explain emergency preparedness and handout the prepared scavenger hunt sheets. The constable will then encourage the children to take the scavenger hunt sheets home to their parents and find the items around their homes or in stores and create their own emergency preparedness kits.

   * See the Appendix for a sample mockup.

**Tactic 4:** Advertise the adult emergency preparedness contest.

   o **Description:** The adult emergency preparedness contest is a major component of the communications plan. Holding a contest with a significant prize motivates residents to participate and overcome their apathy towards preparedness. However, to be effective, as many residents as possible must learn about the contest.

   o **Strategy:** Advertising the adult contest can be done through many avenues. Detailed information about the contest should be added to Strathcona County’s website. Other advertising channels can pique residents’ interest and direct them to the website for complete details.

   With the website as the hub of information, other advertisements for the content can be short and succinct. The contest can be advertised via utility bill inserts, with a short ad in *The News*, or as part of the new advertising campaign.
The largest contributing factor to the contest’s success is the prize. The prize must be substantial enough that typically apathetic adults choose to participate. A tablet computer would be an excellent prize. A multitude of Android tablets are available at prices that range from $200 to $500.

**Tactic 5:** Advertise the children’s colouring contest.

- **Description:** The children’s colouring contest is primarily a technique to increase attendance at Get Prepared. Like the adult contest, children have to be aware of the colouring contest and excited to win for this tactic to work.

- **Strategy:** Advertising a colouring contest is a two-pronged approach that should be directed at both children and their parents. Some parents will inform their children about the contest upon learning about it.
  
  Place complete and detailed information on the Strathcona County website, including a downloadable and printable PDF of the colouring sheet and contest form.

  Place a short advertisement in *The News*.

  Distribute colouring sheets at various local businesses where kids are likely to see them when out shopping with their parents. If possible, ask a local business to actively promote the contest by offering the sheet to children instead of passively relying on the child or parent’s interest.

**Tactic 6:** Distribute 200 colouring contest sheets to local businesses two weeks before Get Prepared.

- **Description:** Hold a colouring contest for kids. Partner with local business to help distribute the sheets, thus creating community involvement and spreading the emergency preparedness message to those businesses.

- **Strategy:** Either create or find a free public domain image related to emergency preparedness for children ages five to nine to colour in and complete. Include the
contest entry form stapled to the colouring sheet (see the Appendix for a mock-up). Distribute the colouring contest sheets to various local businesses two weeks prior to Get Prepared; ask associates to hand out the sheets and briefly explain the contest to customers. Including businesses will create a reinforced sense of community among residents of Strathcona County while ensuring a high distribution of colouring contest sheets. Part of the budget will be used to cover the printing fee for the colouring contest sheets.

**Objective 2:** Increase attendance at Get Prepared by 50%.

**Tactic 1:** Children’s contest- have children submit their colour contest page at the event for a chance to win a prize (must be in attendance to win).

- **Description:** Contest sheets must be dropped off at Get Prepared and the child must be present to win. This tactic motivates attendance at Get Prepared.

- **Strategy:** Display all submitted drawings at the event. Displaying all of the submissions and the promise of a prize will excite the children and get them and their family to Get Prepared. Have a group of event volunteers choose the winner. The winning child must be present at Get Prepared to receive the prize. Prizes for the children’s contest are obviously smaller and more child-friendly in comparison to the adult contest prizes. We suggest something like a twenty-five dollar gift certificate to Toys R Us or a similar child-orientated store. Use part of the three thousand dollar budget to cover the cost of the prize.

**Tactic 2:** Adult’s contest- have adults take a picture of their already-assembled kit and bring it to Get Prepared 2013 event.

- **Description:** Get the adults to make their own pre-prepared kit and have them prove that they made one by taking a picture of it. Submitting the picture at the event will enter them into draw for an exciting prize.
• **Strategy:** This strategy is intended to target Strathcona County adults. The contest is open to any adult over the age of 18. We expect it will mostly draw in adults ages 25-40 both with and without children.

   It can be somewhat difficult to motivate adults without children to attend community events; however, we can counter this issue to a degree by offering a significant prize for the adults that will make them want to attend the event.

   This strategy may also reach other audiences such as seniors to be motivated to attend the event. If this tactic does work on more than one audience then we will likely bring in a significantly larger group of people.
Goal 2: Prompt Strathcona residents to enact emergency preparedness.

Objective 1: Increase the number of Strathcona residents with emergency preparedness kits by 25%.

Tactic 1: Hold an adult contest that requires creation of an emergency preparedness kit for a chance to win a substantial prize.

