

ONE CALL! TO FIND THEM ALL!

A Canadian Advocacy
= Colouring Book =

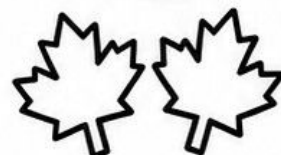
People.
Communities.
A Safer
Canada.



Different Governments.
= A Stronger Canada. =



This book belongs to:



MEET THE TEAM!

GOOSE & MOOSE
YOUR CANADIAN REPORTERS

Exploring
Questions.
Finding Answers.
Making Change.



Questions
lead to
change!

GOOSE

The Curious Reporter

- Asks the big questions
- Always wants to know "why?"
- Brings fresh ideas
- A little silly (in a good way)
- Believes anyone can understand government



Different
Perspectives
A Stronger
Canada



Facts
help us
find a way
forward!

Same
Questions.
A Brighter
Canada!



MOOSE

The Knowledgeable Reporter

- Explains how it works
- Keeps us on track
- Loves facts (and coffee)
- Patiently answers Goose's questions
- Believes informed people make stronger communities

SAME TEAM. SAME MISSION.

A SAFER, STRONGER, MORE INFORMED CANADA.



EXCITED GOOSE



THINKING GOOSE



THINKING MOOSE



COFFEE MOOSE



GOOSE & MOOSE
TOGETHER

ONE CALL TO FIND THEM ALL

People ♥ Information ♥ Communities ♥ A Safer Canada

WELCOME TO CANADA!

A BIG COUNTRY. AMAZING PEOPLE.
THREE LEVELS OF GOVERNMENT.
ONE SHARED GOAL — STRONGER COMMUNITIES.

Hi there!
We're Goose
and Moose!

Join us as we
explore how
Canada's government
works — and how we
can all help make
our communities
safer and stronger!



DIFFERENT PLACES.
AMAZING PEOPLE.
ONE CANADA. ♥

Yukon

Northwest
Territories

Nunavut

British
Columbia

Alberta

Saskatchewan

Manitoba

Ontario

Quebec

Newfoundland
and Labrador

Prince
Edward
Island

New Brunswick

Nova Scotia

PEOPLE
INFORMATION
COMMUNITIES
A SAFER CANADA ♥

WHO DOES WHAT?

In Canada, we have three levels of government.
Each one has a different job!

FEDERAL
GOVERNMENT

National
Framework



PROVINCIAL /
TERRITORIAL
GOVERNMENT

Legislation
+
Alert Authority



MUNICIPAL /
LOCAL GOVERNMENT

Implementation
+
Response



Three doors!
Three jobs!
Let's take
a look!

Different
roles.
Same goal —
a safer Canada!

Different Governments.
Working Together.
For People and Communities.



MEET THE FEDERAL GOVERNMENT

Canada's federal government works for the whole country.

What does
the federal
government do?

I help build
the **NATIONAL**
framework!

The federal government:

- ☐ Develops a national framework
- ☐ Works with provinces and territories
- ☐ Supports national standards and coordination
- ☐ Helps make sure the system works across Canada

ONE
COUNTRY.
BRIGHTER
TOMORROWS.

A STRONGER CANADA
WORKS TOGETHER!

NATIONAL
FRAMEWORK

PEOPLE

COMMUNITIES

A SAFER
CANADA

MEET THE PROVINCES & TERRITORIES

Canada's provinces and territories make the rules that put the plan into action.



What do the provinces and territories do?



Provinces and territories:

- ☐ Make and pass legislation
- ☐ Set the rules for vulnerable-person alerts
- ☐ Decide who is eligible
- ☐ Create activation protocols
- ☐ Define roles and responsibilities (for police and emergency management)

We make the rules that put it into action!



SAME PLAN. EVERYWHERE IN CANADA.
STRONGER TOGETHER.



MEET LOCAL RESPONDERS

We're where the plan becomes ACTION.



OUR
COMMUNITIES
OUR PEOPLE
STRONGER
TOGETHER

Local responders:

- ☐ Identify when there is an imminent risk
- ☐ Activate the alert
- ☐ Coordinate the search and response
- ☐ Work with community partners and volunteers
- ☐ Share information in the affected area
- ☐ Bring people home safely

LOCAL ACTION MAKES
A BIG DIFFERENCE!



