



Alert Ready

Who is responsible for Canada's Emergency Alert System?

During life-threatening situations, Canadians receive emergency alerts on television, radio and LTE-connected devices. These alerts require the participation of multiple partners. Learn about the distinct roles and responsibilities each has in distributing these important public safety messages to Canadians.

What is the role of the Government Issuer?

Alerts are issued by authorized government organizations including Environment and Climate Change Canada, provincial or territorial governments, and law enforcement, for example.

Government officials have developed a specific list of alert types for life-threatening situations:

- Tornado
- Civil Emergency
- Flooding
- Fire
- Hazardous Substance
- Natural Disaster
- AMBER Alert
- Terrorist Threat

 Only an authorized Government Issuer can send, update or cancel an alert.

Government Issuers determine the content in the alert, the geographical areas covered by the alert, how long the alert will last, and what Canadians should do when they receive it.

**STOP.
LISTEN.
RESPOND.**

What is the role of the NAAD System?

NAAD stands for the 'National Alert Aggregation and Dissemination' system. The NAAD System accepts emergency alerts from authorized government agencies, quickly and securely delivering them to broadcasters and wireless service providers for dissemination to the public.



 Operated by Pelmorex, the NAAD System verifies technical standards regarding the format of alert data files are respected.

 In this way, the NAAD System enables Canada-wide coverage of alert data feeds to Alert Distributors.



What is the role of Alert Distributors?



Canada's television, radio, cable, satellite and wireless providers are responsible for delivering emergency alert messages directly to Canadians.



Alert Distributors are responsible for distribution on their respective platforms. Regardless of how an alert is broadcast, it is always accompanied by the same tone: the Canadian Alerting Attention Signal.



TV and radio stations are expected to broadcast an alert at least once.



Wireless service providers must broadcast a message once to each compatible LTE-connected wireless device that is in, or enters, the alert area.



What is the role of the Public?



When an alert is received, it is the responsibility of Canadians to stop, listen and respond as directed by the Government Issuer and the alert message.

**STOP.
LISTEN.
RESPOND.**

**Have more questions?
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EMERGENCY ALERT SYSTEM