

Emergency Preparedness for Older Adults

Climate Communications Case Story



Accessibility



Personalization



Visual Storytelling

PROJECT AT-A-GLANCE

Project Title: Emergency Preparedness for Older Adults

Location: Montreal and across Canada

Project Partners: Canadian Red Cross, The Robitaille Fund

Date: 2022

Climate Issue: Climate change related disasters and emergencies

Action Area: Emergency preparedness and family safety planning

Behavioural Theme(s): Accessibility, Personalization, Visual Storytelling

Audience: Older Adults



Not all communities face the same risks. A crucial aspect of preparing for emergencies is knowing the risks that are specific to your community.

— Emergency Preparedness for Older Adults, Canadian Red Cross¹²

IMPACT STORY

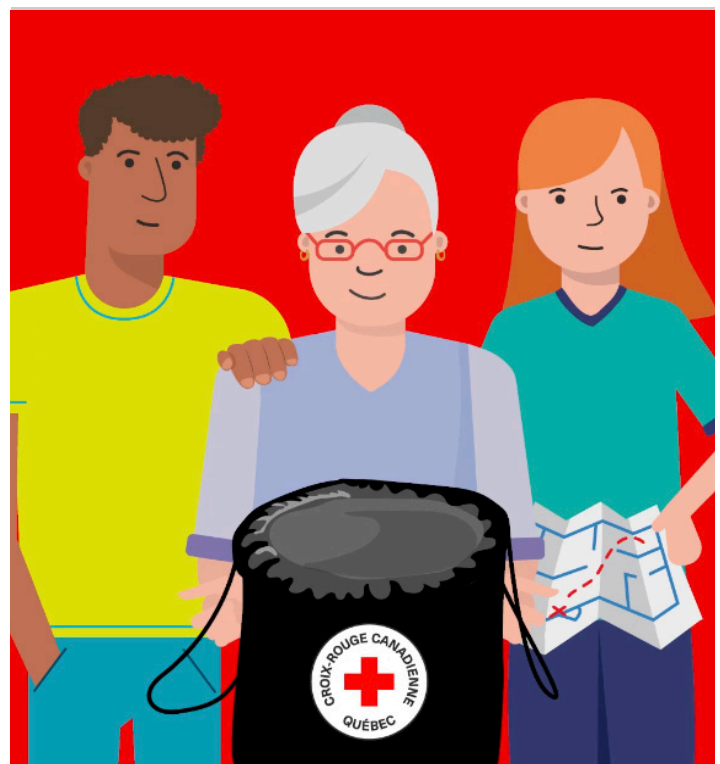
The Canadian Red Cross offers emergency preparedness and recovery resources designed to help families, community members, businesses, and organizations prepare for emergencies. Their Emergency Preparedness for Older Adults webpage carefully curates tailored advice for Canadians from this demographic. It addresses their unique needs for preparing for and building resilience before and during a disaster. The resource collection covers essential steps such as creating an emergency and evacuation plan, maintaining a well-prepared evacuation kit, and having a shelter-in-place kit at home. These resources support individuals, communities, caregivers, and organizations, enhancing community resilience and working to address the unique needs of older adults.

PROJECT OBJECTIVES INCLUDE...

- Equipping older adults across Canada with emergency plans and preparedness resources to enhance their resilience and safety during disasters.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Curated Webpage:** The Red Cross' webpage presents emergency preparedness in three simple steps and offers structured guidance for each of these: 1) know risks, 2) make a plan, and 3) get a kit.
- **Short Animation and Images:** Short animation and images are used to showcase older adults in emergency preparedness situations.
- **Customizable and Printable Resources:** Pamphlets, customizable lists, guides that can be filled out online or by pen, and links to additional resources are provided. These offer clear, accessible information to help older adults through each step of emergency preparedness.



BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** Curated resources are consolidated on a single page, making it easy for older adults and caregivers to access all necessary information without navigating multiple websites. This streamlined approach ensures that users who visit the page for one resource can discover and utilize other related resources with minimal effort.
- **Personalization:** The resources are tailored specifically for older adults, making the information relevant, actionable, and easy to understand. For example, templates for local resources can be customized to fit specific locales, with prepopulated examples on hand.
- **Visual Storytelling:** The use of welcoming images and clear graphics featuring older adults immediately signals that these resources are designed for this demographic. A video on the webpage uses cheerful graphics to provide a quick, approachable overview of emergency preparedness. Icons depicting people, homes, and other services guide users through the content, making the webpage easier to understand and navigate, especially for those with vision challenges.

SOURCE

Canadian Red Cross. (2022). Emergency preparedness for older adults. <https://www.redcross.ca/how-we-help/emergencies-and-disasters-in-canada/be-ready-emergency-preparedness-and-recovery/emergency-preparedness-for-older-adults>

CONCLUSION

The Canadian Red Cross' Emergency Preparedness for Older Adults webpage highlights the effectiveness of personalized, accessible communication in strengthening the preparedness and resilience of older adults. By addressing the specific needs of older adults and providing tailored resources, the website helps to ensure that older adults and caretakers are well-prepared for climate emergencies.

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

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CLIMATE COMMUNICATIONS TOOLKIT

