

9-1-1

9-1-1 Public Awareness Campaign

Communications Plan, Schedule, and Deliverables

August 28, 2019



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Introduction

The following Public Awareness Campaign describes communications measures designed to:

- Maximize public awareness of Basic 9-1-1 in the Northwest Territories;
- Educate residents about local emergency services; and
- Promote individual, family, community and visitor safety.

Designed and written samples provided in this package align with the 9-1-1 Operating Budget contained in Municipal and Community Affairs 2019-202 Main Estimates. Tools may be adapted further to improve upon the messaging to the target audiences or to improve upon the coordinated and cohesive look across all products.

Communications Schedule

There are to be no tactics pushed out ahead of November 4 go-live date. This is to ensure that audiences do not get confused and believe that NWT 9-1-1 is available before it has actually launched.

All communications pieces will be launched on go-live date, November 4. Ending dates are as follows:

- News release would go out on go-live date of November 4, 2019.
- Updated website would go-live November 4, 2019.
- Mailer would go out for week of November 4 - 12, 2019.
- Community kits would be set to arrive in offices week of November 4 - 12, 2019.
- Radio campaigns would end on December 1, 2019.
- Print ads are proposed to run only once, considering budget, on November 8 (L'Aquilon) and November 10 (News North), 2019.
- Social media campaign would run from November 4, 2019 to January 31, 2020.
- Internal communications campaign would run from November 4, 2019 to January 31, 2020; and
- Road and building signage is expected to be installed and complete by end of 2020.

Official Languages

The Government of the Northwest Territories (GNWT) Active Offer will be made available on all 9-1-1 printed pieces, which includes the mailer, and any Fact Sheets intended for communities. Translation of key messaging (the mailer infographic) is being planned for all nine Indigenous languages.

Look-and-Feel – 9-1-1 Design Concept

The look-and-feel that will guide the design of all GNWT 9-1-1 products is derived from the look-and-feel that has been used so far, and would have been seen on various presentations. A set of symbols has been developed to enhance the look-and-feel. All materials are GNWT Visual Identity Program (VIP) compliant. The look-and-feel is to provide design guidelines for producing designed documents and can be adapted depending on the product being created.

An infographic has been developed that outlines “What happens when I call 9-1-1 in the NWT?”. This infographic will be reiterated across web (html) and other communications pieces so may appear in different formats. To see an example of the infographic in one of the communications pieces, see the *Mailer* section.

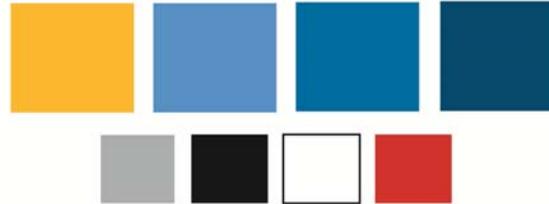
See Look-and-feel on next page

9-1-1 Look-and-Feel

INFOGRAPHIC SEQUENCE



COLOURS



SYMBOLS



HEADER / BACKGROUND TREATMENTS



Frequently Asked Questions

What is Basic 9-1-1?

Basic 9-1-1 service connects a 9-1-1 call to an emergency communication centre. The caller must identify his or her location to the 9-1-1 operator, who then connects the call to available emergency first responders serving that area.

Why Call 9-1-1?

9-1-1 is the fastest, easiest way to communicate with law enforcement, fire and emergency medical services during an emergency.

How do I use 9-1-1?

If you have an **emergency** - use any phone and press the three digits: 9-1-1.

- Tell 9-1-1 the nature of the emergency and your community as soon as you are asked.
- Give 9-1-1 your phone number, so that if the call gets disconnected, you can be reached again.
- Stay on the line and follow the instructions unless 9-1-1 asks you to hang up.
- If you get disconnected, call back.

Can someone text 9-1-1?

9-1-1 uses teletypewriter/telecommunications device for the deaf (TTY/TTD) to assist communication impaired persons. Text to 9-1-1 will be available as part of the next generation 9-1-1 systems being implemented over the next few years.

