

New Brunswick Emergency Measures Organization

National Public Alerting System

(Alert Ready)

Canada has a National Public Alerting System (NPAS) which provides emergency management organizations across the country with the capability to rapidly warn the public of imminent or unfolding threats to life. Emergency public alerts are issued through radio, cable television, satellite television, email, text services and on compatible wireless devices.

Alert Ready is the public facing name for Canada's emergency alerting system. The aggregation system developed and managed by Pelmorex is called the National Alert Aggregation and Dissemination (NAAD) System. The New Brunswick Emergency Measures Organization is the authorized issuer of alerts in NB.

The New Brunswick Emergency Measures Organization utilizes Alert Ready to issue critical and potentially life-saving alerts to New Brunswickers through television, radio and LTE-connected and compatible wireless devices. The Alert Ready system was developed with many partners, including federal, provincial and territorial emergency management officials, Environment and Climate Change Canada, Pelmorex, the broadcasting industry and wireless service providers. Together, these partners work to ensure Canadians receive alerts immediately and know when to take action to stay safe. An F/P/T structure including a Governance Council, with representation of F/P/Ts, the Aggregator, Broadcasters, CRTC and Last Mile Distributors (LMDs) report through the National Public Alerting Working Group to SOREM ensuring the Integrity of the program.

The system allows the NBEMO to notify specific regions within the province if required. Alerts will only be issued for immediate life threatening situations that are time sensitive. The SOREM approved broadcast immediate list of hazards are in the form of a drop-down list in the system and are authoritative and utilized to inform the NBEMO user.

The system design limits the number of characters, so messages must be accurate, brief and clear. We issue all alerts in both official languages (English and French)

New Brunswick Emergency Measures Organization

NBEMO can issue alerts twenty-four hours a day three hundred sixty-five days a year. Any immediate threat to the public or the Province of New Brunswick such as a law enforcement event, hazmat incident, explosion, evacuation, flash flood, immediate weather threats and other immediate threat to life events, should contact NBEMO. NBEMO can be reached at 1 800 561 4034 or 506 453 2133; request to speak to an NBEMO Operations Officer during the day. After hours calls are forwarded to NB Provincial Mobile Communications Centre (PMCC) who in turn will contact the NBEMO Duty Officer. PMCC can also be contacted via radio to transmit the details to the NBEMO duty Officer.

Police Agencies in NB may also request an Amber Alert through the same process, this is an approved use of the National Public Alerting System.

For all requests to the New Brunswick Emergency Measures Organization for the issuance of an emergency alert the requesting agency must be prepared to provide the following information:

- 1. Name, position and contact information of the originator, it is imperative that the contact person has the knowledge and authority to request an alert by their organization and to respond to questions that may arise.**
- 2. A general but detailed description of the situation, to provide NBEMO with the context and background of the incident, including anticipated future activities.**
- 3. Location of the incident, as well as recommended location that the alert needs to cover.**
- 4. Timelines of the incident, to include date, time of day, and anticipate duration if known.**
- 5. Confirmation that NBEMO will be contacted once the alert is no longer required, or the situation has been stabilised and the threat no longer exist.**

The Authority and approval of the issuance of the alert is the Director of NBEMO and the NBEMO Chief of Operations or designate. There is a two-stage authentication process built into the system to ensure compliance and continuity with alerts.

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Currently there are two Federal NPAS Alert issuers that can also issue an alert in NB, Public Safety Canada and Environment and Climate Change Canada. These departments could issue an alert of national significance including for a severe weather event such as a tornado.