

EOG Bulletin Templates & Quick Reference Guide

A complete set of ready-to-use bulletin templates for Canadian Community Emergency Operations Groups. Covers all priority levels — Critical, Warning, Info, and Update — with step-by-step posting instructions and field-by-field editing guidance.

10 Bulletin Templates	4 Priority Levels	7 Step Posting Guide	6 Best Practice Tips
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■ **Always call 911 for immediate life-threatening emergencies. This system is for community-wide information dissemination.**

HOW TO POST A BULLETIN

7 Steps from Login to All-Clear

Follow these steps every time you post a bulletin — from the initial critical alert through to the all-clear update.

- 1 Log in to the EOG Dashboard**

Open your browser, go to emergencyalert.ca/app/admin.html, and enter your staff PIN. Accessible from any device — phone, tablet, or desktop.
- 2 Choose the Right Priority Level**

CRITICAL for immediate life-safety threats. WARNING for serious conditions requiring action. INFO for resources and general notices. UPDATE when a situation improves or resolves.
- 3 Pick a Template from this Guide**

Find the scenario closest to your situation. Copy the title and body text, then replace all [bracketed] placeholders with your real community details.
- 4 Fill in the Bulletin Fields**

Enter the title, select the category, paste the edited body text, and confirm the author name. Double-check all addresses, routes, and zone names.
- 5 Review Before Posting**

Read the bulletin aloud — this catches errors. Confirm the priority level is correct and verify all phone numbers, addresses, and instructions are accurate.
- 6 Post — Notifications Go Out Automatically**

Click Post Bulletin. The alert publishes to the app instantly and sends simultaneous email and SMS to all registered citizens.
- 7 Update as the Situation Evolves**

Post follow-up bulletins as new information arrives. When the emergency resolves, post a green UPDATE bulletin to confirm the all-clear. Citizens rely on updates just as much as the initial alert.

PRIORITY LEVELS

When to Use Each Alert Type

CRITICAL	Mandatory evacuations, active hazmat, flood warnings, tornadoes. Citizens must act NOW.
WARNING	Boil water advisories, wildfire watches, extended power outages. Act promptly.
INFO	Shelter locations, road closures, resource notices. No immediate action required.
UPDATE	Advisory lifted, evacuation downgraded, roads reopened. Emergency is resolving.

WRITING BEST PRACTICES

Six Tips for Effective Bulletins

<p>✓ Be specific with locations</p> <p>Street names, civic numbers, and landmarks beat vague directions. "Go to 88 Pine St — Lakeside Community Centre" is far better than "go to the shelter."</p>	<p>✓ Use plain language</p> <p>Write as if explaining to a neighbour. Short sentences, clear actions. Lead with what people need to DO, not background context.</p>
<p>✓ Give a timeline</p> <p>"Advisory expected 48–72 hours" reduces anxiety and unnecessary calls to your EOG. Always include an estimate, even if approximate.</p>	<p>✓ Lead with the action</p> <p>Evacuation orders and shelter-in-place instructions must state the action in the first sentence — not buried in the body.</p>
<p>✓ Post updates, not just initial alerts</p> <p>An all-clear or downgrade is just as important as the original warning. Citizens follow your bulletins for the full duration of an emergency.</p>	<p>✓ Remind citizens to call 911</p> <p>Make clear in critical bulletins that 911 is for immediate life-threatening situations. This system is for community-wide information, not individual emergencies.</p>

BULLETIN TEMPLATES

10 Ready-to-Use Templates — Replace [Bracketed] Fields

Copy the title and body text directly into the EOG Dashboard. Replace every [bracketed] value with your community's real information before posting.

CRITICAL	EVACUATION
<p>MANDATORY EVACUATION — Zones A & B</p> <p>All residents in Zones A and B must evacuate immediately due to rapidly rising floodwaters. Leave now via Highway 11 North. Do not drive through flooded roads. Go to the Lakeside Community Centre (88 Pine St) or Northview Arena (214 Cedar Ave). Bring medications, ID, documents, and supplies for 72 hours. Pets welcome at the arena annex.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
AFFECTED ZONES	[Zones A and B] — your zone names or neighbourhood boundaries
EVACUATION ROUTES	[Highway 11 North] — your designated evacuation route(s)
SHELTER LOCATIONS	[Lakeside Community Centre, 88 Pine St Northview Arena, 214 Cedar Ave]
AUTHOR / SOURCE	Emergency Operations Group

