

How to Promote Emergency Readiness for Businesses



Community Futures British Columbia

| Rural Resiliency Initiative

| communityfutures.ca

The more you promote this topic, the sooner you build trust as an authority on economic emergency supports for businesses.

Share information well before “risk season” is reached, when businesses are most likely to absorb the information, e.g. wildfire preparedness during late winter/early spring.

- ✓ Share and/or create campaigns on social media
- ✓ Promote on newsletters
- ✓ Promote by word of mouth
- ✓ Host or co-host presentations for businesses
- ✓ Create an emergency resource page on your website (ask RRI for examples)

Ideas for What to Promote

- RRI content from CFBC
- Content from your local emergency management team
- Business Continuity Planning
- PreparedBC guides and resources
- Signups for emergency notification, e.g. Voyent Alert, Alertable, Connect Rocket
- Local hazard reminders for businesses & mitigation strategies
- Emergency preparedness activities during pre-season
- Local evacuation routes and tips for re-entry after an evacuation
- Sector and region-specific information
- Funding opportunities
- Support mechanisms
- Best practices
- Engagement opportunities
- The Great BC Shakeout (earthquake drill) October 17
- Emergency Preparedness Week (first week in May)