

Pickering Nuclear Community Advisory Council

Durham Emergency Management Office

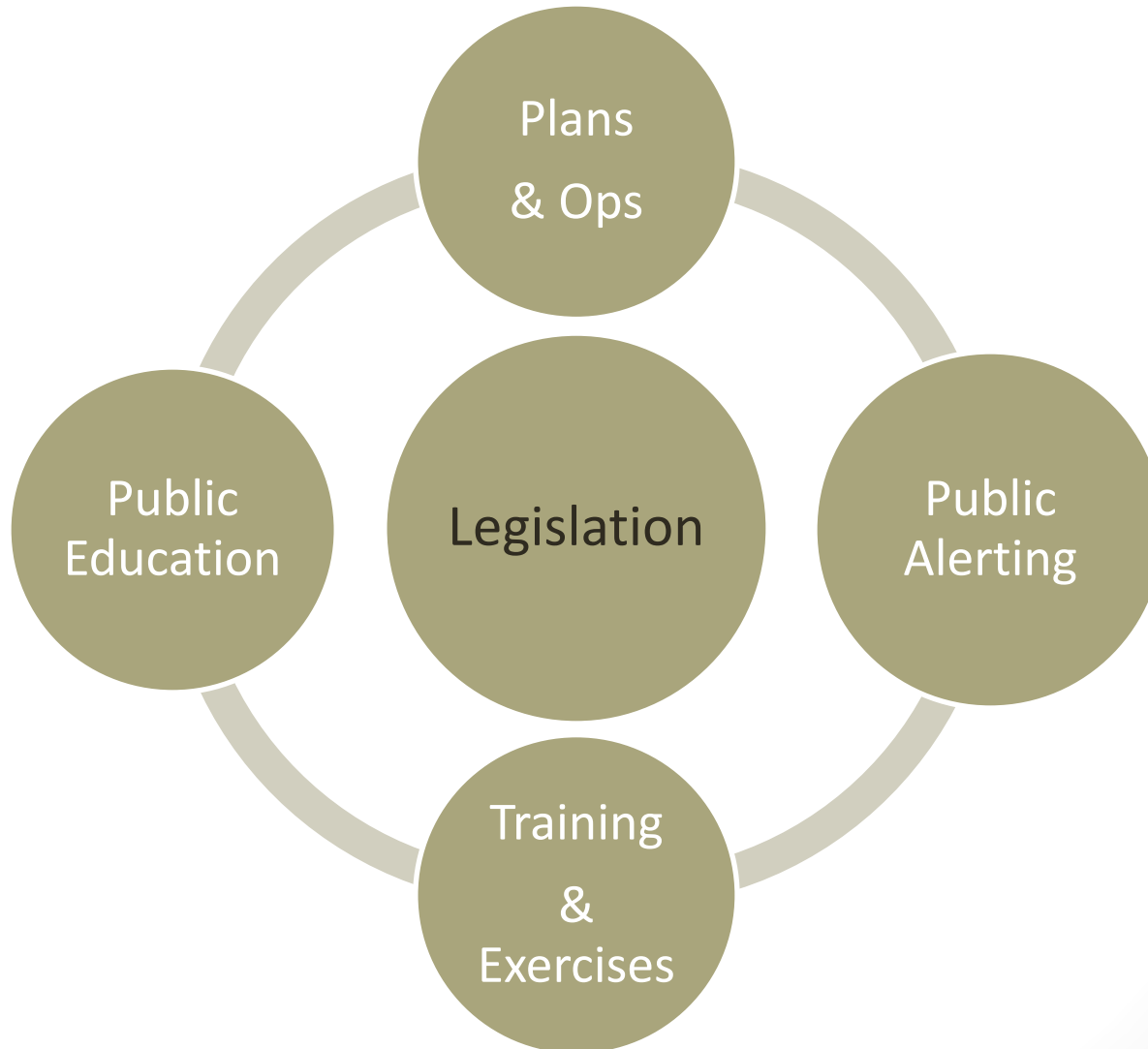
2017 Program Preview & 2016 Review

John Byard,

Emergency Management Coordinator

Durham Emergency Management Office

DEMO 2017 Program Compliance-Based



Plans and Operations

- Finalize Regional Emergency Operations Centre (REOC) Procedural Guidelines
- Information Management tool for use in REOC
- Flood risk-specific plan
- Start work on Fuel Shortage risk-specific plan

- Annual review & audit for compliance with Emergency Management & Civil Protection Act

