

Nuclear Program Update

Durham Emergency Management

James Kilgour / Kathleen Rose
January 17, 2020



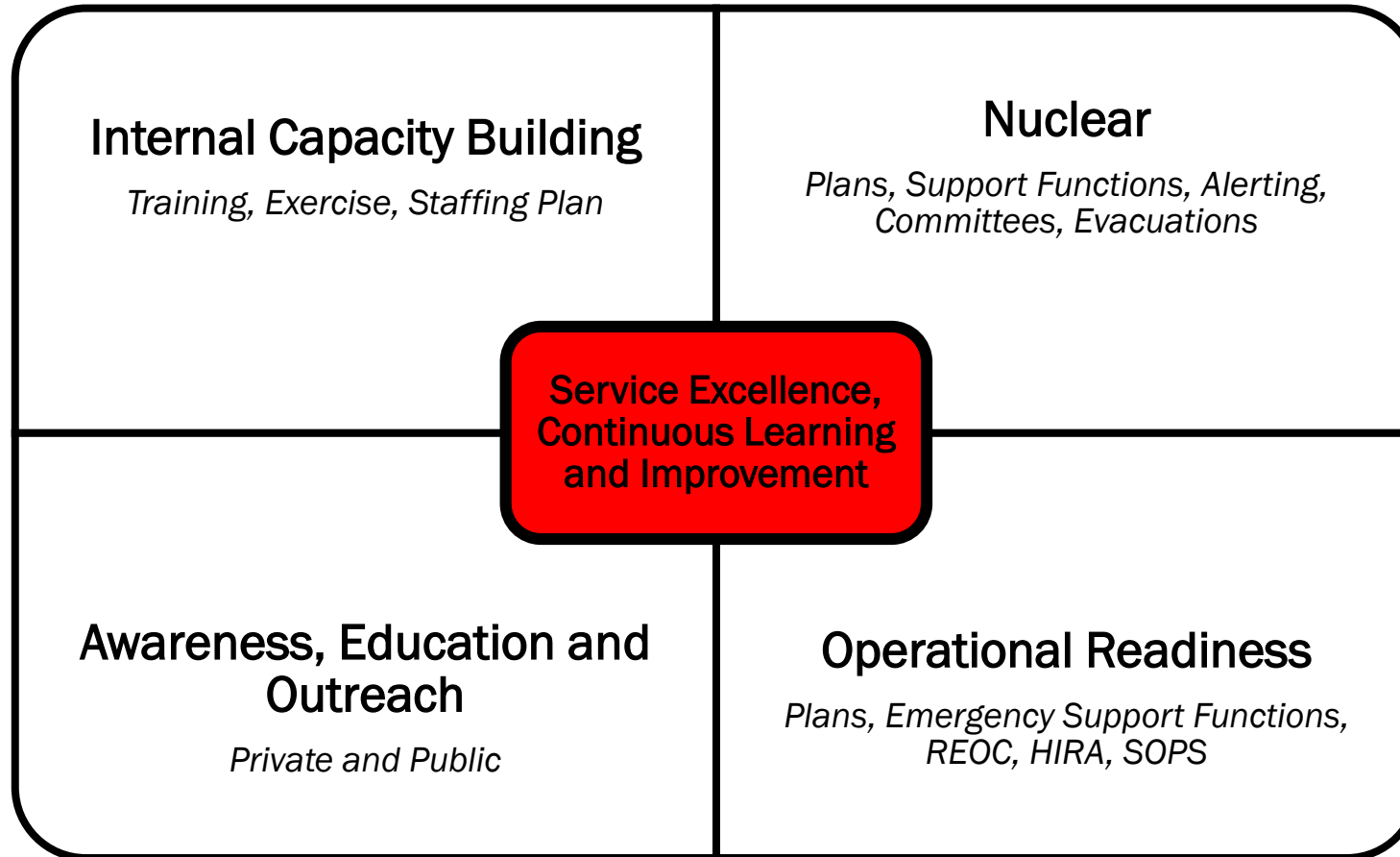
Service Excellence for our Communities

Overview

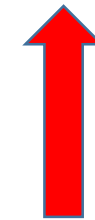
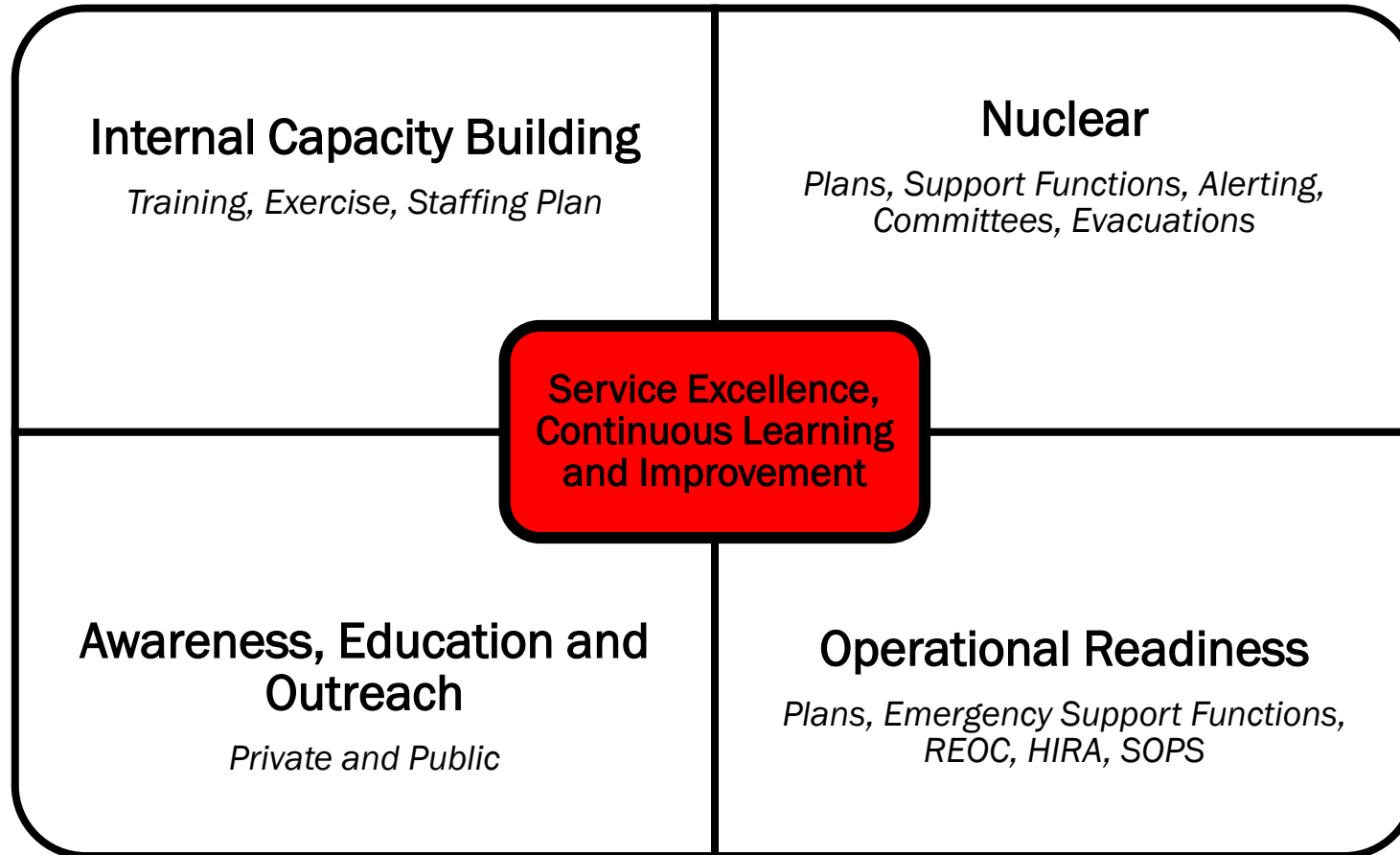


- Program Priorities
- Office Structure
- Plans - Notifications
- Evacuation
- Training and Exercises
- EPREV
- Public Alerting
- KI Distribution (out of scope)

