

# Genevieve Personna



**Age:** 67

**Employment:** Part-time cashier

**Family:** Deceased partner, adult children

**Health:** Moderate

**Location:** Own home, semi-urban

## Biography

Genevieve prides herself on her independence, something she has increasingly focused on since her husband died five years ago. She works part-time as a cashier and maintains a vibrant social life, volunteering at the local library and spending her weekends with her friends at the local community centre.

Genevieve’s children live outside of Canada, and her main companion is her cat, Frida.

Genevieve’s primary concern in the wake of the wildfires is finding work, because she relies on the income from her job to supplement her government assistance. She is also concerned about being reunited with Frida, who was taken to a local shelter prior to the evacuation.

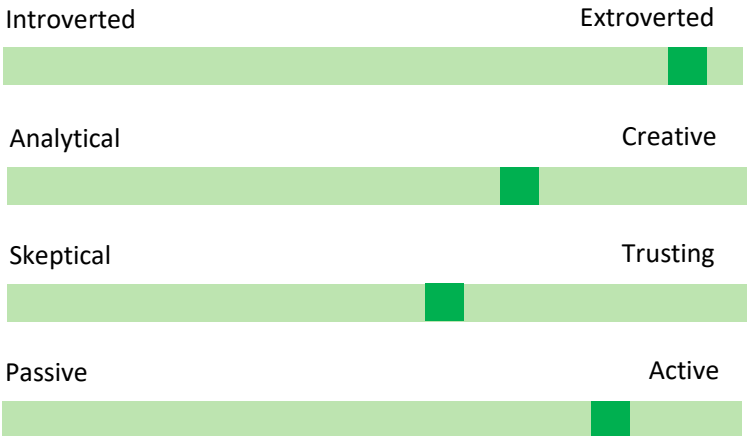
## Preferred Communication Channels

- Online
- In-person

## Factors

- Is concerned about finding work; her workplace was destroyed in the fire and Genevieve may need to apply for Employment Insurance or find a new job.
- Owns home but does not have home insurance due to high cost.
- Genevieve enjoys her independence and still actively drives.
- Comfortable accessing government services; often helps friends with this task by driving them to appointments and serving as an advocate.
- Lives off of combination of private pension, government assistance, OAS/GIS, CPP and wages from part-time job.

## Personality



# Genevieve Evacuation Journey Map



Municipal Services



Provincial Services



Federal Services



Non-Linear Process

## A. INCIDENT / DISASTER

## B. EVACUATION PLAN

## C. EVACUEE REGISTRATION

1. Communicate about the disaster

2. Evacuee interactions with first respondents

3. Help evacuee relocate

4. Support evacuee to complete registration

5. Communicate with evacuee to provide update

Trigger Event

Receive communication about evacuation

Receive pet-shelter relocation information for her cat

Receive evacuation site's address

Relocate to evacuation centre on her own

Receive direction to register online

Receive an update on current situation

Receive direction to food, sleeping, washrooms, medical care, etc.

High Stress

Low Stress

Applicable Services



Evacuation alert and disaster communication



Please note, Canadian Red Cross is a non-profit organization that may provide support in the emergency response/evacuation process, if required, dependent on scope and scale of the evacuation. Federal and provincial governments may also be approached for assistance.



What is the evacuee thinking?

- I can drive myself to the evacuation centre
- What should I take with me?
- Is my cat safe? Where will my cat go?
- I don't have house insurance

What can go wrong?

- Communication is unclear resulting in Genevieve experiencing unnecessary stress as a result of losing her job, being separated from her cat, and not understanding next steps (where to relocate)



- Local police and fire services to help evacuate
- Shelter to provide care for pet

- I am independent and comfortable to relocate myself
- I am very concerned about my cat Frida
- I am worried about the damage to my house

- Evacuation site address and directions to reach the evacuation site were unclear resulting in delays and confusion



Registration at local evacuation site

- Can someone simply direct me to complete the registration process online
- I am comfortable using a computer so I can complete the registration task on my own. I am worried about my house and job
- How is my cat doing?
- I am worried about my financial situation if my house is destroyed and I no longer have a job

