

NORTHEAST  
REGION  
*CAER*

ESTABLISHED 1991

# Life in the Heartland Information Eve

April 9, 2025



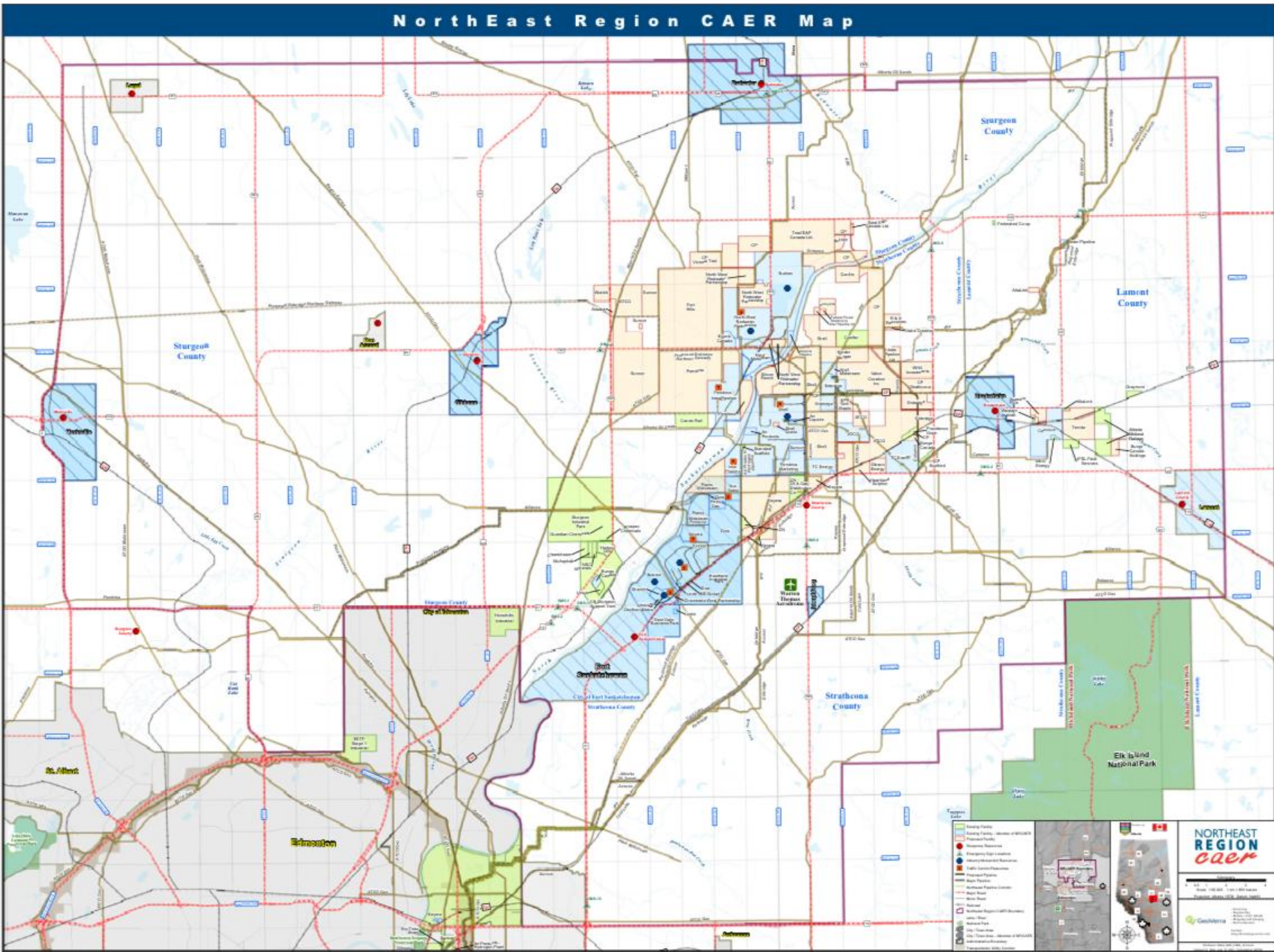
## Who we are

Northeast Region Community Awareness Emergency Response (NRCAER) is a mutual aid emergency response association/registered society formed in 1991.

Our members: 30 industries, 8 municipalities

Our vision: A safe, informed & prepared community where individuals, organizations and agencies can respond to any emergency quickly and effectively.





# NRCAER Fundamentals

**We're different here**



- Many residents and growing
- Large industry base and growing
- Many resources and trained responders
- Emergencies don't stop at industry fence lines or municipal boundaries
- Shared reputation as "industry cluster"
- A working Mutual Aid Plan = effective response

**We're in it together.**

## Why Mutual Aid?

- Emergency Management is a TEAM sport
- No single entity owns, or is 'expert' at, everything
- Residents expect Public Safety
- Big incidents impact beyond boundaries
- Good relationships = good response
- Right thing to do. Don't compete on safety.

When response needs to get **Big, Quick**



## What we do

- Access member resources in a large-scale response (via 911 Dispatch)
- Community Notification Program and tools
- Multi-agency network to share best practices
- Emergency response training
- Promote Shelter in Place safety and 72-hour preparedness to residents in our region
- Advocate for and work collectively on safety initiatives that enhance regional safety



## Regional 24-hour Recorded information line



**UPDATEline**

**1-866-653-9959**

## Dynamic and Static Message Signs

- 7 digital + 3 static signs at key locations in four major municipalities
- Equipped with cameras that can be viewed on 511 Alberta
- Commissioned end of 2022
- Increase safety with ability to alert & divert motoring public
- Enhances current notification methods



**HAZARDOUS CONDITIONS  
WHEN LIGHTS FLASHING  
LOCAL RADIO OR HANDS FREE  
1-866-653-9959** NORTHEAST  
REGION  
*caer*  
**ROAD CONDITIONS:** 



# Community Outreach



- Information Evenings
- Webinars
- Newsletter 3X/year
- Heartland 101 series
- Regional Advisory Committee
- Public Survey
- Social/Traditional Media



# 2024 Survey Results

## ARE YOU *EMERGENCY READY?*

### 2024 SURVEY RESULTS

**56%**

Aware of Shelter in Place

63%	in 2022
44%	in 2019
36%	in 2017
31%	in 2015

## SHELTER-IN-PLACE



- GO INSIDE
- TUNE IN LOCAL MEDIA
- SEAL UP
- VENTS OFF
- STAY TUNED
- STAY IN UNTIL SAFE

# Preparedness



## Information Sources

### ***TOP EMERGENCY INFO SOURCES***

**31%**

**LOCAL MEDIA**

**28%**

**LOCAL MUNICIPALITY**

**20%**

**ALERT SYSTEMS/APPS**

**20%**

**SOCIAL MEDIA**

# WHILE DRIVING

**1. WIRELESS ALERTS**

**2. LOCAL RADIO**

**3. ROADBLOCKS**

**4. WARNING SIGNS**



We ALL have a role – what you can do

- Shelter in Place & 72-hour Preparedness
- Register for alerts
- Put the UPDATEline in your phone

 **UPDATEline**  
**1-866-653-9959**



Emergency Preparedness Week May 4 – 10, 2025

# Know your risks!

- Resources: on-line and in person





## Thank You!

Stay safe, informed & prepared 😊

Contact

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- @NRCAER