Program Priorities

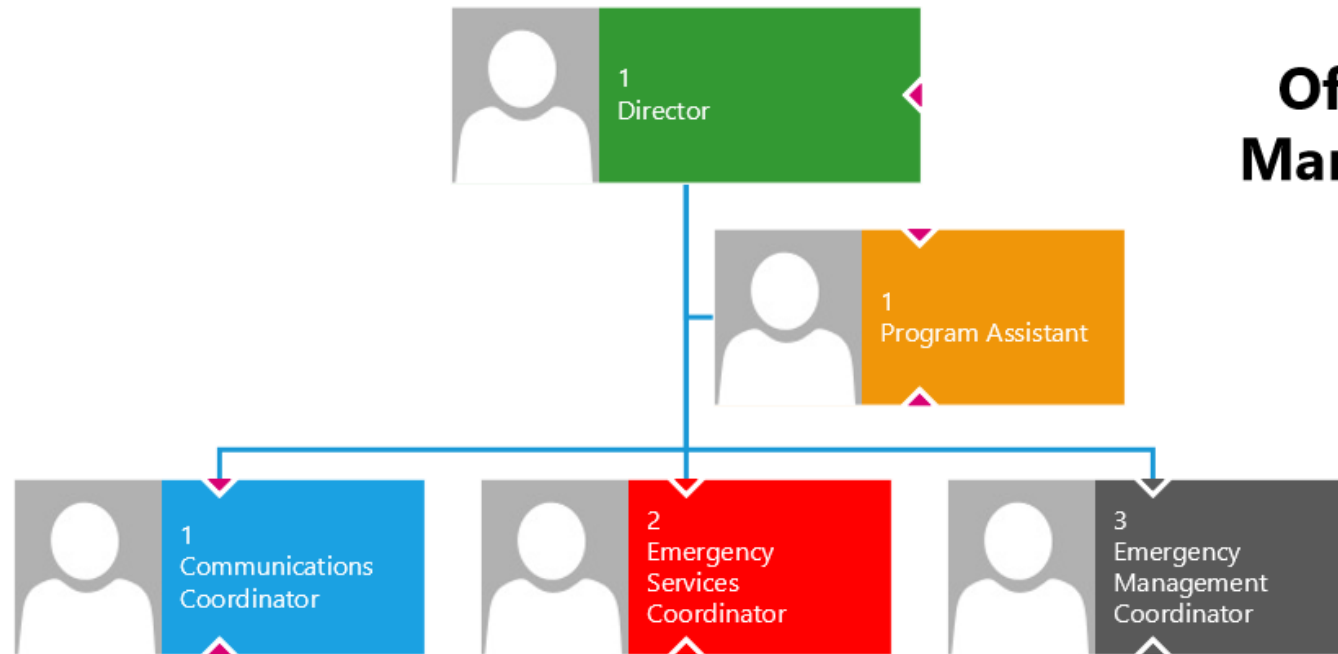


Program Priorities



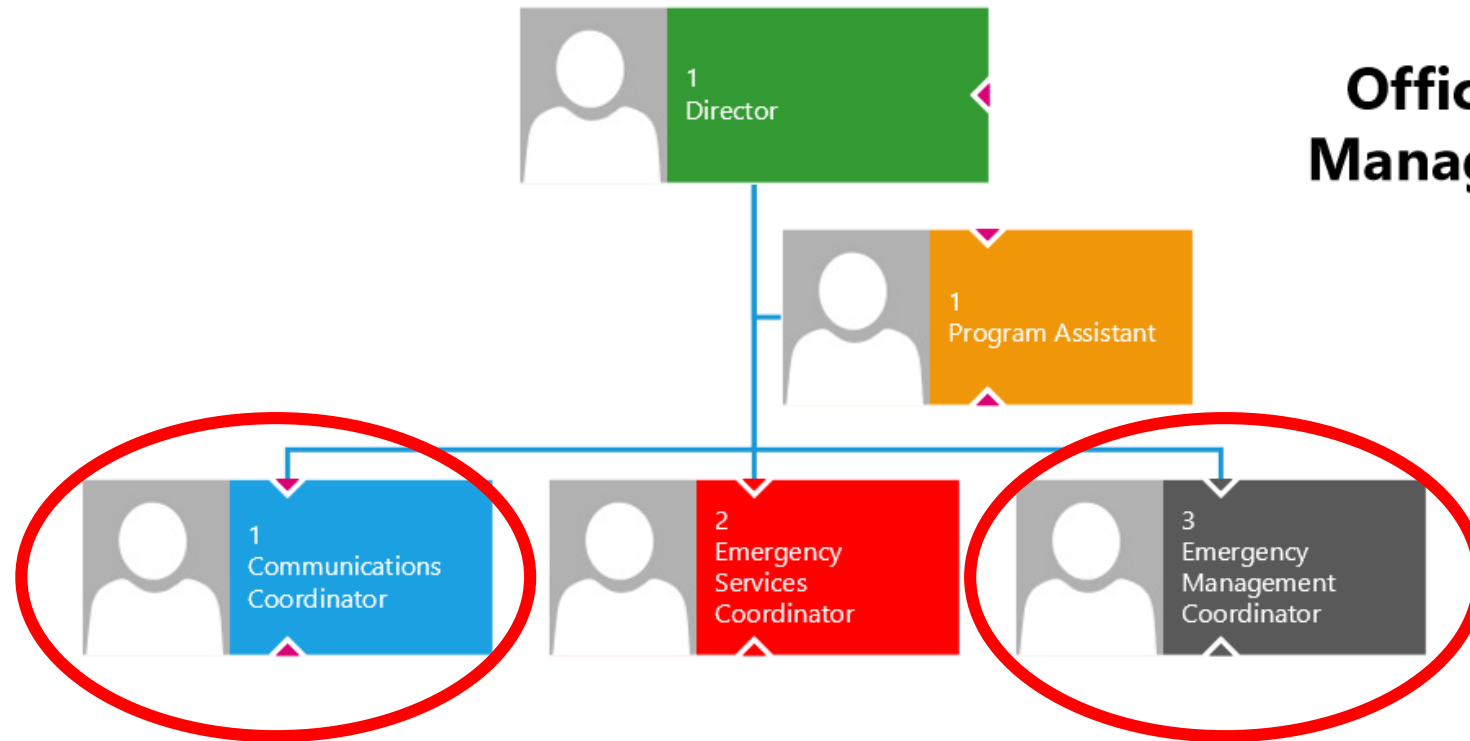
Funding
2019-2024

Structure



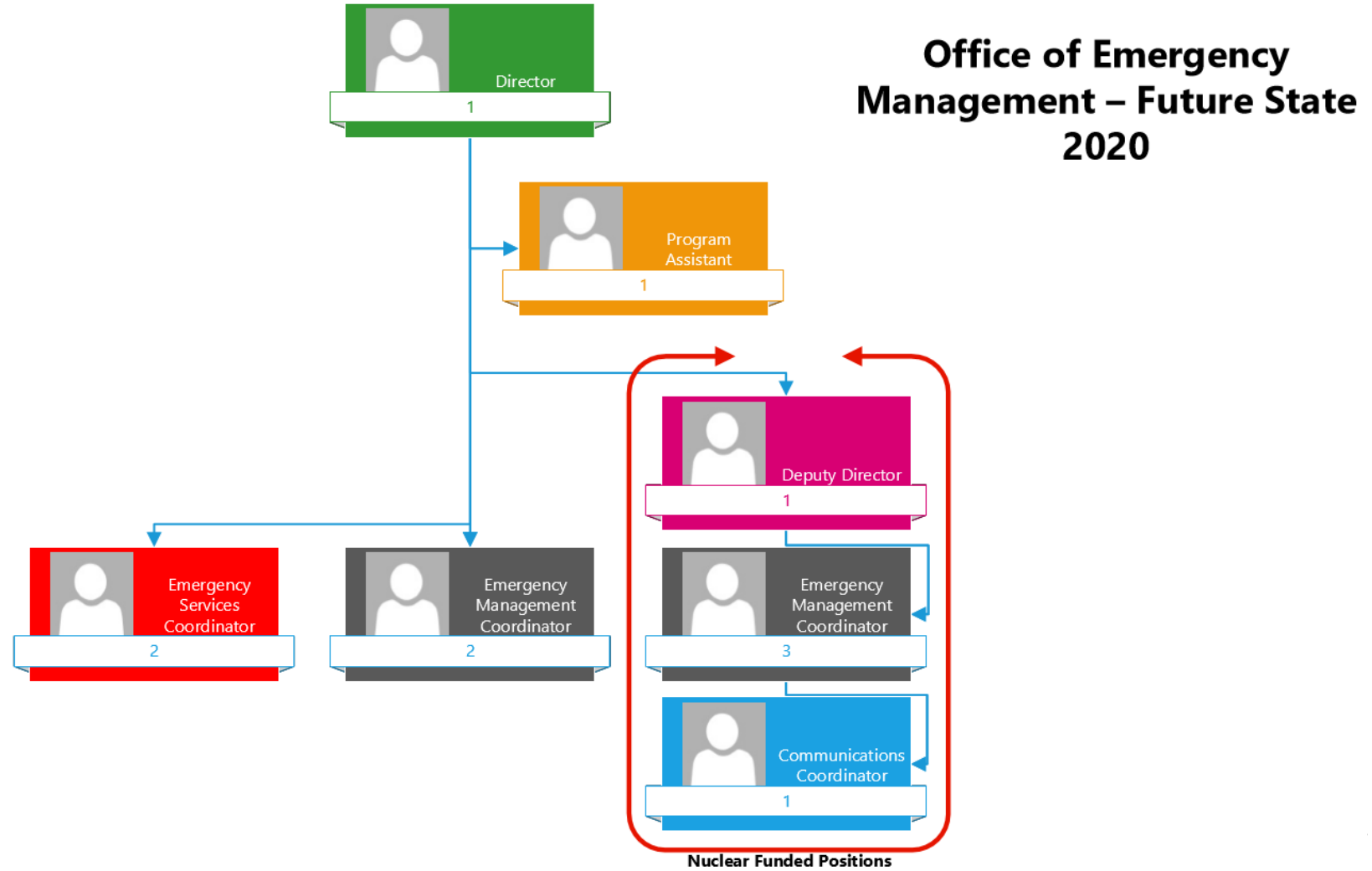
Office of Emergency Management – Current Structure

Structure



Office of Emergency Management – Current Structure

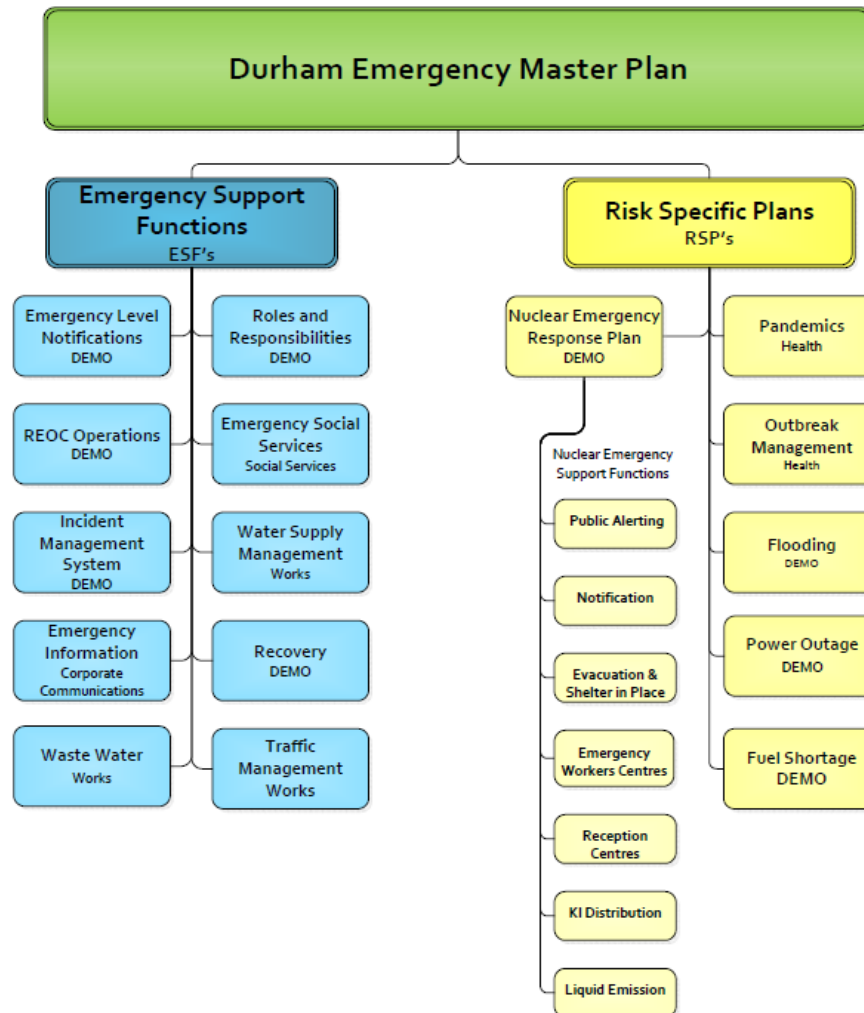
Structure



Emergency Plan Structure

Region of Durham – Emergency Plan

Emergency Support Functions and Risk Specific Plans - Identification of Lead Departments



Standard Operating Procedures

DEM Duty Officer

- 24/7 365 on-call rotation
- Contact point to be notified of large Regional emergencies
- Contact point to be notified of nuclear incidents by OPG/PEOC
- Contact point to request activation of the REOC outside business hours
- Notify Stakeholders (Regional, Municipal, Other):
 - Information only, info + request for resources, info + REOC activation



Standard Operating Procedures

Duty Officer Re-Development

- **Policy** – Adopted Duty Officer Policy
- **SOPs** – Duty Officer Operating Procedures
- **RSIs** – Step by Step Process & Procedure
- **Forms** – Tools to Document/Record
- **Checklists** – Tools to Log/Track/Audit
- Formalizing the Duty Officer Function

The image shows a document titled "Regional Municipality of Durham Durham Emergency Management". It includes a table of contents with the following items:

Title: Emergency Management Duty Officer	Page #: 1 of 2
Policy #: 1.0	Issued: August 31, 2019
Revised: N/A	
Approved by:	
Responsibility:	
1. Policy	

The document also features the "DEM DUTY OFFICER" logo and the text "Standard Operating Procedures" circled in red. Below the logo, the year "2020" is visible. At the bottom, there is a list of files:

- 00 Duty Officer RSI Index.docx
- 01 Duty Officer Telephone, E-Mail, & Laptop RSI.docx
- 02 Duty Officer Documentation RSI.docx
- 03 Duty Officer Notifications RSI.docx
- 04 Duty Officer All Hazards Response RSI.docx
- 05 Duty Officer Rapid Notify - RAVE RSI.docx
- 06 Duty Officer Siren Polling & Activation RSI.docx
- 07 Duty Officer Liquid Emission RSI.docx
- 08 Duty Officer Nuclear & Radiological Emergency RSI.docx

Standard Operating Procedures

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Example – DNGS Reportable Event

Duty Officer RSI: Nuclear and Radiological Emergencies

Durham Emergency Management (DEM) Coordinators assuming the function of Duty Officer are expected to be fully informed about and capable of performing all duties associated with either a nuclear or radiological emergency, as outlined in the current [Durham Nuclear Emergency Response Plan \(DNERP\)](#), [Nuclear Emergency Support Functions \(NESFs\)](#), and the [Provincial Nuclear Emergency Response Plan \(PNERP\)](#).

