**EMERGENCY MANAGEMENT KEY MESSAGE TEMPLATE**

**Disclaimer:**

This template/document/framework is not intended to be comprehensive or exhaustive - rather, it seeks to provide a framework, be a reference, stimulate discussions, generate ideas, and facilitate further analysis to encourage additional exploration, research and/or policy development for your organization or group.

This template, referred to as “Emergency Management Key Messages Template” is free for use and has been developed to suit the Confederacy of Treaty Six First Nations’ business/operational needs. Should you elect to use it for your own use, we recommend caution before using it to replace any documents that you or your organization currently have in place. The Confederacy of Treaty Six First Nations is not liable for the use of this document in the event you choose to use it voluntarily. This document is not to be sold. The Confederacy of Treaty Six First Nations holds the rights to alter or amend this document at any time without notice. Updated: 2021-07-21-V1.

**Preamble:**

This document, Emergency Management Key Messages Template, has been drafted for disaster emergency managers or people who work in alternate positions. This is not an exhaustive document but rather a foundation to further development.

**EMERGENCY MANAGEMENT KEY MESSAGE TEMPLATE**

**KEY MESSAGES BY TOPIC:**

1. Flood
2. Wildfire
3. Snowstorm
4. Heat Wave
5. Home Fire
6. Power Outage
7. Lost Person

**DIRECTIONS:**

* Please use the “Personalized Messages” column to adjust your messaging to meet your audience and community needs for each emergency.

**SUGGESTED USES:**

* Twitter, Facebook, email, website, text messaging

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| **1) Flood**  |
| **Key Messages** | **Personalized Message** |
| 1 | If indoors, stand by for evacuation instructions from the emergency co-ordinator and/or elected official |  |
| 2 | Use the designated evacuation routes |  |
| 3 | Have enough medication, clothing, important papers (two pieces of valid identification, insurance documents), toys, and personal necessities to cover 72 hours |  |
| 4 | Prepare your pets’ food, medication, carriers, and vaccination papers  |  |
| 5 | If outdoors, seek higher ground and remain there until rescued |  |
| 6 | Do not walk or drive through flood water, if possible |  |
| 7 | If your vehicle stalls abandon it promptly and seek higher ground |  |
| 8 | Look out for downed electrical lines: they could be “live” and fatal if touched |  |

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| **2) Wildfire**  |
| **Key Messages** | **Personalized Message** |
| 1 | Keep your vehicle’s gas tank full  |  |
| 2 | Follow your emergency co-ordinator’s evacuation directions  |  |
| 3 | Bring your emergency kit as well as clothing and medications to cover 72 hours |  |
| 4 | Bring your pets and their carriers, medications, and vaccination papers |  |
| 5 | Tune into local media and social media for up-to-date information and alerts**Evacuation order:** you are at risk. Evacuate the area immediately. Use the routes officials designate to flee from the fire**Evacuation alert:** be prepared to evacuate your home/community quickly and on short notice |  |

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| **3) Snowstorm**  |
| **Key Messages** | **Personalized Message** |
| 1 | Stay inside (if you can) |  |
| 2 | Follow media updates |  |
| 3 | Ensure snow is not blocking your exhaust pipe  |  |
| 4 | Secure a coloured item to your antenna or door and turn on your interior light when idling to increase your visibility to rescuers  |  |
| 5 | Keep an emergency kit including a blanket, candle, a battery or solar-powered radio, and food and water in your vehicle |  |
| 6 | Have enough medication, clothing, important papers (two pieces of valid identification, insurance documents), toys, and personal necessities to cover 72 hours |  |

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| **4) Heat Wave**  |
| **Key Messages** | **Personalized Message** |
| 1 | Prolonged heat exposure can cause heat cramps, heat exhaustion, and heat stroke |  |
| 2 | Make sure you—and your pets—drink lots of water and keep cool |  |
| 3 | Check in with others—especially the elderly and young children  |  |
| 4 | Avoid caffeine and alcohol: dehydration can prevent your body from regulating its temperature |  |

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| **5) Home Fire**  |
| **Key Messages** | **Personalized Message** |
| 1 | Home fires can occur quickly with little warning |  |
| 3 | It takes only 30 seconds for a small flame to become a dangerous fire. It takes only minutes for an entire home to fill with black smoke and big flames |  |
| 4 | Test your smoke and carbon monoxide detectors monthly and change the batteries biannually at daylight savings time |  |
| 5 | Know and train to your home evacuation plans |  |
| 6 | Get out and keep out! Do NOT reenter a burning building.  |  |

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| **6) Power Outage**  |
| **Key Messages** | **Personalized Message** |
| 1 | Have enough water, non-perishable food, medications, important papers (two pieces of valid identification, insurance documents), and personal necessities to cover 72 hours. |  |
| 2 | To prevent carbon monoxide poisoning, NEVER use gas barbecues, camping heating equipment, or home generators indoors  |  |
| 3 | Have flashlights and battery-powered lanterns accessible |  |
| 4 | Use a surge-protecting power bar to protect your computers and electrical appliances |  |

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| **7) Lost Person** |
| **Key Messages** | **Personalized Message** |
| 1 | Do not delay if you think someone is missing |  |
| 2 | Immediately seek assistance from local law enforcement and authorities and tell them when you noticed the person was missing |  |
| 3 | If the missing person is a child, check closets, laundry piles, in and under beds, inside large appliances, vehicles—anywhere a child could hide |  |
| 4 | Provide a clear description of the person including their date of birth, height, weight, any unique features like eyeglasses, braces, or tattoos, and what clothing they were wearing |  |