*See explanation of contest under goal one, objective 2, tactic 2.

Tactic 2: Sell pre-made emergency kits at Get Prepared 2013 for Strathcona County residents to purchase.

- **Description:** Many people are either too lazy or don’t know how to put together a decent emergency preparedness kit. To counter this issue having pre-made kits available at the Get Prepared event will give at least some people a starting point to make their own kit. To get these kits available at a booth or a table at the event it is suggested that someone from the organization approach a local Canadian Tire in Strathcona. All of the Canadian Tire Stores are operated by individual owners within a franchise. It might be possible to ask the owner of the store if they’ll sell us kits which can, in turn, be up for sale in our booth at the event. If the Canadian Tire option falls through there are other places that may be approached regarding the sale of pre-made kits.

- **Strategy:** Put up a booth or table in a high traffic area with pre-made kits for sale. After a demonstration or speech get the speaker to remind the audience that there are pre-made kits available. Also emphasize making your own kit is better but this one can be a “starter kit” for those who wish to have one. Have a sign up on the table or booth describing what is inside the kit itself so that the public won’t constantly ask the “What’s in it?” question. Make suggestions for other items that can go into a well-made kit either with a small sign or poster and put that onto the table or booth as well.
Tactic 3: Place 200 scavenger hunt sheets in the local Strathcona library for children to take and create emergency preparedness kits at home with their parents.

- **Description:** Scavenger hunts are a fun interactive way for children to learn about new ideas while accomplishing tasks. This tactic is intended to get Strathcona County residents thinking about emergency preparedness kits and familiarizing them with what goes inside of one. We believe the kids will be excited about doing a scavenger hunt at home and parents will want to help them with it, and therefore the amount of Strathcona County residents with emergency preparedness kits will increase.

- **Strategy:** Many young families frequent the Strathcona County Library on a weekly basis to participate in programs and to check out books. With approval from the Strathcona County Library, Strathcona Emergency Services will leave 200 scavenger hunt sheets on tables in the children and young adult sections, and at the checkout counter three weeks before Get Prepared 2013. Children will be encouraged by the librarian to take a scavenger hunt sheet home and create a kit. With the advertising about Get Prepared around the same time, residents will be familiar with emergency preparedness, and therefore the scavenger hunt sheets will make sense and serve as a reminder about the event.

Tactic 4: Have a firefighter or policemen talk to children ages 5-12 about emergency preparedness at the local Strathcona County Library.

- **Description:** As a precursor to Get Prepared, a firefighter or policeman from Strathcona Emergency Services will speak at Strathcona County Library about emergency preparedness on the Saturday two weeks before the event. This information presentation should be both fun and informative.

- **Strategy:** Strathcona Emergency Services will book a timeslot on a Saturday afternoon two weeks before Get Prepared to talk about emergency preparedness
and the importance of having a kit to children ages 5-12 and their parents. The presentation should be interesting and fun. As well, the speaker should take the opportunity to remind the children and their parents to attend Get Prepared, and about the contests that will be happening at the event. They should tell attendees where children can pick up colouring contest sheets and the how the adult contest works. Scavenger hunt sheets, which will already be at the library, should be handed out as well.

Since many young families already go to Strathcona County Library on Saturday afternoons, no advertising will be required for this information presentation. As well, this tactic will be of zero cost to Strathcona Emergency Services. According to Donna Riehl, Youth Manager of Strathcona County Library there is no cost or fees involved with putting on a presentation at the library.

**Key Messages**

- When you prepare yourself you prepare your community.
- Preparedness is peace of mind.
- Protect your family, prepare for a disaster.
- It will happen, prepare now.
### Action Plan