The Regional Municipality of Durham is a "Designated Municipality" for both the Pickering Nuclear Generating Station (PNGS) and the Darlington Nuclear Generating Station (DNGS).

1. Notification Categories

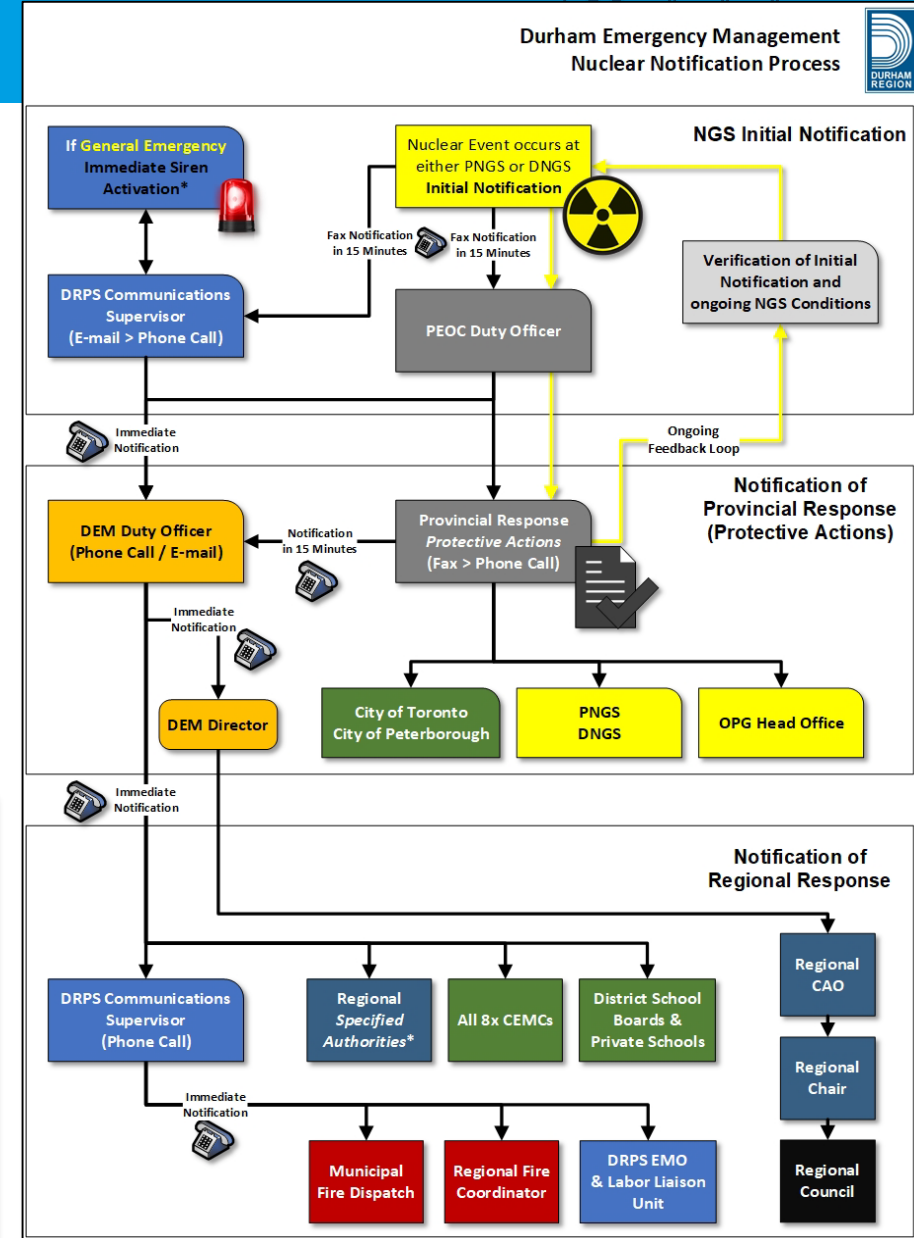
There are four categories for initial notification which relate to the severity of event at the Nuclear Generating Station (NGS). The notification categories are:

- **Reportable Event:** authorities including an emergency onsite
- **Abnormal Incident:** cause or may lead to physical integrity of the system or containment
- **Onsite Emergency:** emission of radioactivity within 12 hours
- **General Emergency:** likely within 12 hours

2. Initial Notification for Nuclear Emergencies

See **Figure 1: Sample notification process** for a notification process example.

1. Ontario Power Generation (OPG) sends a *Provincial Nuclear Emergency Response Plan Notification (N-FORM-10080-R010)* by fax to the Provincial Emergency Operations Centre (PEOC) Duty Desk and Durham Region Police Service (DRPS) Communications within **15 minutes** of identifying an event that requires immediate response under the Provincial Nuclear Emergency Response Plan (PNERP).
2. OPG calls the PEOC Duty Officer to alert them to the OPG fax and **verify** it was received.
3. DRPS Communications forwards the 'fax by email' to demo_ops@durham.ca.
4. DRPS Communications Supervisor calls the DEM Duty Officer @ 905-431-6000 to alert them to the OPG 'fax by email' and **verify** it was received.



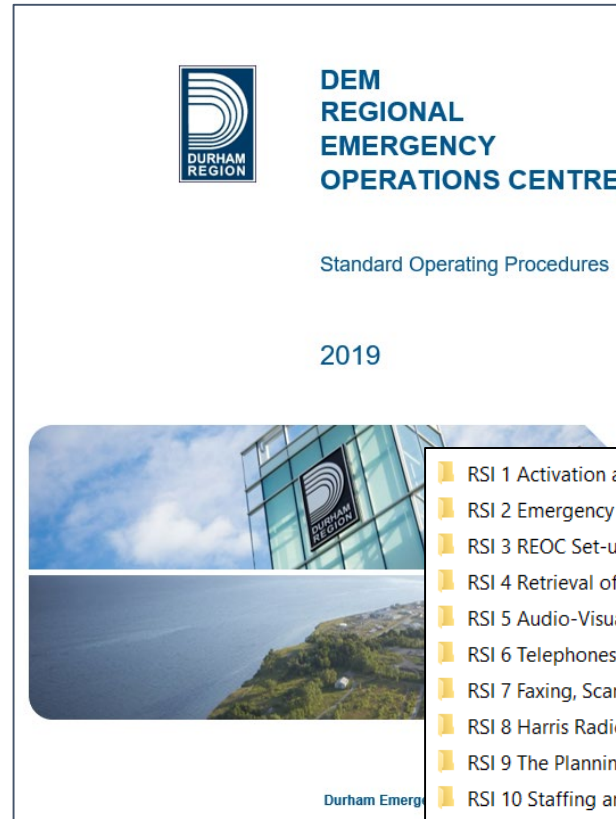
Example – DNGS Reportable Event

Duty Officer resources being utilized:

- Duty Officer Activation Report
- Duty Officer Nuclear & Radiological Emergencies RSI
- Duty Officer Notifications RSI
- Master Contact Directory
- Duty Officer Documentation RSI

REOC Re-Development

- Policy
- SOPs
- RSIs
- Forms
- Checklists



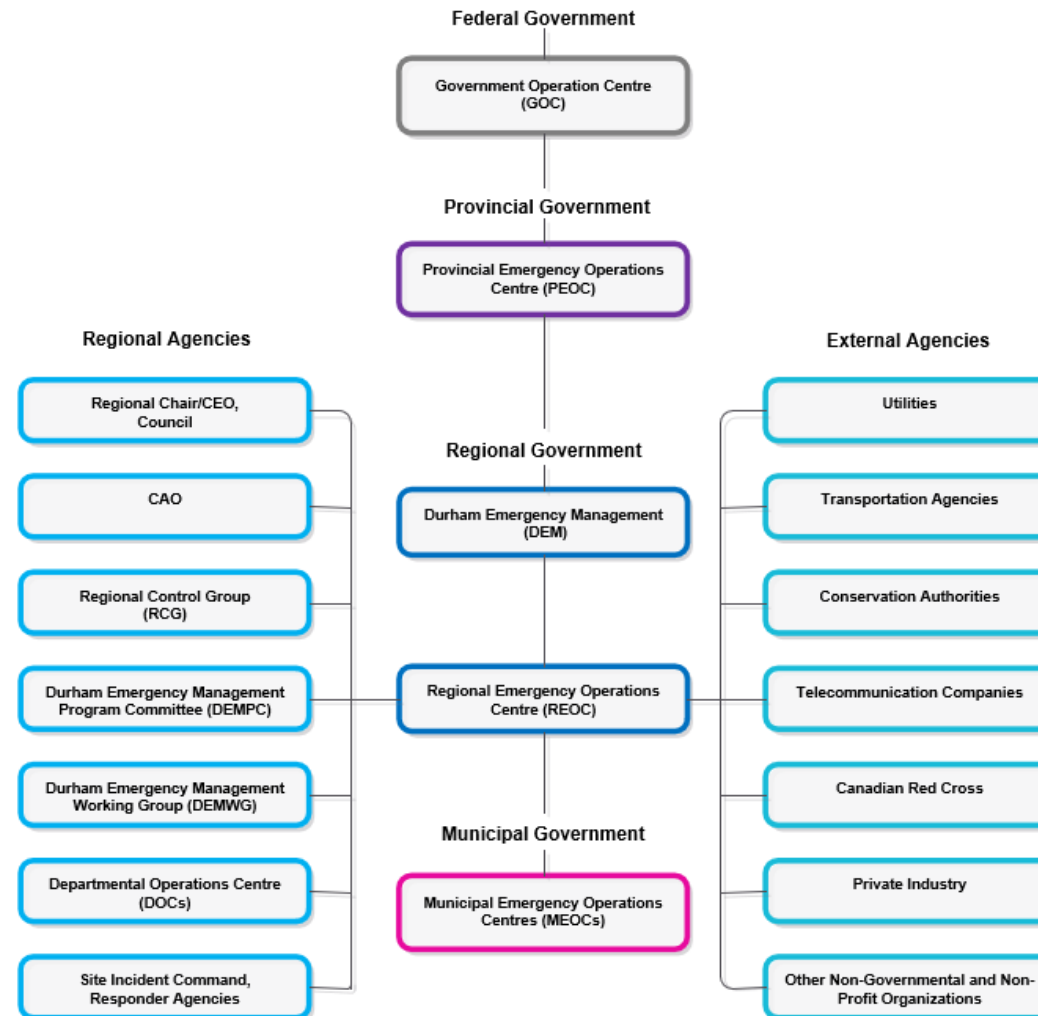
- RSI 1 Activation and Notification
- RSI 2 Emergency Declaration & Termination
- RSI 3 REOC Set-up and Layout
- RSI 4 Retrieval of Laptops, Log-in, WiFi, Emergency Drives, SharePoint
- RSI 5 Audio-Visual Air Media, SMART boards, Television Instructions
- RSI 6 Telephones (Polycom, OPG & DRPS Dedicated Lines)
- RSI 7 Faxing, Scanning, Printing, Coping Documents
- RSI 8 Harris Radios
- RSI 9 The Planning Process, Conducting Planning Meetings, IAP
- RSI 10 Staffing and Shift Change Briefings
- RSI 11 Purchasing Policies and Procedures
- RSI 12 iDASH User Guide
- RSI 13 PEOC Alert Ready
- RSI 14 Demobilization
- RSI 15 Rapid Notify and RAVE
- RSI 16 Public Alerting - Sirens