What if a resident can't speak English or French?

9-1-1 will connect callers with an interpreter. The interpreter will stay on the call (three-way) with the caller and the community first responders once the call is transferred to them.

What happens if an emergency service is unavailable in my community?

Where a service does not exist or is temporarily unavailable, over-the-phone guidance will be provided to address immediate health or safety risks as best as possible.

What happens if someone dials 9-1-1 by accident?

Accidental calls to 9-1-1 will happen periodically, and callers will be asked to stay on the line until the call is determined to be a non-emergency. Nothing further will occur, nor will emergency services be contacted or dispatched.

Please follow these simple tips to help prevent accidental calls:

- Protect your cellphone by locking and storing it carefully.
- Keep it in a safe position when not in use and use a case or holster to protect it.
- Use your cellphone's key lock to help prevent accidental calls.
- Don't program 9-1-1 into any telephone - speed dials are a leading cause of accidental 9-1-1 calls.

Does 9-1-1 work in all locations in the NWT?

9-1-1 coverage is limited to areas that are serviced by either landlines or cellular service. It is important for you to know the coverage zone of your cellphone by contacting your service provider. Please be aware that there are "dead zones" and large areas where there isn't cellphone reception. When travelling in the NWT you may wish to consider other methods of contacting emergency services when in areas that may not have coverage. Information about cellphone coverage is available on Municipal and Community affairs (MACA) website.

Does 9-1-1 work for residents on the land or on highways but out of cell phone range?

For residents on the land and out of cell phone range, a satellite phone, personal locator beacon (e.g., Spot), or radio can make contact with 9-1-1. Depending on the device, residents may be required to program it with NWT 9-1-1's 10-digit phone number to ensure the call is routed to NWT 9-1-1 and not another jurisdiction's 9-1-1 service. Please review the user manual or contact the device manufacturer for more information.

Will current emergency contact numbers remain available to residents?

MACA has asked community governments to maintain current emergency numbers such as 1111 and 2222. However, making this decision is up to each community government. Residents should check with their community government to verify local emergency numbers once 9-1-1 goes live.

What is the amount of the monthly fee?

The NWT 9-1-1 Act has set the fee at a maximum of \$1.70 per month for a period of three years, which will be evaluated annually. The fee will apply to every customer of a telephone service, regardless of the type of service (landline or wireless, including internet phone service and prepaid card services). It is a priority for the GNWT to keep the fee as low as possible.

How can residents learn more about 9-1-1?

More information is available on the MACA 9-1-1 program website page.

When should I call 9-1-1?

9-1-1 is for emergencies only. You should only dial 9-1-1 if someone is hurt or in danger, or if you are in need of police, fire or emergency medical assistance. If you aren't sure your situation is an emergency, you should be on the side of safety and call 9-1-1.

Should I call 9-1-1 to find out why the power went out?

Do not dial 9-1-1 to find out why the power went out. Contact your local power company. Be patient because everyone else without power may be calling, as well. By calling 9-1-1, you are keeping a dispatcher from helping someone else with a true emergency.

Deliverables

Deliverables, or tactics are described more fully in this section, with sample designs attached in some cases.

Written pieces, like social media writing or radio ads, may be adjusted after approval where key messaging may need to be clarified or strengthened.

Designed pieces may be adjusted slightly after approval to improve cohesiveness of the entire suite of products as a whole, but will stay within the look-and-feel guidelines as already described in this review package.

Announcements – News Release

A news release will be released to coincide with launch date of November 4, 2019. The news release would be released by the Press Secretary in French and English. It will appear on the MACA website, as well as the GNWT newsroom.

Mailer

A 'neighbourhood mailer' will be mailed to every household and business mailbox in the NWT via Canada Post. This would include all mailboxes that currently have 'No Junk Mail' stickers. There are approximately 17, 705 total residential mailboxes and 2, 111 business mailboxes across the NWT for a total of 19, 816 mailboxes. Mailers are an effective means to reach a large number of NWT citizens.