**Goal 1: Dispel apathy towards potential disasters in Strathcona County.**

**Objective 1:** Create a new compelling emergency preparedness advertising campaign for 2012-2013.

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<thead>
<tr>
<th>Tactic</th>
<th>Responsibility</th>
<th>Tools</th>
<th>Timing</th>
<th>Budget</th>
<th>Key Message(s)</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1. Create a new domain or URL, slogan, and picture for emergency preparedness to be used through various media channels.</td>
<td>Karen Tominuk Graphic design student from Grant MacEwan</td>
<td>Web page Utility bill inserts Newspaper advertisements in <em>The News</em> Billboards Light boards Radio ads</td>
<td><strong>Implemented by:</strong> Between October 2012 and May 2013.</td>
<td>Use $3,000 budget to buy: URL. Newspaper advertisements in <em>The News</em>. Billboards. Solicit free work from Grant MacEwan graphic design students in September.</td>
<td>When you prepare yourself you prepare your community. Preparedness is peace of mind. Protect your family, prepare for a disaster. It will happen, prepare now.</td>
<td>1. Did attendance at Get Prepared 2013 increase over 2012? 2. Has there been an increase in traffic to the Strathcona Emergency services website?</td>
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<tr>
<td>#2. Place inserts in Strathcona County resident’s utility bills.</td>
<td>Karen Tominuk Strathcona County Utilities</td>
<td>Strathcona County resident’s utility bills</td>
<td><strong>Implemented by:</strong> February 2013 (to advertise Get Prepared 2013). March 2013 (to advertise adult contest). Anytime (to increase general awareness)</td>
<td>Printing costs: $2330.73 for colour. $490.68 for black and white.</td>
<td>It will happen, prepare now.</td>
<td>1. Did every household of Strathcona County receive an insert about emergency preparedness in their utility bill? 2. Did attendance at Get Prepared 2013 increase over 2012?</td>
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| #3. Use the last five minutes of the Fire Safety presentation to grade one and grade two Strathcona County students to hand out emergency preparedness scavenger hunt sheets. | Karen Tominuk  
Mark Eckley  
Elementary Schools | Fire Safety presentation to grade one and grade two Strathcona County students | **Implemented by:**  
Between September 2012 and November 2012 (during Fire Safety presentations to grade one and two students). | Use $3,000 budget to cover printing costs of the scavenger hunt sheets. | Protect your family, prepare for a disaster. |
|---|---|---|---|---|---|
| 1. Did Strathcona County Emergency Services use the last five minutes of every Fire Safety presentation to talk about emergency preparedness?  
2. Did every child in attendance receive a scavenger hunt sheet? |
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<th>Questions</th>
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| #6. Distribute 200 children’s contest colouring sheets to local businesses. | Karen Tominuk  
Local Strathcona County businesses | Colouring contest sheets | Implemented by:  
March 2013 (2 weeks before Get Prepared 2012). | Use $3,000 budget to print colouring contest sheets. | Protect your family, prepare for a disaster. | 1. Were 200 children’s colouring contest sheets distributed to local Strathcona County businesses? |
**Objective 2:** Increase attendance at Get Prepared by 50%.

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Get Prepared staff | Colouring contest sheets | **Implemented by:**
April 2013 (held during Get Prepared 2013). | Use $3,000 budget to purchase a $25 children’s prize for the winner of the contest. | Protect your family, prepare for a disaster. | 1. Was the children’s colouring contest held at Get Prepared? 2. Did a minimum of 100 children participate in the colouring contest? |
| #2. Hold an adult emergency preparedness kit contest. | Karen Tominuk
Get Prepared staff | Photos of emergency preparedness kits | **Implemented by:**
April 2013 (held during Get Prepared 2013). | Use $3,000 budget to purchase a $200 adult prize for the winner of the contest. | When you prepare yourself you prepare your community. Preparedness is peace of mind. Protect your family, prepare for a disaster. It will happen, prepare now. | 1. Was the adult’s emergency preparedness kit contest held at Get Prepared? 2. Did a minimum of 10 adults participate in the adult contest? |
**Goal 2: Prompt Strathcona residents to enact emergency preparedness.**