REOC Incident Action Plan		
Incident Name:	Date (yyyy.mm.dd):	Time Prepared (24 Hr.) 00:00
Reporting Period Number:	Reporting Period Start Date & Time: yyyy.mm.dd 00:00	Reporting Period End Date & Time: yyyy.mm.dd 00:00
CURRENT SITUATION:		

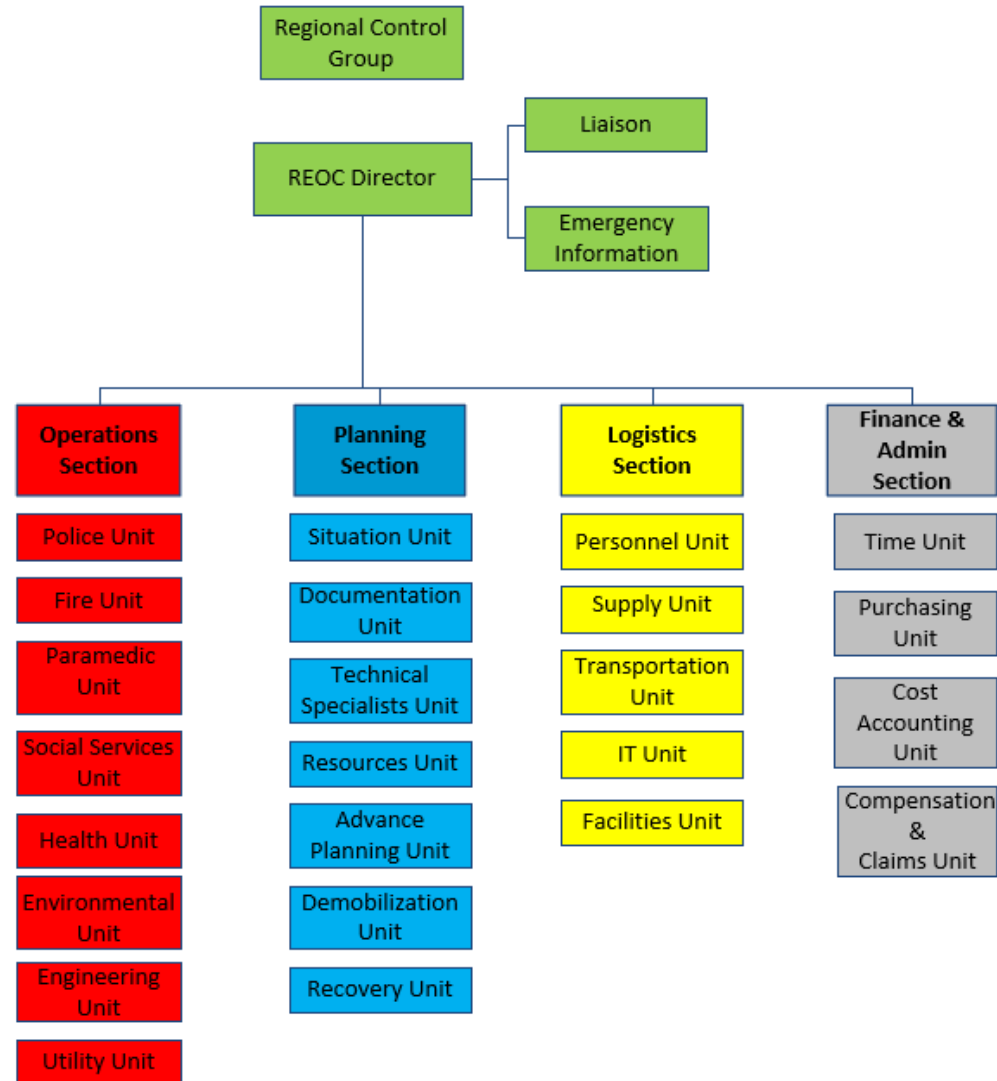
REOC Position Checklist Operations Section Chief
<p>Reports to: REOC Director</p>
Operations Key Functions
<p>Responsible for providing a communications link with the site and coordinating all jurisdictional operations in support of the site.</p>
Operations Chief Roles and Responsibilities
<ol style="list-style-type: none"> Assume overall responsibility for coordination and supervision of all required branches within the REOC Operations Section including: <ul style="list-style-type: none"> • Police Unit • Fire Unit • Paramedic Unit • Health Unit • Environmental Unit • Engineering Unit • Social Services Unit • Utilities Unit Coordinate information received from any activated Departmental Emergency Operations Centres (DEOC's). Coordinate with Logistics Section Chief to establish priorities for site resource allocation. Coordinate with Liaison Officer regarding the need for representatives from external organizations in the REOC.
Common Roles and Responsibilities
<p>Position Activation:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sign in with Operations. <input type="checkbox"/> Receive facility/safety information/map, position specific checklist, outlook/iDash password and hard copies of relevant forms. <input type="checkbox"/> Check in with the REOC Director. <input type="checkbox"/> Log into your position specific email. <input type="checkbox"/> Log into iDash account. <input type="checkbox"/> Access electronic copies of your forms from the "S" drive. <input type="checkbox"/> Start a Position Log. <input type="checkbox"/> Review checklists assigned to your section and activate additional units as required. <input type="checkbox"/> Assume roles of any units not currently activated. <input type="checkbox"/> Work with Operations, Personnel Unit to staff activated units. <input type="checkbox"/> Populate relevant display boards.

Standard Operating Procedures

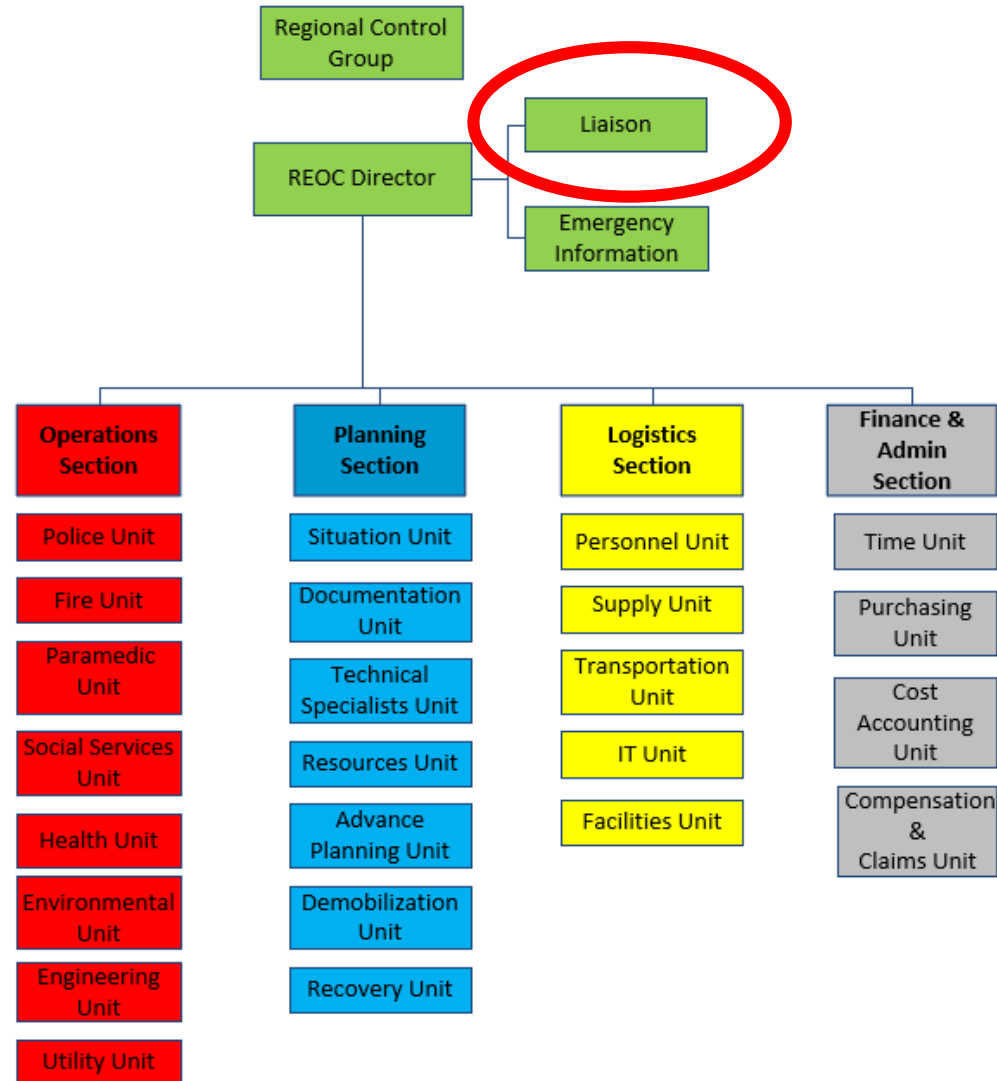
Emergency Response Organization



Standard Operating Procedures



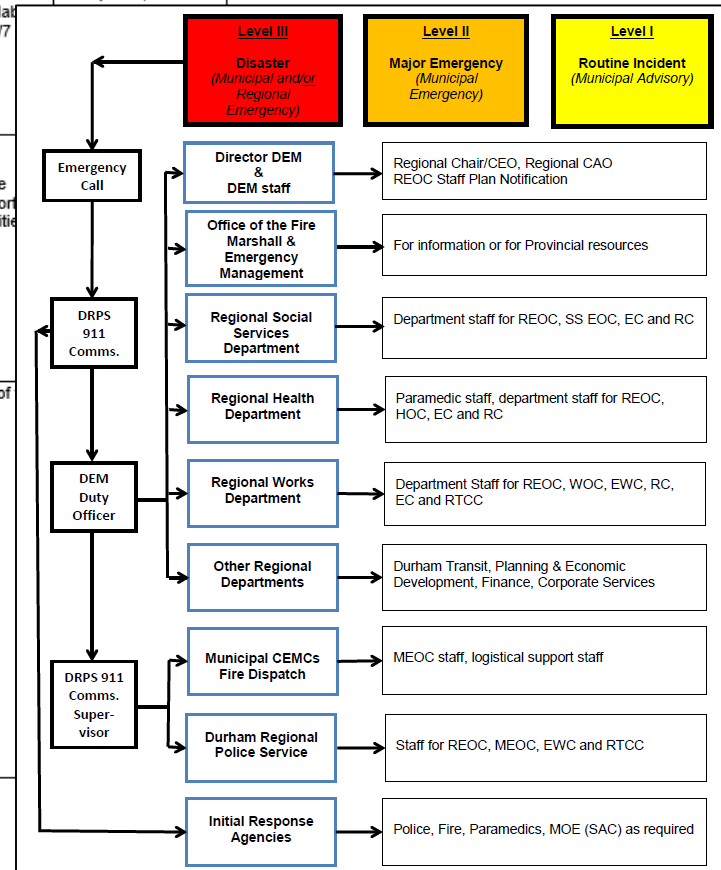
Standard Operating Procedures



Response Specific Instructions (RSIs)