The exact format of the mailer is to be confirmed. It could take the form of a booklet with a glued-in magnet, or a 9x12 envelope with materials enclosed. The most cost-effective approach will be explored, as well as the best format to deliver important key messaging to this broad audience.

The mailer will include information on:

- What happens when I call 9-1-1 in the NWT? - an infographic approach
- What is and what is not an emergency
- Frequently Asked Questions
- Where to go for more information
- A promo piece (sticker and/or magnet)

See Mailer - Infographic sample on next page



What happens when I call 9-1-1 in the NWT?

CALL 9-1-1.



IN AN EMERGENCY, CALL 9-1-1.



A crime is happening - you need the RCMP or police.



You see a dangerous fire.



You or someone else needs urgent medical help.

Texting 9-1-1 is not currently available in the NWT.

TELL 9-1-1 WHERE YOU ARE.



YOU MUST KNOW YOUR LOCATION.



9-1-1 will ask you what community you are in. They will not know your location unless you tell them.

Cell phone coverage is limited in areas across the NWT.



The operator will ask you in both English and French. If you cannot speak English or French, ask for your language. 9-1-1 is available in all of the NWT official languages. A translator will be connected to the call.

Dialing 9-1-1 on a cell phone in an area with no cell phone coverage will not work.

Plan ahead before you travel.

DESCRIBE THE HELP YOU NEED.



9-1-1 will ask if you need police (RCMP), fire or ambulance.

NWT 9-1-1 is TTY enabled for those who are hearing impaired.



Do not hang up. Remain calm and speak clearly.

GIVE 9-1-1 YOUR PHONE NUMBER.

GIVE 9-1-1 YOUR PHONE NUMBER. FOLLOW INSTRUCTIONS.



9-1-1 will ask you for your phone number. Follow the operator's instructions.

9-1-1 can give you instructions on how to help someone in medical distress over the phone.

9-1-1 WILL CONNECT YOU TO HELP.

9-1-1 WILL CONNECT YOU TO EMERGENCY SERVICES IN THE COMMUNITY YOU ARE CALLING FROM.



9-1-1 will connect you to existing services in the community you are calling from. 9-1-1 will stay on the line with you until your call is transferred.

If you have a translator on the call, the translator will also be forwarded.

If you get disconnected, call 9-1-1 again.

Community Kit

The neighbourhood mailer package will be sent to community offices such as:

- Government Services Officer (GSO) offices
- Community and municipal government offices
- Schools and community centres

This kit will include the same or similar information as the neighbourhood mailer, and will include bulk printed Fact Sheets (for ease of further photocopying) on the following topics:

- What happens when I call 9-1-1 in the NWT? – an infographic
- What is and what is not an emergency
- Frequently Asked Questions
- Where to go for more information

The kit will also include a promo piece in bulk – stickers and/or magnets.

Print Ads

At least one English (NNSL - News North) ad and one French (L'Aquilon) ad will announce the arrival of 9-1-1.

The ad design will be based on the infographic, shown in the *Mailer* section of this Implementation Plan package.

Planned is a half-page ad (size may shift) for News North, to be published the week of November 11th, 2019.

The same size print ad would be translated and placed into L'Aquilon for Friday, November 8, 2019.

Radio Plan

Radio is an opportunity for 9-1-1 key messaging to be distributed on a more personable level through a community voice, and in more of the official languages of the NWT. The following radio copy will be forwarded the following channels, across the NWT. Frequency of radio play on each channel will depend on budget/costing for each channel.

- CKLB: English, Denesuline (Chipewyn), Gwich'in, Tłıchǫ, Dehcho (South Slavey) and Sahtu (North Slavey) Dene dialects
- Radio Taiga: French
- Moose FM: English
- Community Radio (where applicable): various languages may be available

The following script may be edited to allow for a 30 second time limit depending on the station and pricing agreement.

Radio Script – *may be edited down to allow for different radio station time slot constraint.*

The Government of the Northwest Territories has launched 9-1-1 in all 33 NWT communities.

