

What is AlertMB?

AlertMB is Manitoba's public alerting program that provides critical information about potentially life-threatening situations to the public such as floods, tornados, wildfires and police related emergencies.

Manitoba's Emergency Management Organization (EMO) coordinates the AlertMB program including offering access for jurisdictional authorities, providing training, and managing system use and adherence to policies and standards.

Participation is open to municipalities, police agencies, and Manitoba government agencies.



Become an AlertMB User

1. Pass a Resolution to Participate

- Elected officials must pass a formal resolution indicating the decision to participate in AlertMB.

2. Submit a Designation Form

- Complete the [Authorized Jurisdiction Designation Form](#).
- The form must be signed by two elected officials and emailed to emo@gov.mb.ca.

3. Complete AlertMB Training

- Designated "call-in issuers" must complete training provided by Manitoba EMO to be authorized to issue alerts.
- Call-in Issuers will be required to complete annual refresher training.

Alerts issued through AlertMB differ from other mass notification systems in that alerts may be broadcast to TV, radio and compatibly wireless devices automatically without prior subscription. AlertMB alerts are for emergencies only and do not replace the subscription-based notification systems in notifying residents of other important local information.

Emergency alerts issued through AlertMB may be further distributed though mass notification systems, apps, and websites such as MB Ready.

AlertMB participants are responsible for the decision to issue alerts and the alert message, for emergencies which pose an immediate threat to life- safety and fall within their jurisdictional authority.