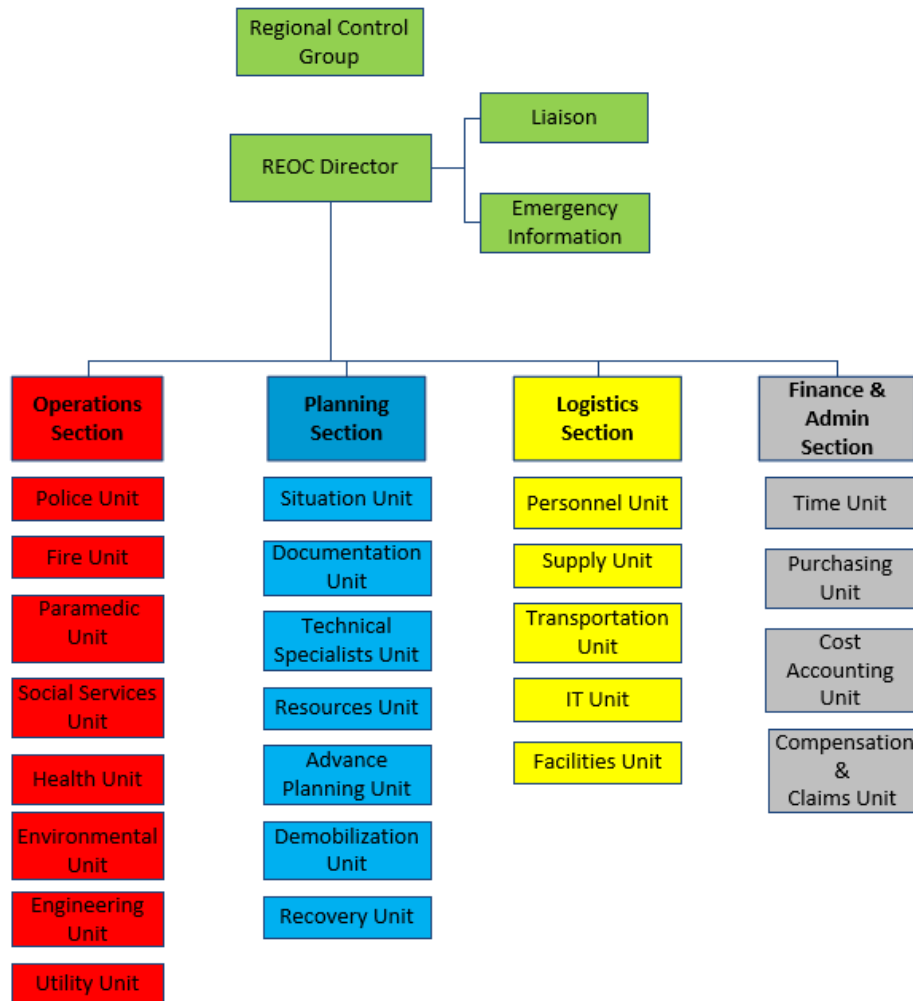
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Classification	Regional Response Levels	DEM Action Taken	Examples
Day to Day Operations	Normal response by operating departments.	No action required.	House fire, water main break, motor vehicle accident, etc.
Level 1 Routine Emergencies (Municipal Advisory)	Emergencies managed by police, fire and/or paramedic services (first responders) only. May require multi-agency response for short period with a potential to escalate to level 2 or 3.	Routine monitoring by DEM staff and support is available through the 24/7 Duty Officer.	Localized power disruptions, severe
Level 2 Major Emergencies (Municipal Emergency)	An abnormal situation that demands prompt coordinated actions that may require some multi-agency response with the possibility of opening a municipal EOC. Managed by local municipalities and first responders and may require significant multi-agency resources for long periods of time.	Enhanced monitoring, or activation of the REOC to support area municipalities	
Level 3 Disaster (Municipal and/or Regional Emergency)	The outcome of the impact of an emergency where a community has suffered significant loss or harm with potential loss of life. Requires a multi-agency response with the activation of a municipal EOC and may require a Declaration of an emergency. Managed by an area municipality or municipalities with first responders. Likely to exceed municipal and possible Regional resources. May also require significant Provincial or Federal resources for extended periods of time.	Full activation of REOC.	



Email Script 1 – REOC Activation – Level 1 Incident:
 The Region’s Emergency Operations Centre has been activated to a Level 1 (Routine Emergency) as of (date) and (time) to monitor the situation of/at _____. Updates will be provided as required. At this time, Divisions are not required to provide an update unless specifically requested. If there is an escalation of this situation to a Level 2 (Major Emergency) or Level 3 (Disaster), additional information and/or resources may be required from your division.

REOC Checklists



REOC Position Checklist REOC Director	
Reports to: Regional Control Group (RCG)	
Responsibilities:	
1. Has overall authority and responsibility for all unassigned functions within the EOC. 2. Coordinates the Management Section Staff including: <ul style="list-style-type: none"> ✓ Liaison Officer ✓ Safety Officer ✓ Emergency Information Officer 3. Establishes EOC staffing levels. 4. Sets and conducts Management Team Section briefings. 5. Sets schedule and conducts Planning Cycle Meeting to set IAP objectives, strategies and tactics 6. Approves IAP prior to distribution. 7. Collaborates with the Emergency Information Officer (EIO) to ensure communication coordination established with appropriate agencies. 8. Maintains information flow with the Regional Control Group (RCG).	
Activation Phase:	
<input type="checkbox"/> Sign in with Logistics. <input type="checkbox"/> Participate in facility and safety orientations. <input type="checkbox"/> Receive a REOC guide and position checklist. <input type="checkbox"/> Obtain current situational awareness information from duty officer. <input type="checkbox"/> Start an <u>IMS 214 Form</u> (Position Log). <input type="checkbox"/> Log in to Outlook. <input type="checkbox"/> Log into iDash system. <input type="checkbox"/> Assume Management Section, Planning, Logistics and Operation Section Chiefs roles, or if active situational update from these positions. <input type="checkbox"/> Schedule and lead a Management Section team briefing. <input type="checkbox"/> Determine appropriate level of activation based on available situational information. <input type="checkbox"/> Establish required EOC staffing levels and recall staff using Logistics- Personnel Unit when active <input type="checkbox"/> Determine what representation is needed at the REOC from other organizations or assisting ag <input type="checkbox"/> Set Planning Cycle Meeting schedule and have Planning Section Chief prepare the agenda. <input type="checkbox"/> Review any situational information recorded iDash tool.	
Operational Phase:	
<input type="checkbox"/> Receive an outgoing briefing from previous shift (if relevant). <input type="checkbox"/> Maintain an <u>IMS 214 Form</u> (Position Log). <input type="checkbox"/> Conduct Management Team meetings as required. <input type="checkbox"/> Collect and review <u>Incident Status Summary Forms</u> (IMS 209) from Unit leads prior to Planning Cycle Me	

REOC Position Checklist Operations Section Chief	
Reports to: REOC Director	
Operations Key Functions	
Responsible for providing a communications link with the site and coordinating all jurisdictional operations in support of the site.	
Operations Chief Roles and Responsibilities	
1. Assume overall responsibility for coordination and supervision of all required bra within the REOC Operations Section including: <ul style="list-style-type: none"> • Police Unit • Fire Unit • Paramedic Unit • Health Unit • Environmental Unit • Engineering Unit • Social Services Unit • Utilities Unit 2. Coordinate information received from any activated Departmental Emergency O Centres (DEOC's). 3. Coordinate with Logistics Section Chief to establish priorities for site resource all 4. Coordinate with Liaison Officer regarding the need for representatives from exte organizations in the REOC.	
Common Roles and Responsibilities	
Position Activation:	
<input type="checkbox"/> Sign in with Operations. <input type="checkbox"/> Receive facility/safety information/map, position specific checklist, outlook/iDash and hard copies of relevant forms. <input type="checkbox"/> Check in with the REOC Director. <input type="checkbox"/> Log into your position specific email. <input type="checkbox"/> Log into iDash account. <input type="checkbox"/> Access electronic copies of your forms from the "S" drive. <input type="checkbox"/> Start a Position Log. <input type="checkbox"/> Review checklists assigned to your section and activate additional units as requi <input type="checkbox"/> Assume roles of any units not currently activated. <input type="checkbox"/> Work with Operations, Personnel Unit to staff activated units. <input type="checkbox"/> Populate relevant display boards.	

REOC Position Checklist Compensation & Claims Unit Coordinator	
Reports to: Finance & Admin Section Chief or REOC Director	
Finance & Administration Section - Key Functions	
Responsible for overseeing all financial management and business policies and procedures including cost tracking, cost analysis and reporting, administration of procurement contracts and oversight of purchasing processes including expenditure management.	
Roles and Responsibilities	
1. Ensures all documentation related to worker injuries or fatalities within EOC or at sites are completed correctly and forwarded and processed in a timely manner. 2. Coordinates the investigation and review of property and equipment damage or loss claims relating to an event.	
Common Roles and Responsibilities	
Position Activation:	
<input type="checkbox"/> Sign in with Logistics. <input type="checkbox"/> Receive facility/safety information/map, position specific checklist, outlook/iDash password and hard copies of relevant forms. <input type="checkbox"/> Check in with your Section Chief. <input type="checkbox"/> Log into your position specific email. <input type="checkbox"/> Log into iDash account. <input type="checkbox"/> Access electronic copies of your forms from the "S" drive. <input type="checkbox"/> Start a Position Log. <input type="checkbox"/> Gather additional current situational awareness information from completed IAP's, Section Reports, Unit Reports, display boards, in consultation with REOC members etc.	
Operational Phase:	
<input type="checkbox"/> Maintain a Position Log. <input type="checkbox"/> Post events on relevant display boards as required. <input type="checkbox"/> Provide information to the Section Chief as necessary. <input type="checkbox"/> Attend situation briefings held by the Section Chief. <input type="checkbox"/> Compile and submit Unit Reports as required/directed by the Section Chief.	