If you require emergency help, dial 9-1-1.

911 will only work in cell phone range, or from a land line or satellite phone.

You must tell the 911 operator your location.

Tell the operator your emergency. You may need police or RCMP, urgent medical care or to report a fire.

911 will connect you with existing services in the community you are calling from.

911 is available in your language.

For more information on how 911 works, visit www.gov.nt.ca/911 or visit your Community Government Office or Government Service Officer (GSO) in your community.

Website Plan

The MACA website will be updated to include the most up-to-date information on 911. A link from the overarching GNWT website in the form of a feature card will be put in place, to connect information from the overarching site www.gov.nt.ca, to the MACA site.

Updates to the website will include:

- Easier URLs that point to new content, to be used on all collateral (eg. www.gov.nt.ca/911)
- Updated content pages in the 911 section of the MACA website
- All Fact Sheets from Neighbourhood Mailer and Community Kit as PDFs
- FAQs in html, as well as PDF
- Updated slider to the MACA website home page
- Feature Card on www.gov.nt.ca
- Potential for links to validated educational resources
- All website material is available in English and French

Web Revisions to be undertaken (English and French)

1. Secure URLs from Information Systems Shared Services (ISSS) www.gov.nt.ca/911 and www.gov.nt.ca/fr/911
2. Under Programs and Services section of MACA website <https://www.maca.gov.nt.ca/en/services> - Change Feature Card title to “911 in the NWT” and move to Page 1 (first in line) of Programs and Services.

<p>Lottery Licensing MACA licenses and regulates charity bingos, Nevada tickets, casinos and raffles under the Lotteries Act in some communities</p>	<p>Municipal Elections Resources for the Public, Candidates thinking of running for municipal elections; Elected candidates and Returning Officers</p>	<p>NGO Stabilization Fund NGO Stabilization Fund is an application-based grant program that provides short term support to NGOs</p>
<p>NWT 911 Implementation Project 9-1-1 is the number you will be able to call in an emergency that will connect you to a trained emergency dispatcher in the NWT</p>	<p>NWT Fire Service Merit Awards Presented to firefighters and/or community fire departments that have made significant contributions to the NWT Fire Service</p>	<p>NWT Hazard Identification Risk Assessment Provides an examination of the risks that pose the greatest threat to the people, property, environment and economy of the NWT</p>
<p>NWT Outstanding Volunteer Awards Every January, MACA issues an annual notice of the nomination deadline for the NWT Outstanding Volunteer Awards Program</p>	<p>NWT Youth Ambassador Program The YAP offers a guided, structured volunteer experience for NWT youth at major territorial, national and international events</p>	<p>NWT Youth Corps NWT Youth Corps supports programs that target non-mainstream, at-risk, and out of school NWT youth under 25 years of age</p>

Proposed new title and text:

[911 in the NWT](#)

9-1-1 is now live across the NWT. Learn more here.

Proposed Web Revisions cont'd...

- Update existing 911 Page to a Feature Card format, similar to www.gov.nt.ca/cannabis



Municipal and Community Affairs

Home About MACA Programs and Services Communities Resources Sectors

www.gov.nt.ca » MACA » Programs and Services » NWT 911 Implementation Project

911 in the NWT

- How 911 Works
- Emergency Contact Information
- Emergency Preparedness
- Travel Planning
- Resources
- 9-1-1 Frequently Asked Questions

Contact Us

Public Safety
Municipal and Community Affairs
Public Safety
600, 5201 - 50th Ave
Yellowknife, NT X1A 3S9

9-1-1 Program Manager
767-9161 ext. 21029

9-1-1

911 in the NWT

How 9-1-1 works
Learn how 9-1-1 in the NWT works.

Emergency Contact Information
List of emergency numbers in NWT communities.

Emergency Preparedness
72 hours – is your family prepared?

Travel Planning
Always have a travel plan when driving on NWT highways or going out on the land.

Resources
Links to additional information, including 9-1-1 education for parents and children.