DEMO 2017 Exercise Program

Works
Department
drills

8 Local
Municipal
Annual Exercises

Alternate REOC
drill

Regional Exercise
OPG Pickering
December

Exercises & DEMO
training courses

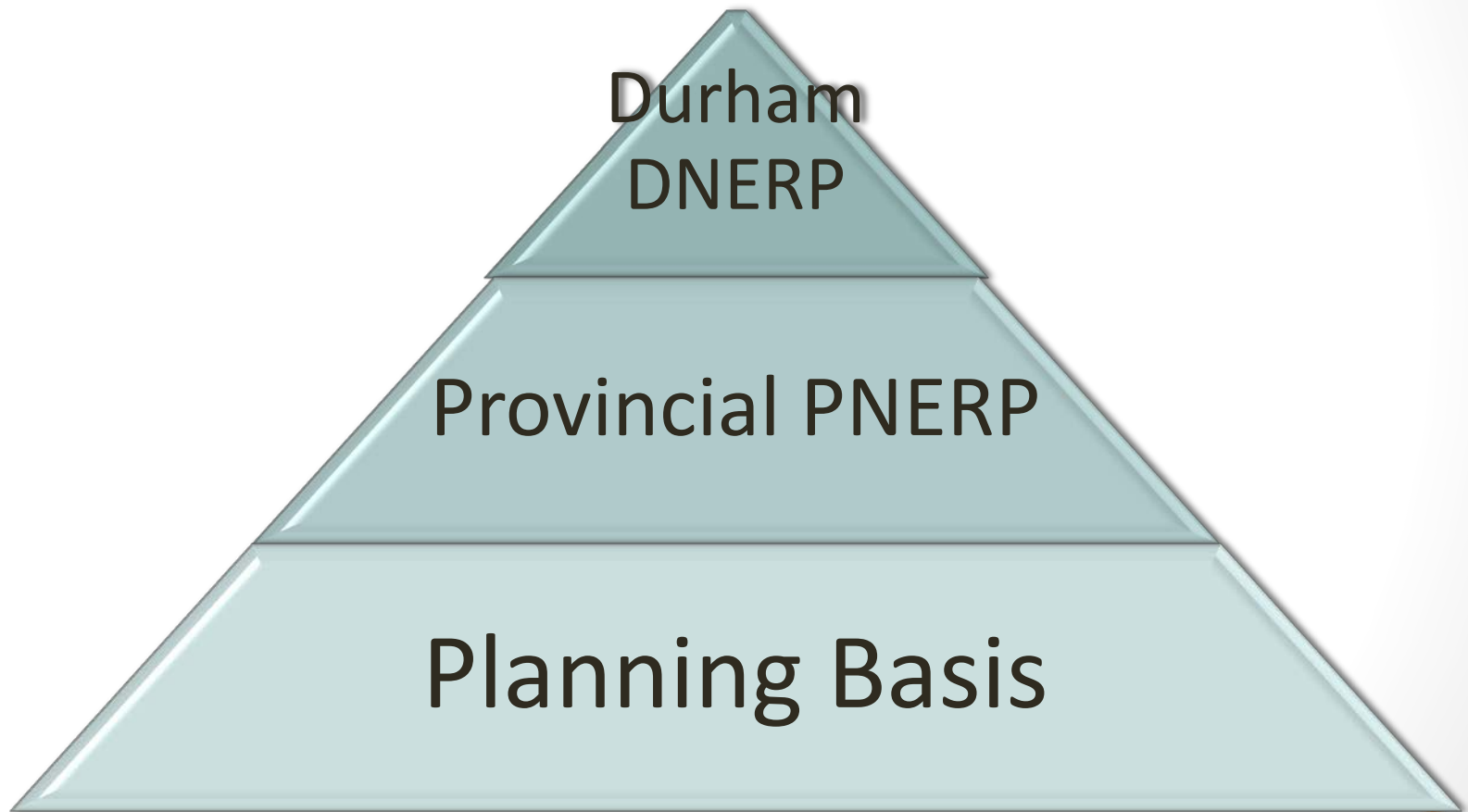


Training Delivery

- Training delivery for Regional staff:
 - Basic Emergency Management (BEM)
 - Incident Management System (IMS100 and IMS200)
 - Emergency Operations Centres (EOC)
 - Social Services
 - Regional Control Group
 - School Board Workshop on Nuclear Preparedness



Changes to Provincial Nuclear Emergency Response Plan (PNERP)



Nuclear

- Provide input to public consultation process to changes in Planning Basis
- Impact of PNERP Planning Basis revisions
- Impact of expected new Contingency Planning Zone
- MTO-led evacuation planning process
- Spring & fall public alerting testing

Public Alerting

- Rapid Notify: Region-wide expansion
 - Collaboration with 8 local municipalities & City of Toronto
 - Launch self-registration
- Re-location of backup system repeater to an alternate site



Communications & Public Education

- Corporate Comms Coordinator embedded in DEMO
- Regional web site redevelopment project
- Continue to strengthen social media presence
- Community events & presentations
- Emergency Preparedness Week
- Are You Ready? Brochure - repeat postcard mail out



Communications 2016

- Seasonal Public Service Announcement's (PSA's)
 - 15 resulting media articles
- ¼ page ads in all Regional newspapers 3x
- Radio & television interviews
- 220,000 postcards mailed to every residential and business address in the Region
- Regular foyer displays at Regional HQ
- Presentations for seniors Uxbridge, Manila, Pickering
- Handouts of our brochures at Pickering GO



Communications 2016

- On-line quiz with prizes for the public on web page
- Nuclear public alerting, including PSA's, targeted ads, radio and TV spots, directed telephone messages
- 3 OPG Community Info sessions
- Lunch & Learn information session for Regional staff
- Clarington Family Day
- Oshawa Community Safety Day
- Durham District School Board Safety Day



Communications 2016

- DEMO Website:
 - Regional Are YOU Ready brochure for reference, download or printing
 - Helpful tips & checklists to create various kits
 - Personal preparedness video
 - Seasonal fact sheets
 - Risk-specific fact sheets (including nuclear)
 - Links to local municipalities & community resources
- 2016 stats
 - 10,563 visits with 18,542 page views



Communications 2016

- Social Media
 - 9 campaigns
 - 185 posts
 - 287,902 impressions on Facebook and twitter accounts
 - * impressions = number of people the posts reached



Communications 2016

- In the Community there is active promotion and distribution of preparedness messages and material by many other partners:
 - Sponsored events such as Police Week and Fire Prevention Week
 - Private Sector Partners:
 - Insurance Bureau of Canada
 - Power utilities
 - Red Cross
 - Enbridge Gas



Questions?