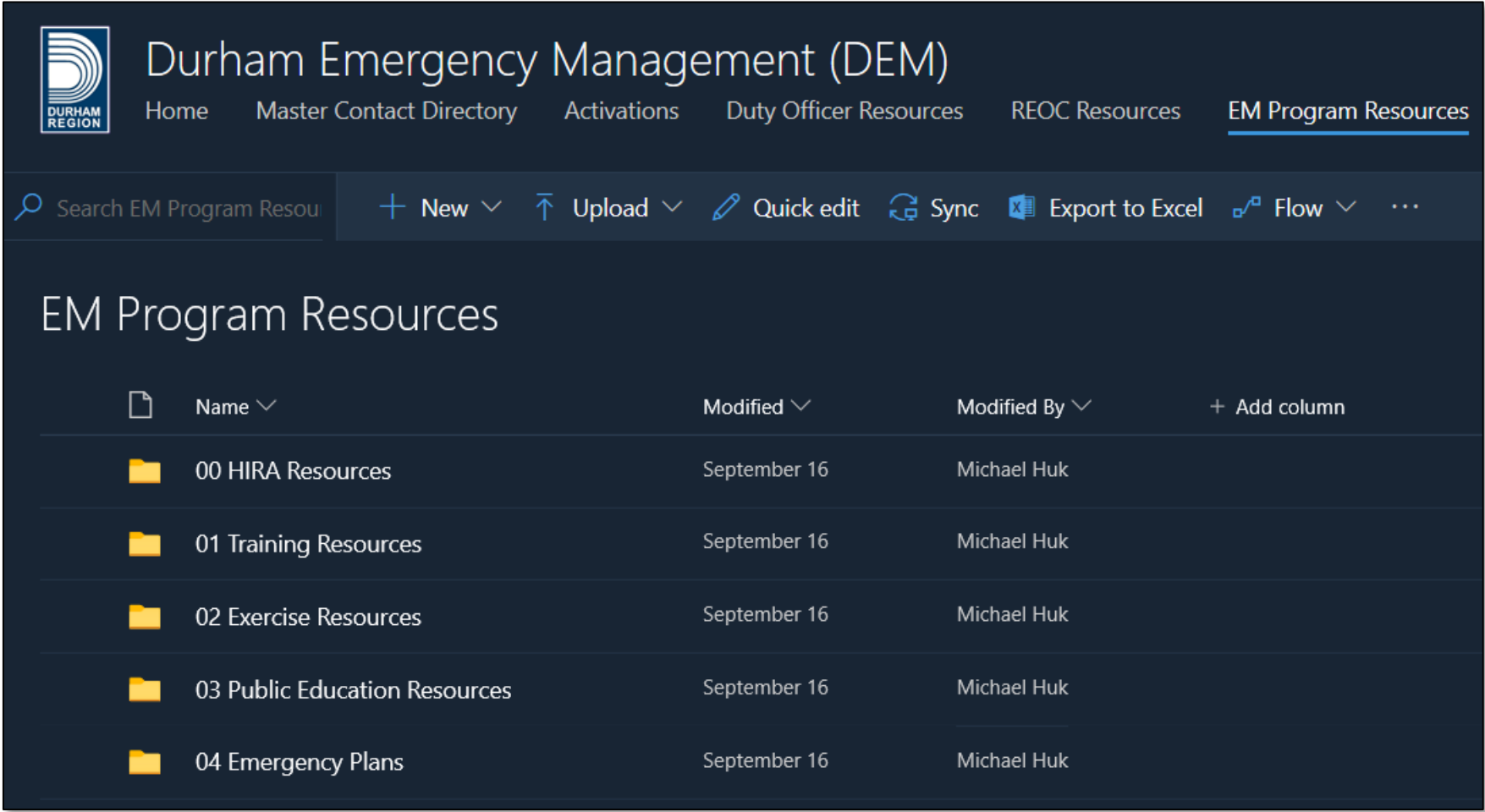
Building Capacity

- **SharePoint** is a collaborative, cloud based portal
- Potential for DEM to create, organize, and moderate this space
- **Shared resources** among Regional departments and Municipalities
- Individual and limited access ...



Collaboration Portal / SharePoint

Building Capacity

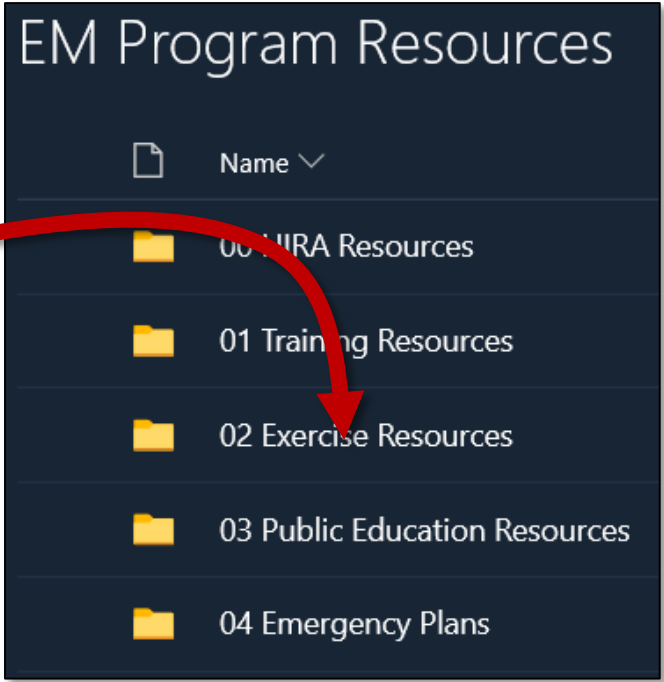
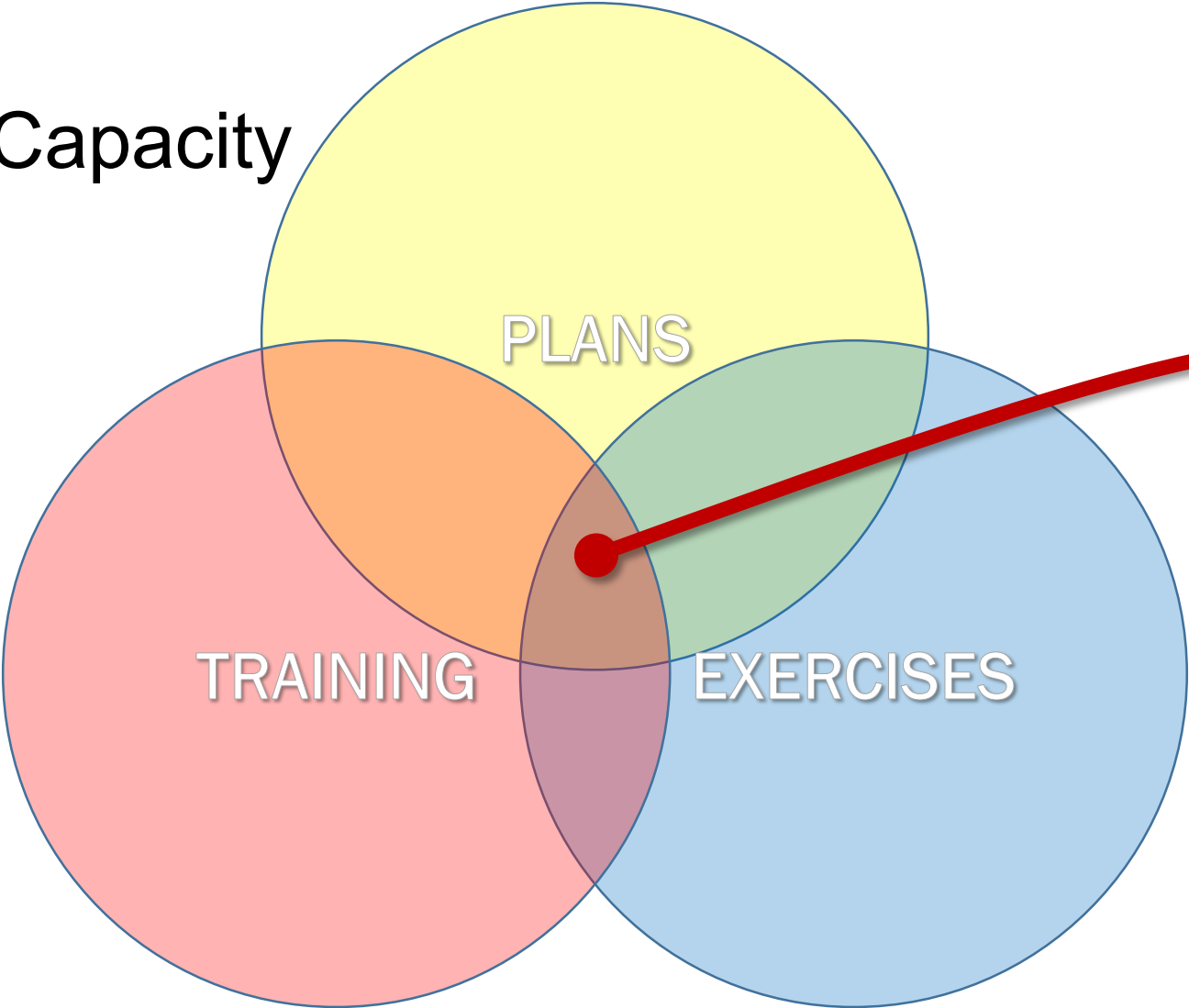


The screenshot displays the SharePoint interface for the Durham Emergency Management (DEM) site. The top navigation bar includes the Durham Region logo and links to Home, Master Contact Directory, Activations, Duty Officer Resources, REOC Resources, and EM Program Resources. Below the navigation bar is a search bar and a ribbon with options: New, Upload, Quick edit, Sync, Export to Excel, and Flow. The main content area is titled "EM Program Resources" and contains a table listing various resource folders.

Name	Modified	Modified By	+ Add column
00 HIRA Resources	September 16	Michael Huk	
01 Training Resources	September 16	Michael Huk	
02 Exercise Resources	September 16	Michael Huk	
03 Public Education Resources	September 16	Michael Huk	
04 Emergency Plans	September 16	Michael Huk	

Collaboration Portal / SharePoint

Building Capacity



**Operational
Readiness**

Evacuation

- Evacuation
- **Goal:** Larger strategy for both the road network and displacement issues that goes beyond the current nuclear planning assumptions.

Training and Exercises

Course Name	Length	Total Sessions/Year
• EOC General	½ day	10
• EOC Management	½ day	2
• EOC Operations	½ day	3
• EOC Logistics	½ day	2
• EOC Fin/Admin	½ day	2
• EOC Public Information	1 day	1
• EOC Planning	1 day	3
• EOC Drill	½ day	5
• EOC Drill – Functional Exercise	1 day	1
• EOC Drill – Public Information	1 day	1

Training and Exercises

Course Name	Length	Total Sessions/Year
• EOC General	½ day	10
• EOC Management	½ day	2
• EOC Operations	½ day	3
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• EOC Drill	½ day	5
• EOC Drill – Functional Exercise	1 day	1
• EOC Drill – Public Information	1 day	1

- International Atomic Energy Association (IAEA) conducting an Emergency Preparedness Review (EPREV)
 - Focused on off-site preparedness
- Federal and Provincial in scope
 - Health Canada is lead for Canada
 - OFMEM is lead for Ontario
 - Region of Durham providing input from local perspective

- June 3 -19, 2019
- International EPR experts from IAEA Member States, as well as a team coordinator and deputy team coordinator from the IAEA Secretariat.
- The EPREV mission took place in Ottawa, as well as in the Provinces of Ontario and New Brunswick,
- The EPREV consisted of a review, prior to the actual mission, of extensive reference materials provided by Canada and, during the mission, of site visits and interviews.
- The EPREV team interacted during the mission with government officials at the federal, provincial and municipal levels, as well as with staff of two NPPs.

The key objectives of this mission were to enhance preparedness and response for nuclear or radiological emergencies, including:

- An opportunity for self-assessment of its activities against IAEA safety standards;
- A review of its emergency preparedness and response arrangements;
- An objective evaluation of its emergency preparedness and response arrangements with respect to IAEA safety standards and guidelines;
- Promoting the sharing of experience and the exchange of lessons learned;
- Providing key staff with an opportunity to discuss their practices with reviewers who have experience with different practices in the same field;
- Recommendations and suggestions for improvement; and

- Report to be released on January 29, 2020. Includes a summary of the action plan.
- Health Canada website
- *Key Highlight:*
 - *“The number of recommendations, suggestions and good practices is in no way a measure of the status of the emergency preparedness and response system. Comparisons of such numbers between EPREV reports from different countries should not be attempted.”*

Fall 2019 Public Alerting Campaign Results



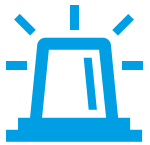
Service Excellence for our Communities

What is the test?



November 25, 2019:

- An autodialing system calls approximately 100,000 landline phone numbers within 10 kilometres of the nuclear generating stations.



November 26, 2019:

- Outdoor sirens sound within three kilometres of the nuclear generating stations.

Radio, TV and cell phone alerts were tested separately by the Province of Ontario on November 27.



Communications objectives and audience

Objective

Achieve awareness :

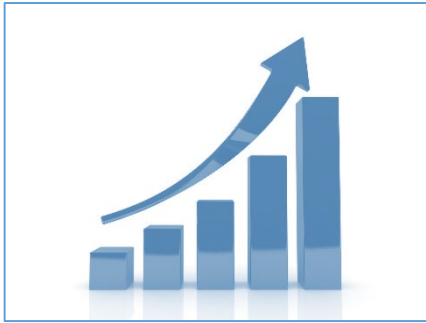
- of the test.
- of how our audience would be alerted of a nuclear emergency.

