



POLICY TITLE: EMERGENCY ALERT SYSTEM USAGE POLICY (VOYENT ALERT SYSTEM)

POLICY NUMBER: 2025 – 03

VERSION NUMBER:

DATE APPROVED: MAY 7, 2025

EFFECTIVE DATE: MAY 7, 2025

Policy Statement:

The purpose of this policy is to establish guidelines for the appropriate use of the Emergency Alert System (EAS) to ensure timely, accurate, and effective communication during emergencies to protect public safety.

Policy Scope:

This policy applies to all personnel authorized to activate the EAS, including the Chief Administrative Officer, Emergency Management Officials, and other designated authorities.

Authority

Only authorized personnel may issue alerts.

Criteria for Activation

The EAS may be activated for:

- **Imminent Threats:** Severe weather events, natural disasters, or other emergencies that pose an immediate risk to life or property.
- **Public Safety Alerts:** Significant threats requiring public attention.
- **Testing and Maintenance:** Scheduled tests to ensure system functionality and readiness. Testing and Maintenance schedules must be shared publicly and announced on the Local Governments website, Social Media channels and through a community mailer.

Authorized Personnel

Only authorized individuals may activate the system. Authority must be granted in writing by Council and those granted authority must review and agree to abide by this policy and understand the consequences of its inappropriate use.

Message Guidelines

All EAS messages must:

- Be **clear and concise** to avoid confusion.
- Include specific instructions or recommended actions.
- Indicate the **nature of the emergency** and affected area.
- Be disseminated in a timely manner to ensure effectiveness.

Communication Channels

The EAS may utilize multiple channels, including:



- Wireless Emergency Alerts (WEA) to mobile devices – Voyent Alert.
- Social media platforms and official websites.
- Public sirens or loudspeaker systems, if applicable.

Testing and Training

- Regular testing of the EAS shall be conducted per once annually, during safety week to ensure operational readiness.
- Training sessions for authorized personnel shall be held annually to ensure compliance with protocols.

Monitoring and Evaluation

- The use of the EAS will be monitored to ensure compliance with this policy.
- Post-event evaluations will be conducted to assess the effectiveness of the alert and identify areas for improvement.

Privacy and Data Protection:

- Recipient data (e.g., phone numbers, email addresses) shall be stored securely and used exclusively for authorized PAS communications.
- Compliance with applicable data protection regulations is mandatory.

Compliance and Accountability

- Unauthorized use of the EAS is strictly prohibited and may result in disciplinary action or legal consequences.
- All activations must be documented, including the time, content, and individual responsible.

Amendments

This policy shall be reviewed annually by the Public Safety Committee and Council and updated as necessary to reflect changes in laws, technology, or best practices.

Effective Date:

This policy is effective as of May 7, 2025 and will be reviewed annually to ensure its effectiveness.

Contact:

For more information or if you have any questions about this policy, please contact the Chief Administrative Officer for the Rural Community of Fundy Shores

Version Log:

Version Number	Amendment Description	Approved By	Approval Date
1		Council	May 7, 2025



Rural Community of Fundy Shores
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Annotation for Official Policy Book

This is to certify that the foregoing is a true and accurate copy of the Emergency Alerting System Usage for the Rural Community of Fundy Shores, which was adopted by Council at its duly convened meeting held 7th day of the May, 2025.

Linda N. Sullivan Brown
Chief Administrative Officer/Clerk
Rural Community of Fundy Shores

Date