**Objective 1:** Increase the number of Strathcona residents with emergency preparedness kits by 25%.

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<tr>
<td>#1. Hold an adult contest that requires creation of an emergency preparedness kit for a chance to win a substantial prize.</td>
<td>Karen Tominuk Strathcona County participants</td>
<td>Enticing contest</td>
<td><strong>Implemented by:</strong> April 2013 (held during Get Prepared 2013).</td>
<td>No cost</td>
<td>When you prepare yourself you prepare your community. Preparedness is peace of mind. Protect your family, prepare for a disaster. It will happen, prepare now.</td>
<td>1. Did at least 10 adults participate in the adult contest, proving they created their own emergency preparedness kit?</td>
</tr>
<tr>
<td>#2. Sell premade emergency preparedness kits at Get Prepared 2013.</td>
<td>Karen Tominuk Supplier of premade emergency preparedness kits</td>
<td>Premade emergency preparedness kits</td>
<td><strong>Implemented by:</strong> April 2013 (at Get Prepared 2013).</td>
<td>Retail price of premade emergency preparedness kits: $45 at Canadian Tire Possible no cost to Strathcona Emergency Services</td>
<td>When you prepare yourself you prepare your community. Protect your family, prepare for a disaster. It will happen, prepare now.</td>
<td>1. Are premade emergency preparedness kits being sold at Get Prepared 2013? 2. How many kits were sold?</td>
</tr>
<tr>
<td>#3. Place 200 scavenger hunt sheets in the Strathcona County Library for children to take and create emergency preparedness kits at home with their parents.</td>
<td>Karen Tominuk Mark Eckley Strathcona County adults and children Strathcona County Library</td>
<td>Scavenger hunt sheets</td>
<td><strong>Implemented by:</strong> March 2013 (2-3 weeks before Get Prepared).</td>
<td>Use $3,000 budget to cover printing costs of the scavenger hunt sheets.</td>
<td>Protect your family, prepare for a disaster.</td>
<td>1. Were 200 scavenger hunt sheets distributed to the Strathcona County Library 3 weeks before Get Prepared? 2. After Get Prepared how many scavenger hunt sheets remain in the library? (I.e. How many scavenger hunt sheets were not picked up by library goers?)</td>
</tr>
</tbody>
</table>
| #4. Have a firefighter or policeman talk to children ages 5-12 at Strathcona County Library. | Karen Tominuk  
Mark Eckley  
Strathcona County firefighter or policeman | Exciting presentation on emergency preparedness by a Strathcona County firefighter or policeman. | **Implemented by:** March 2013 (2 weeks before Get Prepared). | No cost | When you prepare yourself you prepare your community. Protect your family, prepare for a disaster. | 1. Did a firefighter or policeman talk to children ages 5-12 at Strathcona County Library 2 weeks before Get Prepared?  
2. Did a minimum of 10 people attend the information presentation? |
Evaluation

Goal 1: Dispel apathy towards potential disasters in Strathcona County.

- **Objective 1**
  
  This objective is evaluated on the basis of how effective and compelling the new advertising campaign is, which is measured by the amount of participation in the contests, increased traffic on the website, and attendance at the Get Prepared event.

  - **Tactic 1**
    
    The new ad campaign, slogan, and URL are evaluated based on increased traffic to the website and turnout at any events advertised.

  - **Tactic 2**
    
    Placement of inserts in utility bills is evaluated based on completion criteria. Depending what the inserts advertise, evaluation includes the amount of participation. For example, if the inserts advertise Get Prepared, increased attendance at the event is a measure of success.

  - **Tactic 3**
    
    Speaking to elementary school children about preparedness is evaluated on completion criteria and the number of scavenger hunt sheets distributed.

  - **Tactic 4**
    
    Advertisement of the adult contest is evaluated based on the number of participants.
Objective 2

This objective is evaluated based on the turnout at the Get Prepared event. Turnout each year can be measured against the previous year to determine success of the advertising tactics.

Because the 2012 Get Prepared event is only a month away, there likely won’t be a huge increase in attendance. Detailed attendance records should be maintained to facilitate comparison in the future.

- **Tactic 1**
  
The effectiveness of the children’s colouring contest is evaluated based on the number of participants.

- **Tactic 2**
  
The effectiveness of the adult contest is evaluated based on the number of participants.
Goal 2: Prompt Strathcona residents to enact emergency preparedness.

- **Objective 1**

  It is difficult to measure the number of Strathcona residents who have emergency kits. The only way to acquire such information is via a telephone, door-to-door, or Internet survey. Participation in such a survey will encounter the same roadblocks as implementing emergency preparedness – apathy. However, there is no other realistic way to determine the number of households with emergency kits.

  - **Tactic 1**
    
    This tactic is evaluated on a completion basis and success basis. If the adult contest is held, the tactic is fulfilled. The number of participants speaks to the contest’s effectiveness.

  - **Tactic 2**
    
    Selling premade kits at Get Prepared is measured on a completion and success basis. If kits are sold, the tactic is fulfilled. The number of kits sold speaks to the tactic’s effectiveness.

  - **Tactic 3**
    
    The scavenger hunt is evaluated based on the number of sheets distributed.

  - **Tactic 4**
    
    Sending a police member or firefighter to speak to children ages 5 to 12 and their parents at the library is evaluated based on the number of people reached and the amount of resources distributed (colouring contest and scavenger hunt sheets, brochures, etc).
Final Evaluation

Get Prepared

Because the Get Prepared event is the centerpiece of emergency preparedness and a main component of this plan, an exit survey would be informative. The survey should determine the resident’s preparedness level (for example, if they have a kit), how they heard about Get Prepared (which helps evaluate the effective of other tactics), what convinced the individual to create an emergency kit, and roadblocks to preparedness.