9-1-1 Frequently Asked Questions
Get answers to some commonly asked questions about 9-1-1 in the NWT.

New sub-navigation menu:

- How 9-1-1 Works – *new content page*.
 - o Content pulled from Infographic written in html
- Emergency Contact Information – *existing page*
 - o <https://www.maca.gov.nt.ca/en/emergency-contact-information>
- Emergency Preparedness – *existing page*
 - o <https://www.maca.gov.nt.ca/en/services/emergency-preparedness>

Travel Planning – *new content page and links to other GNWT content*

- Key messaging on cell phone coverage, emergency preparedness
- Link to <https://www.inf.gov.nt.ca/en/services/routes-et-traversiers/travel-planning%C2%A0>
- Resources – *new content page*
 - All Fact Sheets posted as PDF
 - Source, verify and link to educational materials from other jurisdictions
 - Other relevant GNWT- safety pages as links
- 9-1-1 Frequently Asked Questions – *revised content page*
 - As FAQ appears now, updated to newest FAQ

4. Link www.gov.nt.ca feature card to new MACA web page content

Government of Northwest Territories

Home Programs and Services Newsroom Premier Public Safety Notices

Welcome Search government sites

Browse for programs and services

- Arts + Culture + Recreation**
Heritage, diversity, indigenous cultures, northern artists, sport.
- Business + Economy**
Business and traditional economy, industry support, Mining, Oil & Gas.
- Education + Training**
Early childhood, K-12, postsecondary, adult education, community training.
- Driving + Transportation**
Drivers' licensing, vehicles, airports, highways & ferries.
- Environment + Energy**
Wildlife, nature, natural resources, recycling, contaminant, climate.
- Government**
Indigenous & Community, how it works, and doing business.
- Health + Wellness**
Health Care Cards, mental health, addictions, health benefits, facilities.
- Home + Community**
Life events, children, family, individuals, property, land, housing.
- Jobs + Labour**
Job postings, employment services and standards.
- Law + Victim Services**
Laws and legislation, the legal system, police, emergency, victim services.
- Tax + Benefits**
Financial assistance, personal and income tax, business taxes.
- Travel + Tourism**
Visiting the Northwest Territories, Parks, Tourism.
- Public Safety + Emergency Services**
Safety bulletins, information, support.
- Licenses + Permits + Registrations**
Business, residents, organizations, recreational.
- Funding**
Income support, business, agriculture, social development, community programs.

Cannabis in the NWT
Cannabis is legal in the Northwest Territories and the rest of Canada. Here's what you need to know to stay safe and within the law.

9-1-1 in the NWT
The Government of the Northwest Territories has launched 9-1-1 in all 33 NWT communities. Learn more about how 9-1-1 works and what you need to know.

Implementing Carbon Pricing in the NWT
The Government of the Northwest Territories (GNWT) has released its planned approach to implementing carbon pricing in the Northwest Territories.

Social Media Plan

Social media is one of the best opportunities we have to link NWT citizens with new 911 web information in real time, by sending them directly from their social media platforms (Facebook and Instagram) to the updated MACA website. Social media is also one of the most affordable and flexible methods of communication that we have available.

We will use the GNWT Corporate Facebook pages (www.facebook.com/yourGNWT and www.facebook.com/votreGTNO) to launch a social media campaign beginning on go-live date on or after November 4, up until January 31, 2020. Using both posts and paid ads, social media users will be prompted to learn more about 9-1-1 by sending them to the updated MACA web space for more information.

Paid Facebook and Instagram ads would run from November 4, 2019 to January 31, 2020 on Facebook and Instagram, to all NWT citizens from 16 – 80 years old.

Organic posts, regular posts on Corporate Facebook pages, are proposed to run every week, November 4 to December 1, 2019 then bi-weekly from December 1, 2019 to January 31, 2020.