Audience

People who live or work within 10 kilometres of the Darlington or Pickering nuclear generating stations.

Campaign goals

Specific fall 2019 campaign goals:

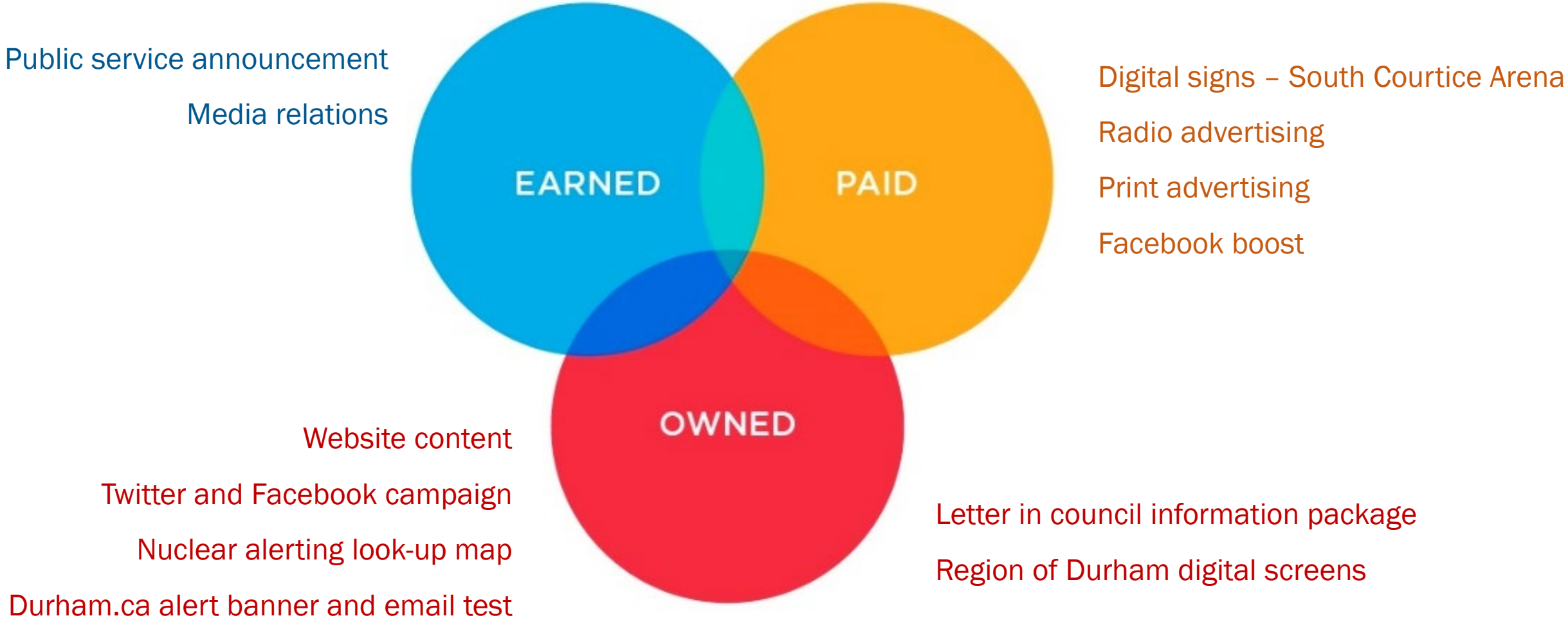


1. Maintain the same high awareness level we achieved in the spring 2019 campaign... *in spite of headwinds.*



2. Ensure we continue to reach our audience across **a variety of channels** (print, TV, radio, social, online, out of home).

Campaign tactics

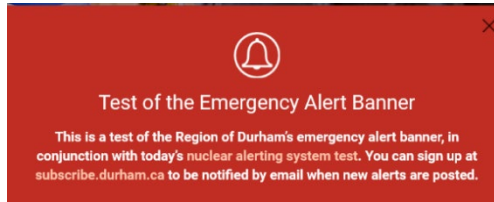


Highlights: new for fall 2019



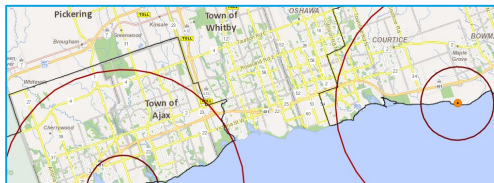
We expanded to new channels

- Digital signs at South Courtice Arena, Regional HQ
- New radio and print advertisements



We tested the durham.ca banner and email alert

The banner pops up on durham.ca and is sent by email to subscribers.



We launched a new look-up map

Enter your address and find out how you would be alerted of a nuclear emergency.



We revised the worst-performing social media posts

The worst post of the last campaign achieved a 13 per cent increase in impressions and a 120 per cent increase in engagement.



Our Results

How we measured our results

1 impression = 1 view (or listen) of a piece of content

Impressions are a proxy measure for **awareness**, and a standardized way to measure earned, paid and owned media.



The Oshawa Express



How did we do?

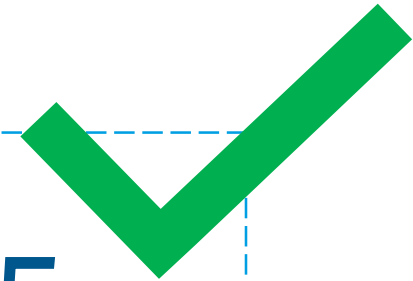
Goal #1: Maintain the same high awareness level we achieved in the spring 2019 campaign.

Spring 2019 overall results

2,020,062
impressions

Fall 2019 overall results

3,066,015
impressions








Year over year results

Includes owned, earned and paid:

Item	Impressions	Media Stories	Success factors
Spring 2018	1,121,944	8	Baseline
Fall 2018	1,985,987 ↑ 77% increase over spring 2018	16	Rewrote campaign materials
Spring 2019	2,020,062 ↑ 1.7% increase over fall 2018 ↑ 80% increase over spring 2018	18	New images, adjusted campaign timing, revised worst-performing social posts
Fall 2019	3,066,015 ↑ 52% increase over spring 2019 ↑ 54% increase over fall 2018 ↑ 173% increase over spring 2018	13	Increased advertising to limit impact of newspaper closures, revised worst-performing social posts, misc. tweaks, ... and luck

Social impressions vs. media impressions

This campaign ↘

		Spring 2018	Fall 2018	Spring 2019	Fall 2019
 	Social (owned)	78,240	110,400	169,547	176,699 ↑ 4.2% increase over spring 2019 ↑ 125% increase over spring 2018
  	Media (earned)	362,000	1,193,883	1,168,811	1,488,923 ↑ 27% increase over spring 2019 ↑ 311% increase YOY

These numbers don't include our paid advertising.

Media coverage







































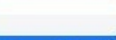














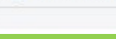




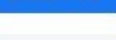









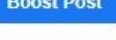
- **95 per cent** of media coverage included a link to our website*.
- **98 per cent** of media coverage included an image.
- **11 per cent** of media coverage included a spokesperson quote.

Calculated based on story impressions for earned media stories only.

*Omits media stories where this data could not be established.

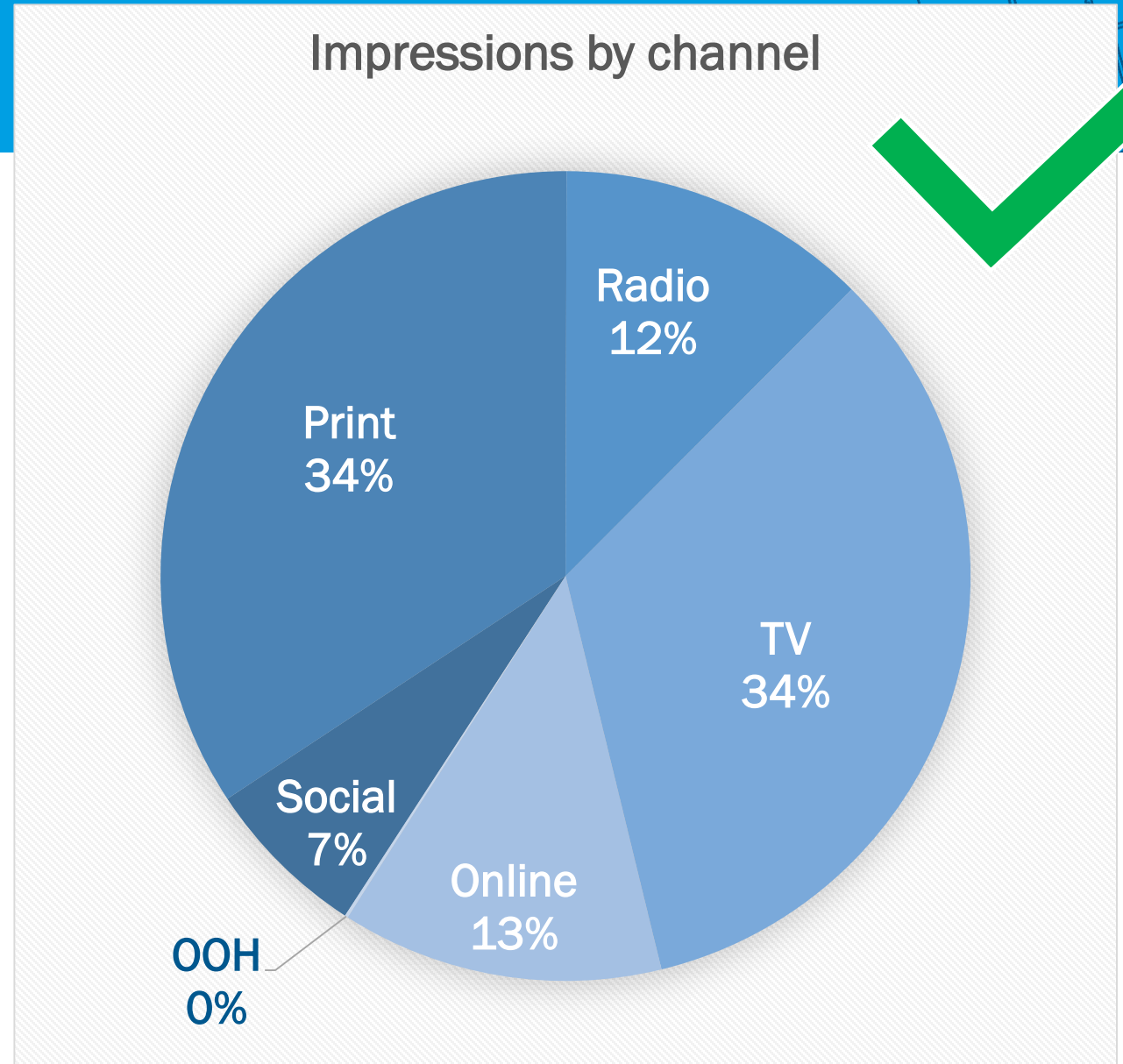
Social media highlights

- Very successful campaign with a high reach.
- Facebook posts are consistently among the Region's top-performing.
- Twitter post from spring campaign was the **Region's top post of 2019**.
- Twitter post from fall campaign is in the **top 10 of 2019**.

