



Infrastructure

Emergency Measures Organization
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Greetings,

The purpose of this letter is to inform you of enhancements to Canada's existing National Public Alerting System, known as Alert Ready, and the launch of wireless public alerting in Manitoba.

Background

The Alert Ready National Public Alerting System is a federal, provincial, territorial all-hazards initiative that provides emergency management organizations throughout Canada with a standard alerting capability to rapidly warn the public of imminent or unfolding threat to life-safety. The Alert Ready system delivers alerts to the public by radio, cable and satellite television, and websites during emergencies such as tornadoes, floods, and biohazard events.

In Manitoba, the Manitoba Emergency Measures Organization (EMO) and Environment and Climate Change Canada (ECCC) are currently the authorized users of the Alert Ready system and issue emergency alert messages to Manitobans.

The Launch of Wireless Public Alerting Capability in Manitoba

As of April 6, 2018, wireless service providers will be capable of sending Broadcast Immediate emergency public alerts to individuals with **compatible wireless devices** such as smartphones on Long-Term Evolution (LTE) networks in Manitoba.

A National Wireless Public Alerting awareness and education campaign is being conducted by **Public Safety Canada** and **Pelmorex Corp. (The Weather Network)**. This television, radio, and web information campaign will inform Canadians about Alert Ready and the upcoming wireless public alerting capabilities. Many wireless service providers have already sent text messages to their customers advising of this enhancement to the Alert Ready system.

On compatible wireless devices, the emergency alert will begin with a distinct tone known as the Canadian Alert Attention Signal, a vibration and then the visual Emergency Alert banner will display followed by a message text. Broadcast Immediate emergency alerts sent to compatible wireless devices on LTE networks will warn the public about the danger to life safety and how to take appropriate action in the geographic broadcast area.



How Does This Impact You?

Manitoba EMO will be conducting a public awareness test message in Manitoba on Wednesday, May 9, 2018 at 1:55 p.m. during National Emergency Preparedness Week.

This will be the first time that Manitoba EMO sends out a planned Alert Ready public awareness test message that will go to compatible wireless devices on LTE networks in Manitoba.

These tests are intended to create further public awareness and to provide broadcasters with the opportunity to ensure their public alerting equipment works as planned.

Broadcast Immediate Alerts are for situations of the highest levels of severity, urgency and certainty with an imminent or expected threat to life safety.

Wireless Public Alerting and Distracted Driving

In Manitoba, it is prohibited to use hand-held electronic communication devices such as smart phones and cell phones while driving. If you receive an emergency alert on a wireless device while operating a vehicle, it is important to remain calm and safely pull off the roadway at your earliest opportunity to view the alert. For more information, visit **Driving in Manitoba** at <http://residents.gov.mb.ca/driving.html>.

Where Can I Find More Information About Wireless Public Alerting?

The **Alert Ready** website (www.alertready.ca) includes additional information about the type of alerts Canadians will receive, examples of the alert notifications, links to provincial and territorial emergency preparedness resources and videos to help Canadians be prepared for emergencies and disasters.

To learn more about emergency public alerts broadcast in Manitoba and other emergency preparedness resources, visit **Manitoba EMO** at www.manitobaemo.ca.

Manitoba EMO recently hired a Public Alerting Program Coordinator and is establishing the public alerting program in Manitoba. As a part of this program development, Manitoba EMO is working to determine the process and develop the protocols, training and assessment systems to further integrate provincial and local authorities into the Alert Ready system in Manitoba.

Questions regarding Alert Ready and Public Alerting in Manitoba can be sent to:

- Manitoba EMO at 204-945-4772 or 1-888-267-8298, or at emo@gov.mb.ca
- Ashley Keep, Public Alerting Program Coordinator at ashley.keep@gov.mb.ca