

# Extreme Weather Can Hit Quickly Video

## Climate Communications Case Story



Accessibility



Intrinsic Value Framing



Visual Storytelling

### PROJECT AT-A-GLANCE

**Project Title:** “Extreme weather can hit quickly. Are you ready?”

**Location:** Canada

**Project Partners:** Government of Canada

**Date:** Released in February, 2023

**Climate Issue:** Extreme weather events

**Action Area:** Climate change awareness and emergency preparedness

**Behavioural Theme(s):** Accessibility, Intrinsic Value Framing, Visual Storytelling

**Audience:** Families and individuals



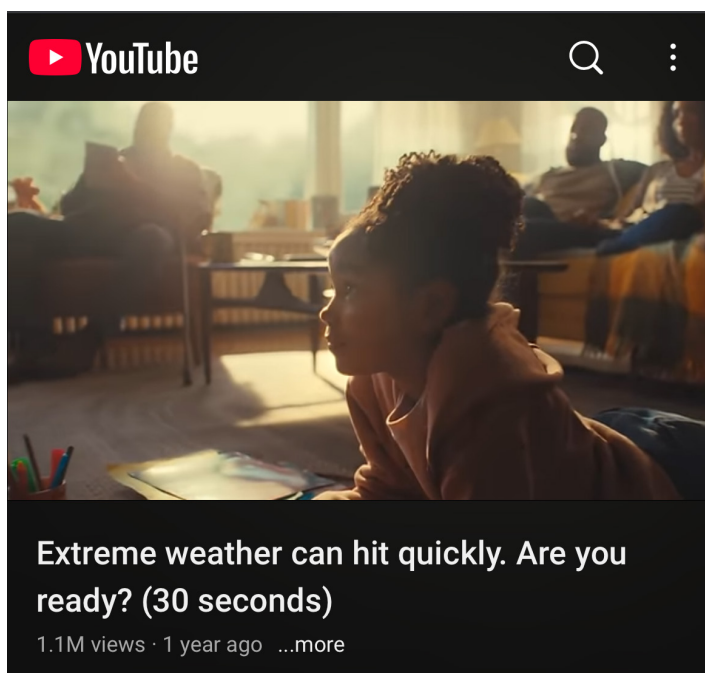
***1 in 3 Canadian adults have experienced a major weather-related emergency or disaster.<sup>13</sup>***

## IMPACT STORY

The “Extreme weather can hit quickly. Are you ready?” video on the Government of Canada’s Safety in Canada YouTube channel exemplifies how to use video communications to enhance public preparedness and awareness for extreme weather events. With the increasing frequency and intensity of storms, floods, wildfires, and other extreme weather in Canada, this video ad spot aims to foster proactive emergency preparedness through personal and engaging visual content. The video draws attention to the risks associated with climate events and delivers critical emergency preparedness information to a broad audience.

## PROJECT OBJECTIVES INCLUDE...

- Providing clear, actionable information on how to prepare for extreme weather events through engaging video content;
- Increasing public awareness and knowledge of emergency preparedness measures; and
- Encouraging viewers to take proactive steps to safeguard themselves and their families against extreme weather.



## COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Video Production and Distribution:** A high-quality 30-second video was produced to cover key emergency preparedness steps, such as emergency kit preparation, family communication plans, and safety measures during storms. The video was distributed through multiple channels including social media, television networks, and community events, ensuring widespread reach and impact.
- **Social Media Campaign:** The “Extreme weather can hit quickly. Are you ready?” video was promoted through a strategic social media campaign utilizing X (Twitter) and YouTube to maximize reach and engagement. The campaign featured engaging posts, eye-catching graphics, and short video clips on X (Twitter), driving traffic to the full video on YouTube which has over 1 million views. Hashtags like #GetPrepared and #ExtremeWeatherReady were also used to enhance visibility, while interactive elements such as polls and Q&A sessions fostered community involvement.
- **Guides and Resources:** The video’s clear call to action encouraged viewers to visit [GetPrepared.ca](https://www.getprepared.ca) and access a range of guides and resources including emergency preparedness checklists and interactive tools. These resources provided actionable information on creating emergency kits and family plans as well as understanding local hazards.
- **Emergency Preparedness Week Campaign:** The video was prominently featured during Emergency Preparedness Week, an annual initiative dedicated to raising awareness on disaster readiness.

## BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** Posting the video on social media platforms removed many barriers to access. The video could be easily shared and had the potential to go viral, increasing the chances of exposure.
- **Intrinsic Value Framing:** The video and associated resources framed emergency preparedness as a crucial personal and community responsibility, emphasizing its intrinsic value in safeguarding loved ones and enhancing personal safety. By highlighting the personal benefits of being prepared (such as peace of mind and protecting family), this approach motivated individuals to take action as a valuable and meaningful effort rather than merely a chore.
- **Visual Storytelling:** The video employed visual storytelling to present preparedness information in a compelling and easy-to-understand format, depicting relatable scenarios. Additionally, the support resources on the website used strong visual elements to present the steps needed to prepare for emergency scenarios. The visuals made the information and call to action more memorable and compelling.

## SOURCES

Government of Canada. (2024, May). *Get prepared*. <https://www.getprepared.gc.ca/index-en.aspx>

Safety in Canada. (2023, February 24). *Extreme weather can hit quickly. Are you ready?* [Video]. YouTube. <https://www.youtube.com/watch?v=KGMTRDjgth8>

## CONCLUSION

The “Extreme weather can hit quickly. Are you ready?” video and supporting resources demonstrate an effective way to raise emergency preparedness awareness, making emergency preparedness information relatable and engaging, and issuing a clear call to action.

## MORE CASE STUDIES 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](https://icleicanada.org/project/climate-communications-toolkit)

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CLIMATE COMMUNICATIONS TOOLKIT

