

COMMUNITY SPOKESPERSON – TACTICAL EVACUATION KEY MESSAGING

- A primary consideration is to set the tone / expectation for the public by striking a balance between clearly communicating directions and not causing unnecessary panic
- Avoid jargon – plain language should be utilized whenever possible
- You must leave your home as soon as possible**
- Due to an ongoing <emergency> posing an immediate threat to public safety, emergency personnel are executing a tactical evacuation of the following area(s) or neighbourhood(s): <affected areas >
- Proceed immediately to <Reception Centre location> using the following route(s): <in town or out-of-town directions>
- The Muster Area if you require transportation assistance is at : <Location>
- <If there is no Reception Centre designated due to the nature of the evacuation, instruct evacuees to a well-known and safe muster area where they can be further assisted / directed>
- You must yield to emergency vehicles and **follow all instructions you receive from emergency officials**
- If you do not have means of transportation or need other assistance, please contact the Emergency Operations Centre immediately at <contact info>
- Emergency personnel may come to your door to inform you of the evacuation and to ensure you are leaving. Do not wait to speak to an official – if you are receiving this notice, leave immediately. These could be police, firefighters, or search & rescue volunteers. They may leave flagging tape or other signage on your front door or elsewhere to indicate your status.
- Please monitor the Tk'emlúps Facebook Page at:
<https://www.facebook.com/TkemlupsteSecwepemc>
- for further information and updates, or tune to <local radio station> for further alerts