- Communication at evacuation site and/or evacuation signage is unclear, as a result Genevieve is confused in her environment, the process and her financial situation

# Genevieve Evacuation Journey Map



Municipal Services



Provincial Services



Federal Services



Non-Linear Process

## D. NEEDS ASSESSMENT & REFERRAL

## E. SERVICE PROVISION

6. Complete evacuee needs assessment

7. Develop plan to meet evacuee and family needs

8. Communicate with evacuee to provide update

9. Support process for evacuee to receive services

10. Evacuee to receive appropriate services

Complete need assessment

Receive support to connect with her family and cats shelter

Receive regular updates on current situation

Receive post evacuation checklist

Receive access to medication, food and accessible lodging

Receive support to search for new employment

Receive support to assess EI and lost documents

High Stress

Low Stress

Applicable Services



- Needs assessment at local evacuation site
- Communication with pet-shelter

What is the evacuee thinking?

- I need to talk to my family to inform them about the emergency
- Is there a temporary place to live that is well-equipped for seniors, who are extroverted and like to socially interact with people?
- I need a long-term living plan. I am worried what will happen to my house and my future employment
- I am happy to know that my CPP and OAS will continue to be deposited into my bank account
- I want to know how soon I can collect EI benefits and how much I will receive. I am concerned about how long I will receive benefits and whether it will hold me over until I find another job
- I am concerned about obtaining the interim Record of Employment I need for this process
- I want regular communication with the local pet-shelter

What can go wrong?

- Communication at evacuation site is unclear and she does not know how to access the services she needs (i.e. how to access evacuation services such as shelter and food)



- Temporary food, lodging, transportation at evacuation site
- Housing support



- Medical care
- Communication to access provincial social assistance such as evacuation payments
- Replacing lost government documents (e.g. driver's license, birth certificate)
- Job search support



- Communication/Support on accessing EI benefits
- Assistance with getting access to My Service Canada Account (e.g. forgot login information)
- Job search support

- I want my needs addressed in timely manner
- I want to receive regular updates on status of my requested needs and services

- Communication at evacuation site is unclear regarding social assistance and benefits
- Job search support provided is not appropriately targeted and Genevieve cannot find a job

# Genevieve Evacuation Journey Map



Municipal Services



Provincial Services



Federal Services



Non-Linear Process

## F. EVACUEE RELOCATED BACK

## G. FOLLOW-UP

**11. Volunteer to follow-up with evacuee on needs or requests for future assistance**

**12. Communicate with evacuee to provide update**

**13. Help evacuee relocate to home**

**14. Volunteer to check-in on evacuee post-disaster**

**15. Close evacuee file**

Identify future needs

Receive regular updates on current situation

Receive communication on relocation process

Continue to receive services and support

Receive direction or support to relocate to a new address

Arrive at temporary or permanent home

Receive support for any new needs

Confirm that all needs are met

Close file

Resolution

High Stress

Low Stress

### Applicable Services



- Communication at local evacuation site
- Housing support



- Medical care and support
- Communication to access provincial social assistance such as evacuations payments
- Job search support
- Replacing lost government documents (e.g. driver's license, birth certificate)



- Communication/Support on accessing EI benefits
- Job search support
- Assistance with getting access to My Service Canada Account (e.g. forgot login information)

### What is the evacuee thinking?

- I may want to request additional help to access additional services (i.e. finding new employment)

### What can go wrong?

- Lack of communication on next steps and delayed reunion with her cat
- Complex EI claim that requires her to contact EI Call Centre and delays the date that she begins to receive benefits



- Resolve any needs and close Genevieve's file



- Medical care and support
- Additional employment support or financial assistance
- Replace lost government documents



- Communication/support on EI status
- Job search support

- I need additional support (i.e. finding a new part-time job, immediate financial support, and status on my government benefits)
- What can I do to better prepare myself for similar emergencies that could happen in the future

- Genevieve can suffer from post-emergency stress
- Genevieve may need access to emergency financial support in the form of evacuation payments