UH-OH... SOMEONE IS MISSING!

If someone is missing, it's important to act quickly.
Here's what happens next.



We think
our loved one
is missing.

You did the
right thing by
letting us know.
We'll get started
right away.



POLICE STATION

When someone
is missing, many
people work
together to help
find them.

What happens next?

- ☐ The police take a report
- ☐ They look at all the details
- ☐ They decide if an alert is needed
- ☐ They start the search and let others know
- ☐ Many people work together
- ☐ Everyone's goal is the same —
to bring the person home safely

PRESS

PRESS

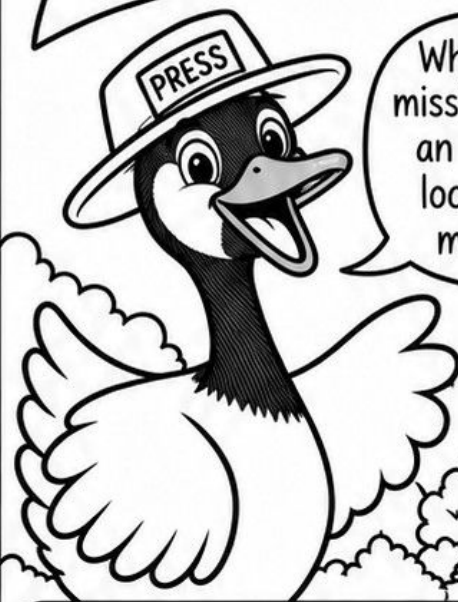
SAME
GOAL.
BRING
PEOPLE
HOME.
♥

PEOPLE CARE. COMMUNITIES HELP.
TOGETHER WE CAN BRING THEM HOME.



WHO MAKES THE CALL?

It's a team effort! Each level of government has a job to do.



When someone is missing and there is an imminent risk, local authorities make the call!

They follow the rules set by their province or territory, using the national framework from the federal government.



1

LOCAL

MAKES THE CALL



- ☐ Police assess the situation
- ☐ Decide if there is an imminent risk
- ☐ Activate the alert
- ☐ Start the search and coordinate the response

2

PROVINCIAL / TERRITORIAL

PROVIDES THE AUTHORITY



- ☐ Makes the rules and laws
- ☐ Sets the eligibility criteria
- ☐ Defines activation protocols
- ☐ Supports police and emergency partners

3

FEDERAL

PROVIDES THE FRAMEWORK



- ☐ Provides the national framework
- ☐ Maintains Alert Ready standards
- ☐ Coordinates across Canada
- ☐ Supports a consistent approach

ONE CALL. MANY PEOPLE. A SAFER CANADA.



WHAT MAKES SOMEONE VULNERABLE?

Many different things can make someone more at risk of going missing. Everyone is unique!



People can be vulnerable for many reasons. It's not always visible!

Disability



- ☐ Physical, intellectual or developmental disabilities can make someone more vulnerable.

Age



- ☐ Young children and older adults may need extra support to stay safe.

Cognitive Impairment



- ☐ Conditions like dementia, Alzheimer's or other cognitive differences can affect memory, awareness and decision-making.

Communication Barriers



- ☐ Some people are nonverbal or may have difficulty communicating their needs or asking for help.

Mental Health Conditions



- ☐ Some mental health conditions can affect judgment, increase risk-taking or make someone more likely to wander.

Environmental Dangers



- ☐ Being near water, forests, busy roads or extreme weather can increase the risk of going missing.

Other Factors



- ☐ May wander or elope
- ☐ May not recognize danger
- ☐ May be new to an area
- ☐ May not have a phone or ID
- ☐ May need medication or support



Different needs. Same importance. Same care.

UNDERSTANDING HELPS EVERYONE STAY SAFE.



IMMINENT RISK CHANGES EVERYTHING.

When someone's safety is in immediate danger, we can act fast to help bring them home.

Imminent risk means there is a real and immediate danger to someone's safety.