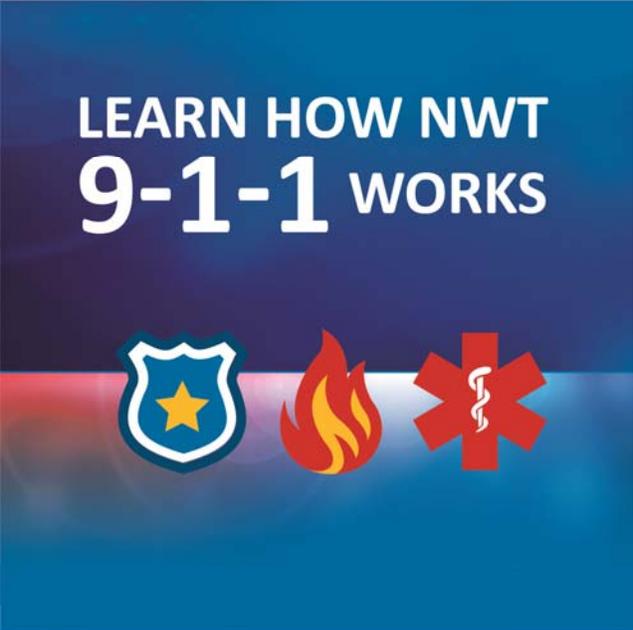
Social Media Image Bank – Samples



Sample Social Media Ad

 Government of the Northwest Territories
Sponsored · 

The Government of the Northwest Territories has launched 9-1-1 in all 33 NWT communities.
Learn more about how 9-1-1 works and what you need to know.



**LEARN HOW NWT
9-1-1 WORKS**

NWT 9-1-1 is here. Here is what you need to know. [Learn More](#)

  38 21 Comments 22 Shares

 Like  Comment  Share 

Internal Communications Plan

Internal communications within the GNWT organization is a must-do. Key messaging can be distributed to approximately 6000 GNWT employees, or about 15% of the NWT population, through Bear Net, the online internal employee portal <https://bearnet.gov.nt.ca/user>.

Bear Net posts will closely resemble social media posts. Bear Net posts will push the employee to the revamped MACA 9-1-1 web page for more information.

A Bear Net post on 9-1-1 will run bi-weekly from November 4 to December 31, 2020.

Sample Bear Net Post

The screenshot shows the Bear Net portal interface. At the top, there is a navigation bar with links for Home, News, Bear Facts, Calendar, Resources, Swap Shop, My HR, and TSC Website. Below this is a filter section with 'Card View' and 'List View' options, and a 'Filter by Category' dropdown menu with options: Show All, Bear Facts, Employee Corner, News, Promotion, Survey, and Training. The main content area features several posts:

- What's in the news August 9th**: A selection of today's headlines from local and national media sources that may be of interest to GNWT employees. (Category: News)
- NWT 9-1-1 IS HERE**: NWT 9-1-1 is here. Here is what you need to know. (Category: Bear Facts)
- Support Local: Enjoy a Festival-Filled August Long Weekend**: Festivals and locals alike can take their pick of festivals this weekend. (Category: Bear Facts)
- Learn about Bear Safety!**: Join ENR's Suzanne Hanna on August 7 in Hay River for a presentation on Bear Safety! (Category: Bear Facts)
- Register for a session today! Risk Management Training**: This half-day web-based training will provide an understanding and tools on... (Category: Bear Facts)
- One of Our Own GNWT Summer Student Profile - Kaylene Kenny**: Today's summer student profile spotlights Kaylene Kenny, Kaylene attends Aurora College in Fort Smith, NT studying Business Administration. (Category: Employee Corner)
- One of Our Own GNWT Summer Student Profile - Meadhbh Quigg**: This week's summer student profile features Meadhbh Quigg. Meadhbh works with Sahtu Health and Social Services. (Category: Employee Corner)
- Help us put the NWT Arts Strategy into action!**

Signage Distribution

MACA will work with the Department of Infrastructure to distribute physical building signage across the NWT. Road signs have already been received and these signs will be erected on NWT highways in 2020, once ground has thawed.

Sample Building Sign



Sample Road Sign