CRITICAL	FLOODING
<h3>FLOOD WARNING — Rising Water Levels in [Area Name]</h3> <p>A flood warning is now in effect for [area / neighbourhood name] due to rapidly rising water levels on [river / creek / source]. Move to higher ground immediately if you are in a low-lying area or within [X metres] of the waterway. Do not walk or drive through floodwater — 15 cm of moving water can knock a person down; 30 cm can float a vehicle. Evacuation routes: [Route 1] and [Route 2]. Emergency shelter open at [Shelter Name, Address]. If you cannot leave, move to the highest floor and call 911. Sandbagging supplies available at [Location]. Provincial response teams from the Ontario Provincial Police and Ministry of Natural Resources and Forestry may be deployed to assist — follow all directions from uniformed personnel. Updates posted every 30 minutes. Do not return until the official all-clear bulletin is issued.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
AFFECTED AREA	[Area / neighbourhood name] — be as specific as possible; include street boundaries
WATER SOURCE	[River / creek / source] — name the body of water causing the event
PROXIMITY ZONE	[X metres] — confirm zone with your local conservation authority or MNR
EVACUATION ROUTES	[Route 1, Route 2] — provide two routes; confirm neither is flooded before posting
SHELTER LOCATION	[Shelter Name, Address] — confirm capacity and accessibility before posting
SANDBAG LOCATION	[Location] — municipal yard, arena parking lot, etc.
AUTHOR / SOURCE	Emergency Operations Group — in coordination with [Conservation Authority] and Ontario MNR

CRITICAL	HAZMAT
<h3>HAZMAT INCIDENT — 2 km Shelter-in-Place</h3> <p>A chemical spill has occurred at the industrial park on River Road. All residents within 2 km must shelter in place immediately. Close all windows and doors, turn off HVAC systems, and seal gaps with towels or tape. Do not go outside. Updates every 30 minutes.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
INCIDENT LOCATION	[Industrial park, River Road] — actual incident location
SHELTER ZONE	[2 km radius] — adjust as directed by fire/hazmat commander
UPDATE FREQUENCY	[Every 30 minutes] — adjust to your schedule
AUTHOR / SOURCE	Emergency Operations Group

WARNING	WATER
<h3>Boil Water Advisory — East Side</h3> <p>A water main break has compromised the municipal supply east of Main Street. Boil all drinking, cooking, and tooth-brushing water at a rolling boil for at least 1 minute before use. Bottled water available at Town Hall (1 Municipal Dr). Advisory expected 48–72 hours.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
AFFECTED AREA	[East of Main Street] — your affected streets or neighbourhood
BOTTLED WATER SITE	[Town Hall, 1 Municipal Dr] — your distribution point
DURATION ESTIMATE	[48–72 hours] — update as known
AUTHOR / SOURCE	Public Works Department

WARNING	FIRE
<h3>Wildfire Watch — Northern District</h3> <p>A wildfire burning 12 km north of town is being monitored closely. Current winds are pushing it southeast. Residents in North Hill and Ridgecrest should prepare go-bags and be ready to evacuate on short notice. Keep vehicles fuelled. An evacuation order may be issued with little warning.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
FIRE LOCATION	[12 km north] — current fire location and distance
WIND DIRECTION	[Pushing southeast] — update from fire service
WATCH NEIGHBOURHOODS	[North Hill, Ridgecrest] — your at-risk areas
AUTHOR / SOURCE	Emergency Operations Group

WARNING	UTILITIES
<h3>Extended Power Outage — Est. 18–24 hrs</h3> <p>A major transmission fault has caused a widespread outage affecting approximately 4,200 customers. Warming centres are open at the library and the recreation centre. If you rely on powered medical equipment, call 211. Do not use BBQs or gas generators indoors.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
DURATION ESTIMATE	[18–24 hours] — utility provider's restoration estimate
CUSTOMERS AFFECTED	[~4,200] — actual figure from utility
WARMING CENTRES	[Library Recreation Centre] — your open locations
AUTHOR / SOURCE	Municipal Emergency Management