11/13/2019 2:30 PM		Do you know about traffic situations in your			1.2K		33 2	
11/13/2019 1:00 PM		Practice FIFO (First In, First Out) → When unpacking			1.2K		12 6	
11/13/2019 12:30 PM		Looking for seniors' services and programs in			1.2K		23 7	
11/13/2019 11:30 AM		Province approves outfall environmental assessment			686		4 0	
11/13/2019 11:09 AM		Get started on your holiday shopping at			362		4 0	
11/13/2019 11:00 AM		We look forward to seeing you at our			904		14 3	
11/12/2019 6:50 PM		#DurhamBudget2020 Open House Whitby			2K		206 23	
11/12/2019 4:00 PM		Road maintenance crews are out every day repairing			1.7K		48 12	
11/12/2019 3:00 PM		Chat with #DurhamRegion staff about our programs			1.9K		73 8	
11/12/2019 2:11 PM		Do you live or work in or near the Municipality of			86.7K		9K 1.8K	
11/12/2019 1:00 PM		Did you get this letter in the mail? We're holding			5.9K		1K 121	
11/12/2019 11:02 AM		#DurhamRegion is home to some of the GTHA's most			7.5K		293 351	
11/12/2019 10:00 AM		On November 18 in #Whitby, #DurhamRegion is			604		12 5	
11/12/2019 9:08 AM		Our first #DurhamBudget2020 open			2.3K		28 16	

How did we do?

Goal #2: Ensure we continue to reach our audience across a variety of channels (print, TV, radio, social, online, out of home).





Website

Website visits: durham.ca/NuclearPreparedness

Fall 2019
nuclear public alerting campaign

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Pageviews

1,000

500

683 pageviews

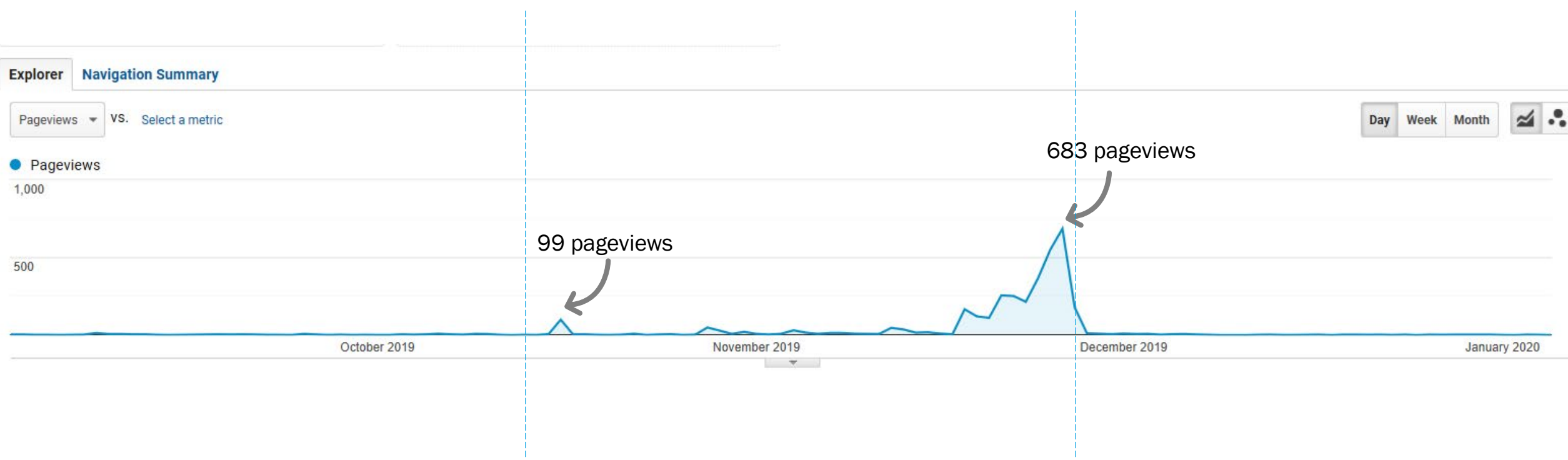
99 pageviews

October 2019

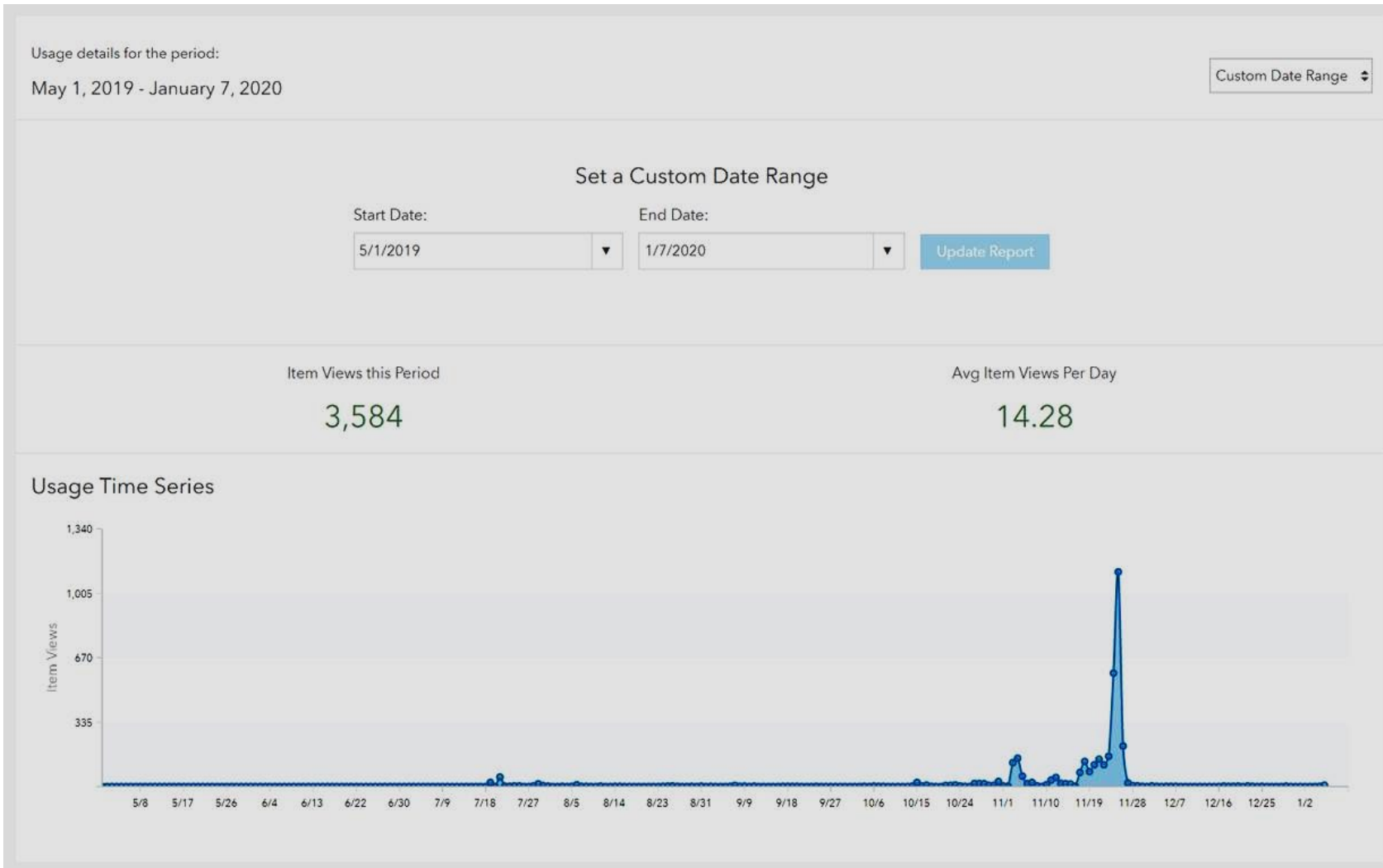
November 2019

December 2019

January 2020



Website visits: durham.ca/AlertMap



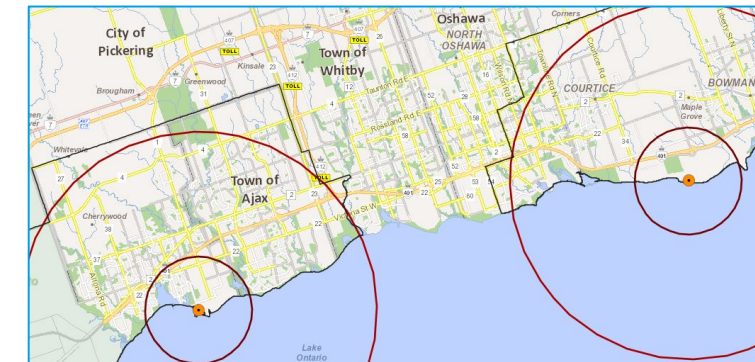
Nuclear Preparedness - Durham Region

Find Out How You Will be Alerted of a Nuclear Emergency

There are two nuclear generating stations in Durham: Darlington and Pickering. The Region of Durham is responsible for operating a nuclear public alerting system, which would notify you in the unlikely event of an emergency at one of the stations. The province issues [Alert Ready](#) text message emergency notifications. Look up your address to see the alerts you would get at your home or workplace.

How to use the map:

- Type in your house number and/or street name (e.g., 605 Rossland).
- Press enter or wait for the map to provide you with options.
- Select your address from the drop-down list.
- Or click a location on the map.

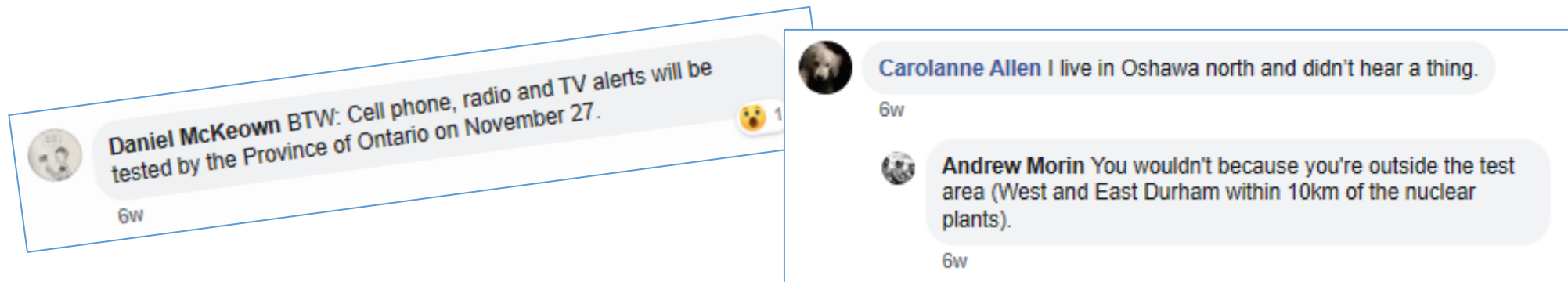




Successes and Opportunities

Successes

- ✓ **Increased impressions**
By 54 per cent year over year, and by 52 per cent over spring 2019.
- ✓ **Prevented negative comments on media stories (and social)**
By including context for landline phone calls, and information about Alert Ready.
- ✓ **Our audience helped us correct misinformation**
On social media, we saw users jump in to correct those who posted misinformation.



Opportunities

**Nuclear Public
Alerting System Test**

durham.ca/NuclearPreparedness



After each campaign, we look for opportunities to improve.

- **Run public education programming alongside the test**

There is still misinformation in the community to correct, but we can't fit any more information into this communications campaign without our main messages getting lost.

- **Update our advertising templates**

Going forward, print and digital advertising will need to play a bigger role in this campaign. Updated templates would help our message stand out and be consistent across all channels.

- **Share photography or video b-roll with media outlets**

Almost all of our media coverage included images, but they were mostly generic images of the nuclear stations that the outlets already had on file. We have an opportunity to supply images that would better illustrate the information – after all, we know many people skim written articles and just look at the pictures.



Thank you!

Visit durham.ca/alertmap to find out how you would be alerted of a nuclear emergency.