
DATE: March 30, 2010

REPORT TITLE: **EMERGENCY PREPAREDNESS WEEK, MAY 2ND TO 8TH, 2010**

FROM: Norma Trim, Chief Administrative Officer
and Commissioner of Corporate Services

RECOMMENDATION

That the Week of May 2 – 8, 2010 be Proclaimed “Emergency Preparedness Week” in The Regional Municipality of Peel.

REPORT HIGHLIGHTS

- The week of May 2-8, 2010 has been declared Emergency Preparedness Week by Public Safety Canada and the Ontario Ministry of Community Safety and Correctional Services.
- The Region of Peel Emergency Management Program will collaborate with the Emergency Management Program of the Cities of Brampton and Mississauga and the Town of Caledon.
- In addition, the Region of Peel will be hosting a series of events to assist staff in developing personal and family emergency preparedness plans as well as vehicle emergency kits.

DISCUSSION

1. Background

Emergency Preparedness Week was introduced in 1995 by Public Safety Canada to build public awareness of emergency preparedness principles and systems. This objective is achieved through the common and collaborative efforts of all levels of government and other organizations in the broader emergency management community.

Since 1995 Emergency Preparedness Week has garnered widespread support as the premier event related to individual, community, provincial and national preparedness for emergencies and disasters. The Region has participated in Emergency Preparedness Week displays and activities for several years along with other first responders and community stakeholders.

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a) Education and Outreach

As part of its mandate, Peel Regional Emergency Program (PREP) is responsible for the on going education of citizens and Regional staff regarding emergency preparedness. PREP is currently working with Accessibility Planning to develop four emergency preparedness posters for persons with disabilities.

PREP, in collaboration with the area municipal emergency management coordinators, has developed an 18th month Personal Emergency Preparedness calendar. Each month will provide key information on preparedness tips regarding a specific regional hazard (e.g. severe summer storm, flooding). These calendars will be distributed to the community at various events during Emergency Preparedness Week. Previous successful Region public education campaign materials (e.g. 12 month Family Emergency Kit and quarterly vehicle Emergency Kit posters) will also be once again distributed to community members.

2. Proposed Direction

The Region of Peel theme for the 2010 Emergency Preparedness Week is: "Is your Family Prepared? Develop your Personal and Family Preparedness Kit". This will be the focus of the Region of Peel activities.

- i) The Peel Region Emergency Program will be supporting the official Emergency Preparedness Week launch facilitated by the Town of Caledon this year. Activities will be held at the Bolton Home Depot May 6th and 7th and the Fire Stations on May 8th. Regional staff, including Emergency Management staff, will be on site to answer questions and interact with visitors of all ages.
- ii) The Region will also support the City of Brampton events. Key events will include a formal launch event at Cassie Campbell Community Centre on May 1st.
- iii) The Region will also support the City of Mississauga official launch on May 3rd at the Burnhamthorpe Community Centre.
- iv) The Peel Region Emergency Program will also set-up a static display for Emergency Preparedness Week in the main lobby of 10 Peel Centre Drive, Suite A. PREP will also be delivering Lunch and Learn sessions to staff and posting awareness-building information and articles on Pathways as well as using in house mobile signs to advertise Emergency Preparedness Week.

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CONCLUSION

Through a cooperative approach with our community partners including the Cities of Brampton, Mississauga and the Town of Caledon along with the Canadian Red Cross, Emergency Management Ontario, Peel Amateur Radio Emergency Services (ARES) and Peel Regional Police, the Region of Peel will help local citizens of all ages learn how to prepare their families for an emergency. These events will increase public awareness of emergency preparedness and further strengthen Peel's reputation as a disaster resilient community.



for Norma Trim
Chief Administrative Officer
and Commissioner of Corporate Services

Approved for Submission:



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Carol Reid at extension 4325 or via email at carol.reid@peelregion.ca

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c. Legislative Services

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APPENDIX I

Proclamation

EMERGENCY PREPAREDNESS WEEK

May 2 to 8, 2010

WHEREAS, the Region of Peel and its area municipalities have established emergency management programs in accordance with the Emergency Management and Civil Protection Act to plan for, mitigate, respond to and recover from emergencies or disasters that may affect the safety and well-being of the residents of the Region of Peel;

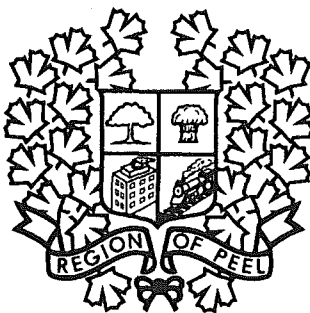
AND WHEREAS, each year thousands of Canadians are affected by emergencies;

AND WHEREAS, these situations have abnormal impact on life, health and property;

AND WHEREAS, people are often not adequately prepared for such events;

AND WHEREAS, a vital part of an emergency management program is to inform and educate the public about emergencies and how to prepare for them;

THEREFORE BE IT RESOLVED, THAT the week of May 2 to 8, 2010, be proclaimed EMERGENCY PREPAREDNESS WEEK in the Regional Municipality of Peel.



Emil Kolb
Regional Chair