When there is imminent risk, an alert can be activated to quickly reach people who can help.

WITHOUT IMMINENT RISK

It may be harder and slower to get help.

- ☐ Fewer tools available
- ☐ Limited public alerts
- ☐ Takes more time
- ☐ Smaller search response

Important, but it may not meet the criteria for a public alert.

WITH IMMINENT RISK

We can act quickly and reach more people.

- ☐ Public alert can be activated
- ☐ More eyes in the community
- ☐ Faster search response
- ☐ Better chance of finding them safely
- ☐ Lives can be saved

When there is imminent risk, we don't wait — we act!

IMMINENT RISK CHANGES EVERYTHING!

FAST ACTION BRINGS PEOPLE HOME.

SAME GOAL. A SAFER TOMORROW.

PEOPLE

COMMUNITIES

BRIGHTER TOMORROWS

THE FEDERAL BLUEPRINT

Canada builds the national framework so we can all work together.

The federal government helps create the big plan that connects Canada!

ONE COUNTRY.
ONE SYSTEM.
SAFER COMMUNITIES.

1 NATIONAL CRITERIA



- ☐ Defines what qualifies as a vulnerable missing-person alert
- ☐ Supports consistent application across Canada
- ☐ Ensures a focus on imminent risk

2 ALERT READY STANDARDS



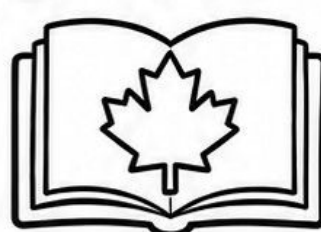
- ☐ Uses Canada's existing Alert Ready system (CAP-CP)
- ☐ Establishes technical standards and best practices
- ☐ Helps ensure alerts are clear, accessible and effective

3 INTERGOVERNMENTAL COORDINATION



- ☐ Works with provinces, territories and municipalities
- ☐ Supports information sharing and alignment
- ☐ Helps ensure a consistent approach across the country

4 NATIONAL GUIDANCE



- ☐ Provides guidance, tools and resources
- ☐ Shares best practices and lessons learned
- ☐ Supports training and public education
- ☐ Helps improve the system over time

PEOPLE
COMMUNITIES
BRIGHTER TOMORROWS

STRONGER TOGETHER
ACROSS CANADA.

A SAFER CANADA
FOR EVERYONE.

THE PROVINCIAL/TERRITORIAL RULEBOOK

Each province and territory creates the rules that put the national framework into action.



Provinces and territories have the authority to make it happen in their own jurisdiction!



Different provinces and territories, same goal — keeping people safe!



1 LEGISLATION

CREATES THE AUTHORITY



- ☐ Enacts laws that authorize vulnerable missing-person alerts
- ☐ Defines how the alert can be used
- ☐ Aligns with the national framework

2 ELIGIBILITY

SETS THE CRITERIA



- ☐ Defines who qualifies as a vulnerable missing person
- ☐ Uses clear and consistent criteria
- ☐ Ensures equitable access across the province or territory

3 ACTIVATION PROTOCOLS

MAKES IT OPERATIONAL



- ☐ Establishes when and how the alert is activated
- ☐ Sets decision-making processes
- ☐ Outlines communication steps and timelines
- ☐ Coordinates with police and emergency management

4 RESPONSIBILITIES

BRINGS EVERYONE TOGETHER



- ☐ Defines roles for police, emergency management and other partners
- ☐ Ensures coordination with municipalities, Indigenous governments and community services
- ☐ Supports training, resources and continuous improvement

PEOPLE

COMMUNITIES

BRIGHTER TOMORROWS

LOCAL ACTION. PROVINCIAL POWER.
REAL IMPACT.