The survey can be administered in a variety of ways depending on its length. If it is a few short questions, staff could stand at event exits with a clipboard and get people as they are leaving.

The exits could have slips of paper with a web address to an electronic survey through a site like Survey Monkey. This method would likely be the most effective.

Participation in surveys is typically low. To encourage participation, all complete surveys should be entered into a drawing for a small prize. Prize suggestions include a $25 gift certificate to a restaurant.

Communications Plan

In addition to the evaluation of each tactic and objective, an overall evaluation of the communication plan’s success is required.

Ultimately, the desire is for all Strathcona County households to have an emergency kit. To discover this information, the residents must be asked directly.

Strathcona County should gather compliance numbers once every 1 to 3 years. If a survey were conducted one year after implanting this plan, again at 2 years, and again at 5, a complete picture of compliance and this plan’s effectiveness will emerge.

The survey could be administered through a combination of telephone, email, and door-to-door techniques.
Conclusion

Our organization needs to get its message, that it is wise to be prepared in case a disaster occurs, to more people. To that end we are addressing diverse publics and using the media tools currently in place to reach people. However, simply delivering the message isn’t sufficient. We need to motivate our publics into action. Without action, all previous knowledge of and involvement in preparedness activities are worthless. Our advertising campaign is well-timed so that it reaches our goal of dispelling our community members’ apathy. Our call-to-action with our contests, advertisements, and our supporters giving talks at schools and libraries will focus the lens upon the need to have an emergency preparedness kit on-hand. The overall strategy provides tactics that will trigger a change in awareness and mindset while making preparation appear vital yet simple.
Appendix
It doesn’t happen... until it does.

www.getprepared.ca

Take the cat. Not the motor oil.

www.getprepared.ca

An Android tablet could be yours!

Visit www.getprepared.ca/contest for full details.
Starthcona County Emergency Services Presents...
*The Emergency Preparedness Colouring Contest*

at Get Prepared

Hey kids! Do you know what to do in case of an emergency? Want to tell your community what you know and show off your colouring skills? *The Emergency Preparedness Colouring Contest* hosted by your friends at Strathcona County Emergency Services allows you to do both! Just fill out the form below and colour in the drawing on the front page for a chance to win a fun prize and see your work displayed at Get Prepared 2013. Contest is open to children ages 5 to 12. Are you ready to Get Prepared?

NAME: _____________________________ AGE: ___________

ADDRESS: ___________________ CITY: __________________

PROVINCE: _____ POSTAL CODE: ______________

PHONE NUMBER: ________________________

*Contest participants must be in attendance at Get Prepared 2013 in order to win the contest and receive their prize.*
Starthcona County Emergency Services Presents...
The Emergency Preparedness Kit Competition at Get Prepared

If you own a car there’s a chance you have an emergency car kit, right? But are you and your family prepared for an emergency that could take place either at home or in your county? Many Albertans are not. But you can be. Put together an emergency preparedness kit of your own and include a photo of you and your kit with the form below and you could win a ________________! Your photos will be displayed at Get Prepared 2013 hosted by Srathcona County Emergency Service. Are you ready to Get Prepared?

NAME: ______________________________
ADDRESS: __________________________
CITY: _______________________________ PROVINCE: _____
POSTAL CODE: _______________________ 
PHONE: _____________________________
EMAIL: _____________________________

*All contest participants must be in attendance at Get Prepared 2013 in order to win the contest and receive their prize.
Emergency Preparedness Kit Scavenger Hunt

Did you know emergencies like wild fires, severe storms, and natural disasters can happen in Sherwood Park? In order to keep your family safe and prepared in the event of an emergency, you will need to create an emergency preparedness kit for your home.

Can you find the following items in your house or in the store? Check off each item as you add it to your very own emergency preparedness kit.

☐ Water
   You will need 2 litres of water per day per person for at least 3 days.

☐ Food
   Make sure you include enough canned or dried food in your kit for each person for at least 3 days.

☐ Manual can opener
   You will need a can opener in order to open all of your canned food.

☐ Flashlight
   A flashlight will help you see if the power goes out.

☐ Battery-powered or wind-up radio
   A radio will keep your family updated when an emergency happens.

☐ Batteries
   Don’t forget to include batteries for your flashlight and radio.

☐ Cash
   Put change and small bills in your kit.

☐ Extra keys
   It is important to have extra keys for the car and house in your kit.