

**Ministry of
Community Safety and
Correctional Services**

Office of the
Fire Marshal and
Emergency Management

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**Ministère de la
Sécurité communautaire et
des Services correctionnels**

Bureau du commissaire
des incendies et de la gestion des
situations d'urgence

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March 16, 2018

To All Emergency Management Stakeholders,

We are well into the new year, with several key initiatives underway. More specifically, public alerting in Ontario is undergoing some important enhancements.

Alert Ready in Ontario is part of a [national service](#) designed to deliver critical and potentially life-saving emergency alert messages to Canadians. Emergency alerts are distributed on radio and television to help ensure Ontarians have the information they need in emergencies in order to take precautions necessary to protect themselves.

Beginning April 6, 2018, emergency alerts will also be sent from Wireless Service Providers (WSPs) over the National Aggregation and Dissemination (NAAD) System to compatible mobile devices on LTE networks. Alerts on mobile devices will warn Canadians about dangers that cause an imminent to life and property so that recipients they can take appropriate action. Wireless public alerting is geo-targeted ensuring it is relevant to those receiving the alerts (applied to specific areas of coverage).

A national public awareness campaign will launch March 26 regarding the new wireless public alerting system, with advertisements circulating on TV, radio and digital media. Provincially, Ontario will support national campaign efforts by aligning provincial social media messaging on Facebook and Twitter.

A province-wide test of the Public Alerting System will take place on May 7th at 1:55PM EDT and again on September 19th. The [OFMEM website](#) will be updated in late March to reflect the changes to the public alerting system, including FAQs, a backgrounder, and how to find out if your device is compatible with the wireless emergency alert technology.

Additionally, further promotion and awareness of the Alert Ready program will take place during Emergency Preparedness (EP) Week 2018 (May 6-12), in line with the provincial theme and focus of EP Week 2018, which is **'Be Emergency Ready – Stay Connected.'** All municipalities are encouraged to mirror provincial messaging related to the test alerting and EP Week. Additional resources and support material for EP Week are being developed, and will be available in April.

The attached document provides information about how the Provincial Emergency Operations Centre (PEOC) can issue an alert on behalf of a municipality, and the steps necessary to do so.

Learn more about the national [Alert Ready Program here](#). Should you have any questions or require further information about the Alert Ready Program in Ontario, please contact askofmem@ontario.ca.

Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Nichols", followed by a horizontal line.

Ross Nichols
Fire Marshal and Chief, Emergency Management