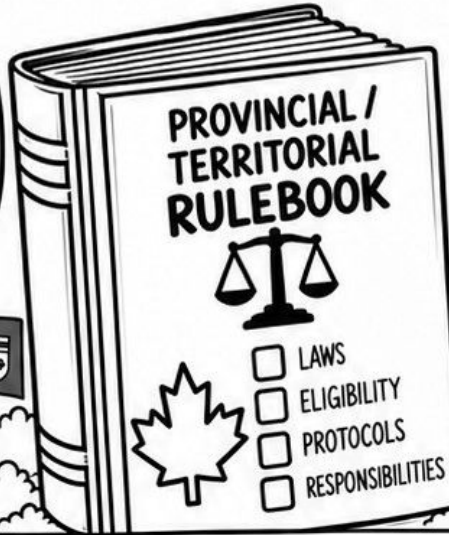


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PEOPLE

COMMUNITIES

BRIGHTER TOMORROWS

LOCAL ACTION. PROVINCIAL POWER.
REAL IMPACT.



LOCAL ACTIVATION

Police and emergency management evaluate the circumstances to decide if an alert should be activated.

Local responders look at all the information to determine if there is an imminent risk.

WE CONSIDER:

- Risk to safety
- Location
- Vulnerability factors
- Environmental conditions
- Available information
- Time is critical

They work together to make the right call — for the right reasons.

COMMUNITY SAFETY
OUR PRIORITY

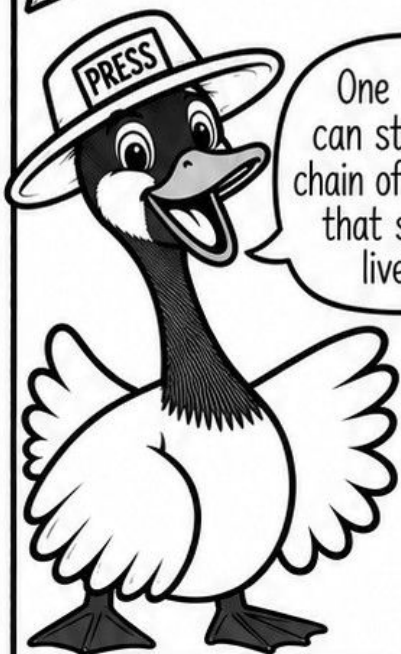
LOCAL ACTION.
REAL IMPACT.
SAFER COMMUNITIES.

THE RIGHT RESPONSE.
A BIGGER DIFFERENCE.



MAKE THE CALL.

If someone is missing and at imminent risk, call for help — and activate the alert.



One call can start a chain of action that saves lives!



- ☐ Share key details
- ☐ Explain the vulnerability
- ☐ Describe the circumstances
- ☐ Mention any imminent risk factors
- ☐ Provide a recent photo (if available)



1 MAKE THE CALL

Contact police immediately.



- ☐ Report the person missing
- ☐ Share key information.
- ☐ Explain why they may be vulnerable
- ☐ Provide last known location and time

2 SHARE THE FACTS

The more information you can provide, the better.



- ☐ Description (clothing, etc.)
- ☐ Vulnerability factors
- ☐ Direction of travel
- ☐ Possible locations
- ☐ Recent photo (if available)

3 POLICE EVALUATE

Police and emergency management assess if the criteria are met.



- ☐ Review all available information
- ☐ Assess level of risk
- ☐ Determine if alert criteria are met
- ☐ Coordinate with partners

4 ACTIVATE THE ALERT

If the criteria are met, the alert is activated through established protocols.



- ☐ Public alert is sent
- ☐ Community is notified
- ☐ Search response begins
- ☐ More eyes. More help.
- ☐ A better chance of bringing them home.

SEND THE ALERT.

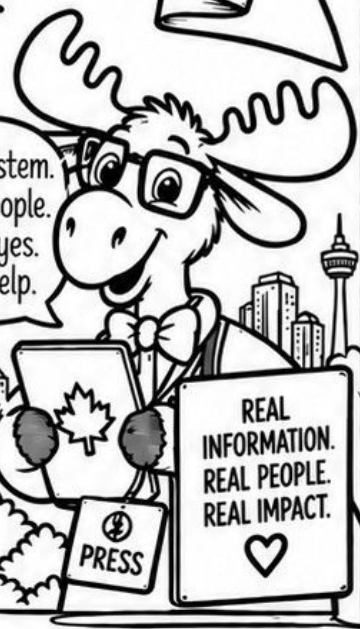
When the criteria are met, an alert is sent through Canada's existing public alerting system.