INFO	SHELTER
<h3>Emergency Shelter Open — All Welcome</h3> <p>The high school gymnasium (200 Oak Ave) is open as a warming and evacuation shelter. Cots, blankets, meals, and basic medical support available. Pets welcome in the annex. Capacity: 300 people. Accessible entrance via the east parking lot.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
SHELTER ADDRESS	[High school gymnasium, 200 Oak Ave] — your shelter address
CAPACITY	[300 people] — your actual capacity
SERVICES AVAILABLE	Cots, meals, medical support, pet annex — list what is available
AUTHOR / SOURCE	Emergency Operations Group

INFO	ROADS
<h3>Road Closure — Bridge St Bridge</h3> <p>Bridge Street bridge is closed to all traffic due to structural concerns after high water levels. Detour via County Road 7 and Industrial Parkway. Expect 15–20 minute delays. Commercial vehicles use the Highway 17 bypass. Closure minimum 48 hours pending engineering assessment.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
CLOSED LOCATION	[Bridge Street bridge] — your road/bridge name
DETOUR ROUTE	[County Road 7 & Industrial Pkwy] — your actual detour
COMMERCIAL ROUTE	[Highway 17 bypass] — replace or remove if not applicable
AUTHOR / SOURCE	Dept of Transportation

UPDATE	WATER
<h3>Boil Water Advisory LIFTED</h3> <p>Lab testing confirms the municipal water supply meets all safety standards. The boil water advisory for the east side is now lifted. Run cold taps for 2 minutes before use as a precaution. Thank you for your patience.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
AFFECTED AREA	[The east side] — match the area named in the original advisory
CONFIRMING AUTHORITY	[Health Unit name] — include if appropriate
AUTHOR / SOURCE	Public Works Department

UPDATE	EVACUATION
<h3>Evacuation Order DOWNGRADED to Advisory</h3> <p>Floodwaters in Zones A and B have receded to safe levels. The mandatory evacuation order is downgraded to an evacuation advisory. Residents may return to assess properties but should remain prepared to leave if conditions change. Cleanup resources available at Northview Arena.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
AFFECTED ZONES	[Zones A and B] — match zones in the original order
CLEANUP LOCATION	[Northview Arena] — your resource centre address
AUTHOR / SOURCE	Emergency Operations Group

CRITICAL**TORNADO****TORNADO WARNING — Take Shelter Immediately**

Environment Canada has issued a Tornado Warning for [municipality name] and surrounding area. A tornado has been confirmed by radar or a trained spotter. Take shelter NOW in the lowest floor of a sturdy building — interior room, away from windows. If outside or in a vehicle, do not try to outrun it. Lie flat in the nearest ditch. Do not shelter under a highway overpass. This warning is in effect until [time]. Updates will be posted as conditions develop.

FIELDS GUIDE — replace these values before posting

WARNING AREA	[Municipality name and surrounding area] — match EC warning area
IN EFFECT UNTIL	[Time and time zone] — from Environment Canada warning
AUTHOR / SOURCE	Emergency Operations Group — Environment and Climate Change Canada

CRITICAL**RADIATION****RADIATION ALERT — Shelter-in-Place in Effect**

Public Safety Canada and the Canadian Nuclear Safety Commission have issued a radiation alert for [affected area]. All residents must shelter in place immediately. Go indoors to a basement or interior room. Close and seal all windows, doors, and fireplace dampers. Turn off ventilation systems and air conditioners. Do not leave unless directed by authorities. Do not take potassium iodide (KI) unless specifically directed to by public health. Keep all pets indoors. Updates every 30 minutes.

FIELDS GUIDE — replace these values before posting

AFFECTED AREA	[Area name and radius] — as directed by CNSC or Public Safety Canada
ISSUING AUTHORITY	[Canadian Nuclear Safety Commission / Public Safety Canada]
UPDATE FREQUENCY	[Every 30 minutes] — adjust to your schedule
AUTHOR / SOURCE	Emergency Operations Group — Canadian Nuclear Safety Commission

WARNING	WINTER STORM
<h3>Winter Storm Warning — [Municipality Name]</h3> <p>Environment Canada has issued a Winter Storm Warning for [area]. Expect [X cm] of snow, blowing snow, and reduced visibility beginning [time]. Travel is not recommended. If you must travel, inform someone of your route and carry a winter emergency kit. Warming centres are open at [location(s)]. Check on elderly neighbours and those living alone. Avoid prolonged outdoor exposure — frostbite can occur in 30 minutes in extreme cold. Road closures will be posted as conditions develop.</p>	
FIELDS GUIDE — replace these values before posting	
WARNING AREA	[Area covered by the EC warning]
SNOWFALL AMOUNT	[X cm] — from Environment Canada warning
START TIME	[Time and time zone] — storm start
WARMING CENTRES	[Location name(s) and address(es)]
AUTHOR / SOURCE	Emergency Operations Group — Environment and Climate Change Canada

