**Member News!**

EPICC would like to Thank these Members for renewing right away for 2015 and supporting our organization once again! We truly value our members and without you, EPICC would not be alive today 😊

**Bob Black, Black Shield Preparedness Solutions Ltd**

**Gerard Dubras, WorkSafe BC**

**Colleen Vaughan, JIBC**

**Glen Magel, BCIT**

**Lisa Benini, Benini Consulting**

**John Gabel, Commissionaires Victoria**

**Michel Latendresse, Delta EM Program**

**Greg Kanya, City of Coquitlam**

**Sybille Sanderson, Cowichan Valley Regional District**

**Doug McLeod, Skye Emergency Preparedness**

**Is Social Media the Key to Effective Communication During Campus Emergencies?**

A study finds that social media lets campus authorities instantly reach a large percentage of students, who are more likely to comply with emergency notifications received in that manner.

An Article from [http://www.emergencymgmt.com](http://www.emergencymgmt.com)

The widespread popularity of social media and associated mobile apps, especially among young people, has potential in public safety, a new study finds.

Use of such sites as Facebook and Twitter has become so significant that universities should strongly consider utilizing them to spread information during campus emergencies, according to a study from the University at Buffalo School of Management called *Factors impacting the adoption of social network sites for emergency notification purposes in universities*.

Social media not only enables campus authorities to instantly reach a large percentage of students to provide timely and accurate information during crisis situations, the study states, but sending messages through social networking channels also means students are more likely to comply with emergency notifications received.
“Social media is especially useful to confirm information students received through other channels, provide additional updates and respond to student feedback,” said Wencui Han, lead study author and a Ph.D. student in the University at Buffalo School of Management. “Social media also allows two-way communication. Campus officials can respond to concerns and provide more detailed instructions, and users can add and share content, helping information spread more rapidly.”

The study recommends that universities not currently using social media for emergency notification about such things as criminal incidents, natural disasters or health-related crises strongly consider adding social media as an additional means of communicating with students.

“Our suggestion is that they use social media as a complementary channel for traditional notification so students can have interaction and clarification on those channels,” said Han. “Using a wide range of notification technologies can help keep students safer during a crisis.”

The researchers also surveyed campus safety managers from 183 universities that do not yet have social networking accounts in place for emergency situations, and found that campuses with higher incident rates were more likely to consider adopting social-networking services for emergency-notification purposes. The study also found some limitations to getting universities to engage with students via social media.

“There are still a lot of schools out there that are concerned about putting information out on social media,” said Han. “But because social media has become such a big part of young people’s lives and communications, we really encourage schools to consider it.”

The authors note that the most popular social media sites are free to use, making it cost effective for universities to build pages across multiple social channels though they should expect potential costs for marketing and monitoring activity.

“Interacting with students on social media imposes a cost in terms of devoting critical manpower,” said co-author Raj Sharman, Ph.D., associate professor of management science and systems in the School of Management. “But if universities develop strategies for managing various social platforms for different types of incidents, they can better prepare students during emergencies.”

The researchers also caution that users may post misleading information, or students may not subscribe to certain channels. As such, they recommend universities continue to deploy traditional methods as their primary notification system and use social media to provide supplemental information.

By Justine Brown, Justine Brown is a veteran journalist who specializes in technology and education.
As a Small to Medium Business owner, you are like to multitask. But, please don’t text and drive. Pledge to drive phone-free.


Road Safety week is March 2-6th, 2015

Road Safety At Work Week is a new, annual event for BC workplaces to improve awareness and adoption of safe occupational driving practices. Each year will focus on a different aspect of workplace driving. This year, the focus is distracted driving as it is a leading casual factor in motor vehicle crashes in BC today.

On this new site, you will find everything you need to develop, implement and monitor a distracted-driving policy in your organization including sample policies you can customize, tips on how to implement them and information about how to support your employees to follow them.

Why is this important?

You are responsible for the safety of your employees whether they are in the office, on the shop floor or behind the wheel. If you have employees who drive for work or as part of their job and you allow phone use or other distractions when they are behind the wheel, you have a problem.

Distractions create entirely preventable hazards for your employees who drive and the public. Distractions can cause or contribute to crashes that result in property damage, injuries and deaths which can in turn negatively affect your company’s performance and reputation.

Read more on the road safety website: http://roadsafetyatwork.ca/road-safety-at-work-week/overview/

Mark your Calendars!

The 2015 Emergency Preparedness & Business Continuity Conference

November 17-19, 2015

Sheraton Wall Centre Hotel Vancouver BC

If you are interested in participating as an Exhibitor or Sponsor for this year’s event, please let us know by emailing Lesley info@epbcconference.ca

Space is already filling up and we would love to have you onboard.

For more information & updates visit the website: www.epbcconference.ca

This conference has been very successful and well received for the past 2 years and we strongly encourage you to attend.


Shelter-in-Place: It’s what to do to be safe in the event of a hazardous material release into the air

An accident may cause a hazardous material to enter the air. Unless the hazardous material is flammable, emergency response professionals recommend that you stay indoors until you receive instructions to leave. Once you are inside, there are several things you can do to help your building protect you.

The basics of shelter-in-place:

- Go indoors immediately and stay there.
- Close all windows and doors.
- Turn off the furnace, air conditioners and exhaust systems
• Listen to the radio or TV for more information.
Our well weather-stripped buildings slow the movement of air into the buildings and any hazardous material that does enter is weakened when it mixes with the indoor air. It is imperative that you stay indoors, especially if you see a cloud, vapour, or smoke from the hazardous material outdoors or you can smell it indoors. You will be safer inside.

More information:

- Go indoors and stay there.
- Close all outside doors and every door inside the building.
- Close all windows.
- Do not use kitchen vents or bathrooms vents.
- Set thermostats so air conditioners, furnaces and hot water heaters will not come on.

- Do not use fireplaces. Close all dampers.
- Do not operate the clothes dryer.
- Stay in an inside room away from windows and doors if possible.
- Reduce or avoid smoking as it contaminates the air.
- Do not leave the building until told to.
- Stay tuned to local television or radio for information.
Do not use the telephone, leave the phone lines open for emergency personnel.

Please submit and questions or comments about the newsletter to Executive Administrator, Lesley Carew – info@epicc.org

Make note of EPICC’s new mailing address:
PO Box 75112,
White Rock, BC
V4A 0B1

EPICC
147 E 14th Street, 2nd Flr.
North Vancouver V7L 2N4
604.813.7979

Board Members

Chair:
Glen Magel, British Columbia Institute of Technology

Vice Chair:
Victor Smart, The Cadillac Fairview Corp.

Treasurer:
Edward Matley, KPMG

Secretary:
Lisa Benini, Benini Consulting Ltd.

Board Members
Colleen Vaughan, The Justice Institute of BC
Carmen Ewles, F.A.S.T. Limited

Exec. Administrator: Lesley Carew