The alert helps get the right information to the right people — fast!



Same system. More people. More eyes. More help.



COMMUNITIES LOOK OUT FOR EACH OTHER.

ONE ALERT CAN BRING THEM HOME.



PHONES GO BZZZT!

The community receives clear, actionable information to help bring them home.



When the alert goes out, it reaches people where they are — fast!



Same message. Same information. Across the community.



THE ALERT REACHES PEOPLE THROUGH:



TELEVISION

On-screen alerts



RADIO

Audio alerts



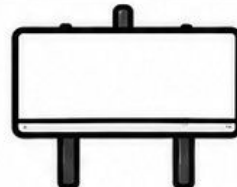
MOBILE DEVICES

Alerts to cell phones



ONLINE

News sites and apps



PUBLIC DISPLAYS

Digital signs in public places

THE COMMUNITY CAN HELP:



KEEP AN EYE OUT

In your neighbourhood, workplace and while travelling.



LOOK FOR DETAILS

Clothing, direction of travel, landmarks, or other identifiers.



REPORT TIPS

Call 911 if you see them or have information.



SHARE RESPONSIBLY

Share official information and help spread awareness.

EYES EVERYWHERE

Ordinary Canadians become additional eyes while responders search.



Different places. Same goal — find them.

Spot something? Report it.

Community looks out for community.

SEARCH + COMMUNITY RESPONSE

Coordinated rather than chaotic.



1 COORDINATE

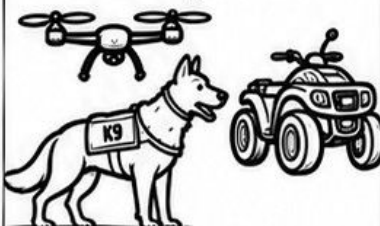
Bring together all available resources.



- ☐ Unified command
- ☐ Clear roles and communication
- ☐ Share information in real time
- ☐ Include community partners

2 DEPLOY

Use the right resources in the right areas.



- ☐ Ground teams
- ☐ Search dogs
- ☐ Drones and air support
- ☐ ATVs and specialized teams
- ☐ Focus on high-risk areas (e.g., water, ravines, buildings, transit routes)

3 ENGAGE

Keep the community informed and involved.



- ☐ Share updates
- ☐ Provide safety guidance
- ☐ Encourage tips and sightings
- ☐ Use local knowledge
- ☐ Keep messaging clear and consistent

4 ADAPT

Adjust the search based on new information.



- ☐ Review new tips promptly
- ☐ Update search areas
- ☐ Use data and evidence
- ☐ Coordinate across agencies
- ☐ Stay flexible and persistent

FIRST RESPONDERS NEED TRAINING TOO!

Better training. Faster response. More lives found.



TRAINING TOPICS SHOULD INCLUDE:



UNDERSTANDING NEURODIVERSITY

Autism, ADHD, intellectual disabilities, dementia, and other vulnerabilities.

- ☐ Different behaviours. Not non-compliance.



RECOGNIZING RISK AND BEHAVIOUR

How and why people may go missing, common patterns, and high-risk situations.

- ☐ Knowledge leads to a faster, focused response.



SEARCH BEST PRACTICES

Use of ground teams, drones, K9, thermal and community resources.

- ☐ Search smarter. Search sooner.



COMMUNICATION STRATEGIES

How to safely and effectively interact, including AAC and nonverbal communication.

- ☐ Respect communication. Build trust.



TRAUMA-INFORMED APPROACH

Compassionate, respectful, and person-centred response.

- ☐ People first. Always.

DIFFERENT PEOPLE MAY RESPOND DIFFERENTLY

Autism, dementia, developmental disability, communication differences, etc.

Same humanity. Different needs.

I communicate differently.

I may need more time.

I see the world differently.

I may need support.

I might not show it the same way.



UNDERSTANDING DIFFERENT RESPONSES:

AUTISM



- May avoid eye contact
- May have repetitive behaviours
- May be overwhelmed by noise, lights or crowds
- May need routine and predictability

MAY BE NONVERBAL OR USE AAC.