WARNING	EPIDEMIC
<h3>Public Health Notice — Disease Outbreak</h3> <p>[Health Unit Name] has confirmed an outbreak of [disease/illness] in [area]. Residents are advised to: wash hands frequently for at least 20 seconds; stay home if symptomatic; call Telehealth Ontario (1-866-797-0000) before visiting any clinic or emergency room; wear a mask in crowded public spaces if directed. [Affected facility/location] is closed until further notice. Do not share unverified health information. Monitor your local health unit website for updates: [URL].</p>	
FIELDS GUIDE — replace these values before posting	
HEALTH AUTHORITY	[Health Unit Name] — issuing public health authority
DISEASE / ILLNESS	[Disease or illness name] — use official terminology
AFFECTED AREA	[Area, neighbourhood, or facility]
HEALTH UNIT WEBSITE	[URL] — official source for updates
TELEHEALTH	1-866-797-0000 — remind residents to call before going to ER
AUTHOR / SOURCE	Emergency Operations Group — [Health Unit Name]

CRITICAL	ACTIVE SHOOTER
<p>ACTIVE SHOOTER — [Location Name]</p> <p>Police are responding to an active shooter incident at [location name and address]. If you are inside the building: RUN if you can safely exit — leave everything behind and keep hands visible when you encounter police. HIDE if you cannot run — lock and barricade doors, silence phones, stay out of sight. FIGHT only as a last resort. Do not pull the fire alarm. If outside in the area: move away immediately and do not approach the scene. Keep streets and parking areas clear for emergency vehicles. Reunification site: [location]. Updates will be posted as the situation develops. Do not share unverified information.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
INCIDENT LOCATION	[Building name and full address]
PERIMETER / AVOIDANCE	[Streets or area to avoid] — as confirmed by police
REUNIFICATION SITE	[Location name and address] — designated by police
AUTHOR / SOURCE	Emergency Operations Group — [Police Service Name]

UPDATE	ALL CLEAR
<p>ADVISORY LIFTED — [Emergency Type]</p> <p>The [emergency type] advisory/order/warning issued on [original date] for [affected area] has been officially lifted. The situation has been resolved and it is safe to resume normal activities. [Any specific recovery actions, e.g.: run cold tap 2 minutes before use / open windows to ventilate / inspect property before entering]. Contact [agency name] at [phone/website] if you have questions or require recovery assistance. Thank you for your cooperation.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
EMERGENCY TYPE	[Type of emergency being lifted — match original bulletin]
ORIGINAL DATE	[Date original advisory was issued]
AFFECTED AREA	[Match exact area named in original bulletin]
RECOVERY ACTIONS	[Specific steps residents should take after all-clear]
RECOVERY CONTACT	[Agency name, phone, and/or website]
AUTHOR / SOURCE	Emergency Operations Group

UPDATE	RETURNING HOME
<p>RESIDENTS MAY RETURN — [Zone / Area Name]</p> <p>Residents of [zone / street / neighbourhood] are now permitted to return home. The emergency has been resolved and the area has been inspected by [authority]. Before entering your property: check for structural damage, gas odours, standing water, and downed power lines. Do not enter if hazards are present — call 911. Utility services [are / are not] fully restored. Contact your insurance provider to begin a claim before cleaning up. Recovery resources and support are available at [location and address]. Thank you for your patience and cooperation.</p>	
<p>FIELDS GUIDE — replace these values before posting</p>	
RETURN ZONE	[Zone / street / neighbourhood name(s)]
INSPECTING AUTHORITY	[OPP / Fire Marshal / Public Health / Municipal Engineering]
UTILITY STATUS	[Are / are not] fully restored — confirm before posting
RECOVERY RESOURCES	[Location name and address]
INSURANCE CONTACT	[If applicable — include local EAP or Red Cross contact]
AUTHOR / SOURCE	Emergency Operations Group

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