

# PRESS RELEASE

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## Are you and your family prepared in case of an emergency? Civil Protection Week

**Quebec City, May 4, 2009**—Geoffrey Kelley, Parliamentary Assistant to Jacques P. Dupuis, Minister of Public Security, Quebec, Michel C. Doré, Deputy Minister, Sécurité civile du Québec, Robert Bégin, Regional Director, Quebec, Public Safety Canada, and Jack Chadirdjian, Director, Public and Governmental Affairs, Insurance Bureau of Canada (IBC), at 10 a.m. today, launched Civil Protection Week at the *Centre des opérations gouvernementales* (COG).

Civil Protection Week will run from May 3 to May 9, 2009. The objective is to make the general public aware of the importance of being prepared for various emergency situations and encourage citizens to obtain information and put together emergency kits, to ensure they can be self-sufficient during the first 72 hours of an emergency. Given the current situation, Civil Protection Week also affords an opportunity to remind citizens about the measures at their disposal to manage Influenza A (H1N1).

“Stressing a civil protection culture among the population of Quebec is truly a collective project, which requires the collaboration not only of government and the municipal sector, but also that of citizens”, declared Mr. Kelley.

Civil Protection Week will be held at the same time across Canada. “Emergency preparedness is a shared responsibility. Governments at all levels are working hard to keep Canadians safe, but everyone has a role to play. Do your part this week by taking stock of your supplies and making sure they meet your family’s needs. That way, when an emergency does happen, you’ll be better prepared and can minimize the impact on you and your loved ones”, noted the Honourable Peter Van Loan, Minister of Public Safety Canada.

It is no coincidence that the COG is the venue for the launch of Civil Protection Week. The COG coordinates interventions during emergencies and monitors events that could create risks for the population of Quebec. “That effectively is the mission of the *Centre des opérations gouvernementales*. Information is collected and analyzed round the clock to ensure the safety of citizens”, added Mr. Kelley.

**Disaster tally:**

Between April 1, 2008 and March 31, 2009, 509 events were reported to the civil protection authorities. In all, 746 municipalities were affected, prompting the evacuation of over 4,300 individuals. Close to \$24 million have been paid to disaster victims through 75 financial assistance programs.

During Civil Protection Week, we should stress the existence of response measures. Information is available to all Quebecers to help them prepare for an emergency, such as flooding, power outage, violent winds or fire. This material informs them how to put together an emergency kit and tests their knowledge using a new and fun interactive game, presented in the form of a contest, produced in collaboration with IBC. The contest entitled “72 Hours: Check your Preparedness in Case of an Emergency”, which will be on line from May 3 to May 17 at [www.securitecivile.gouv.qc.ca](http://www.securitecivile.gouv.qc.ca) and [www.infoinsurance.ca](http://www.infoinsurance.ca). Participants have a chance of winning one of 50 emergency kits offered by IBC and valued at \$100.

“During Civil Protection Week, we hope that each and every one of us realizes how important it is to react appropriately should an emergency situation arise”, noted Jack Chadirdjian, Director, Public and Governmental Affairs, IBC. He went on to stress that “effective disaster preparedness also means taking the time to find out what one’s automobile and home insurance policy covers. It’s good to know – contrary to popular belief – that your insurance policy does cover most natural disaster”.

Quebec’s Ministère de la Sécurité publique, in collaboration with several civil protection partners, will hold awareness activities in several shopping centres across the province, including at Laurier Québec in Quebec City, on May 7, at Complexe Desjardins in Montreal, on May 8, as well as at Promenades Saint-Bruno, in Longueuil, on May 9. In addition to these activities, aimed at making various adult client segments aware about civil protection, a number of steps are being taken to sensitize younger client segments. The *Come Play with Séкуро! drawing contest*, addressed to nursery and primary school children, wrapped up successfully today, in the presence of the mascot Séкуро, who was on hand to announce this year’s winners.

For information about Civil Protection Week or on how to prepare for an emergency, please go to [www.securitecivile.gouv.qc.ca](http://www.securitecivile.gouv.qc.ca)

The launch was organized with the collaboration of:

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