DEMENTIA



- May be confused about where they are
- May have memory gaps
- May become agitated or fearful
- May wander

MAY NEED CALM, REASSURANCE AND FAMILIAR FACES.



DEVELOPMENTAL DISABILITY



- May have different learning styles
- May need extra time
- May have limited independence skills
- May rely on caregivers for support

MAY NEED EXTRA SUPPORT, NOT EXTRA JUDGEMENT.



COMMUNICATION DIFFERENCES



- May use AAC, gestures, sign language or pictures
- May be nonverbal
- May have speech delays
- May process information differently

LOOK BEYOND WORDS. LISTEN FOR ALL FORMS OF COMMUNICATION.



AND MORE...



- Mental health conditions
- Sensory processing differences
- Physical disabilities
- Medical conditions

EVERY PERSON IS UNIQUE. EVERY RESPONSE MATTERS.



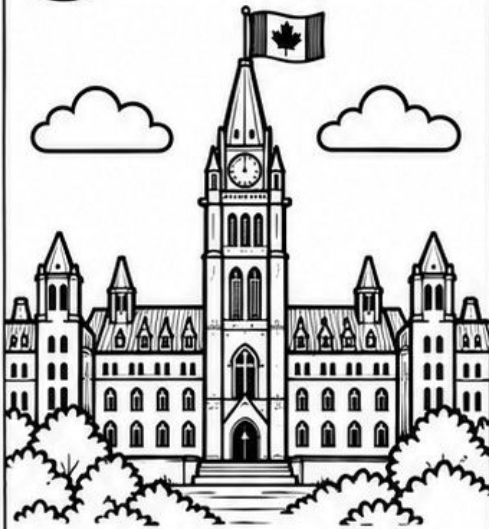
THREE GOVERNMENTS — THREE JOBS.

Different levels. A stronger, safer Canada.

Different
levels of
government.
A stronger,
safer Canada!

PEOPLE
PARTNERSHIP
SAFER
COMMUNITIES

1 FEDERAL



National framework
and public-alerting
standards.

2 PROVINCIAL / TERRITORIAL



Legislation and
alert authority.

3 MUNICIPAL / LOCAL



Implementation
and response.

FRAMEWORK + LAW + IMPLEMENTATION

Three pieces. One complete system.
Stronger communities. Safer lives.

Different
pieces.
A safer
Canada!

It works
best when
all the pieces
fit together!

1

FRAMEWORK



National
standards and
Alert Ready
infrastructure.

2

LAW



Provincial /
territorial
legislation and
alert authority.

3

IMPLEMENTATION



Municipal / local
activation and
on-the-ground
response.

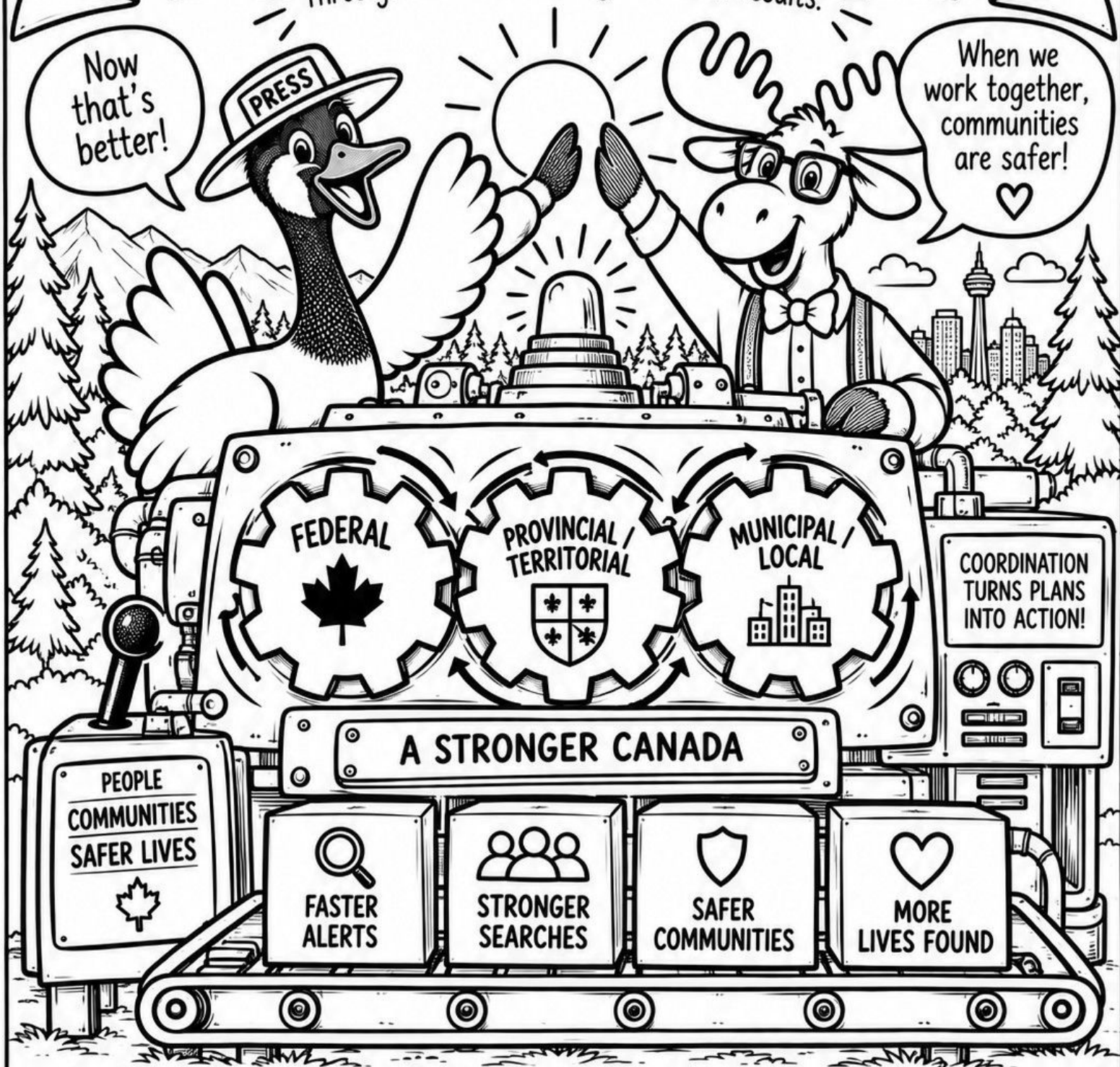
TOGETHER, THEY SAVE LIVES.

WHAT HAPPENS WHEN THEY WORK TOGETHER?

Three governments. One system. Real results.

Now that's better!

When we work together, communities are safer!



DIFFERENT LEVELS. A STRONGER TOMORROW.

ONE FRAMEWORK. ONE SYSTEM. ONE MISSION.

Working together to find vulnerable
missing persons faster.

Different
roles.
Same goal!

Together
we can
make a
difference!

 **FEDERAL**
NATIONAL FRAMEWORK

 **PROVINCIAL /
TERRITORIAL**
LEGISLATION +
ALERT AUTHORITY

 **MUNICIPAL / LOCAL**
IMPLEMENTATION +
RESPONSE

**SAFER
COMMUNITIES
BRIGHTER
TOMORROWS**

 **PEOPLE. COMMUNITIES. A SAFER CANADA.** 

MAKE THE CALL. SEND THE ALERT. SAVE LIVES.

Quick action. Real people. Brighter tomorrows.

See something?
Make the call!



Fast alerts.
Stronger communities.
Saved lives.
♡



①  MAKE THE CALL Report a vulnerable missing person.	②  SEND THE ALERT Use Canada's existing public alerting system.	③  SAVE LIVES Mobilize communities and bring them home.
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ONE CALL TO FIND THEM ALL

ONE PEOPLE. ONE COUNTRY. BRIGHTER TOMORROWS.

ONE CALL TO FIND THEM ALL

Different People. Stronger Communities. A Safer Canada.



ONE PEOPLE. ONE COUNTRY. A SAFER TOMORROW.

Thank You

for being part of the change!



Together, we can make a difference.