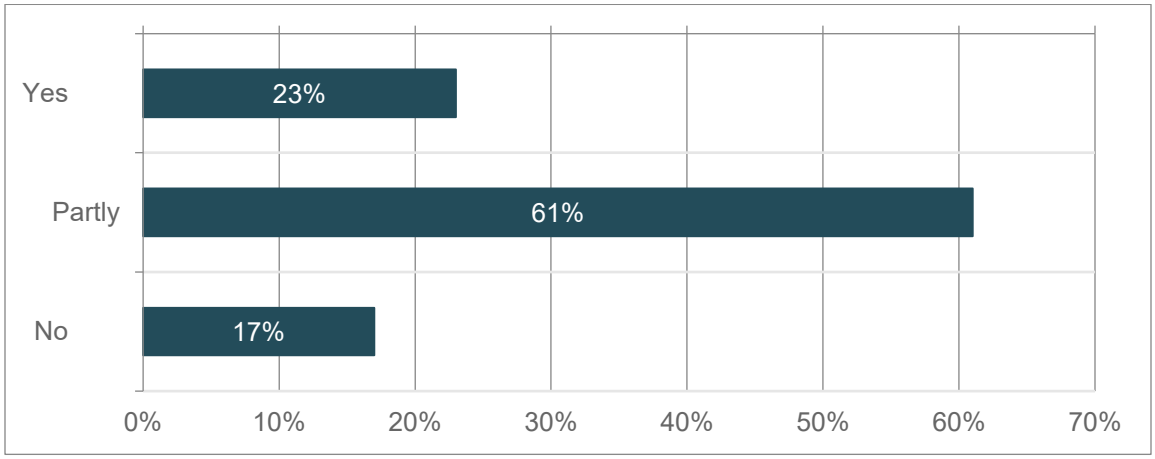
QUESTION OF THE WEEK, WEEK 41–42 (7–18.10.2026)

NUMBER OF RESPONDENTS: 351

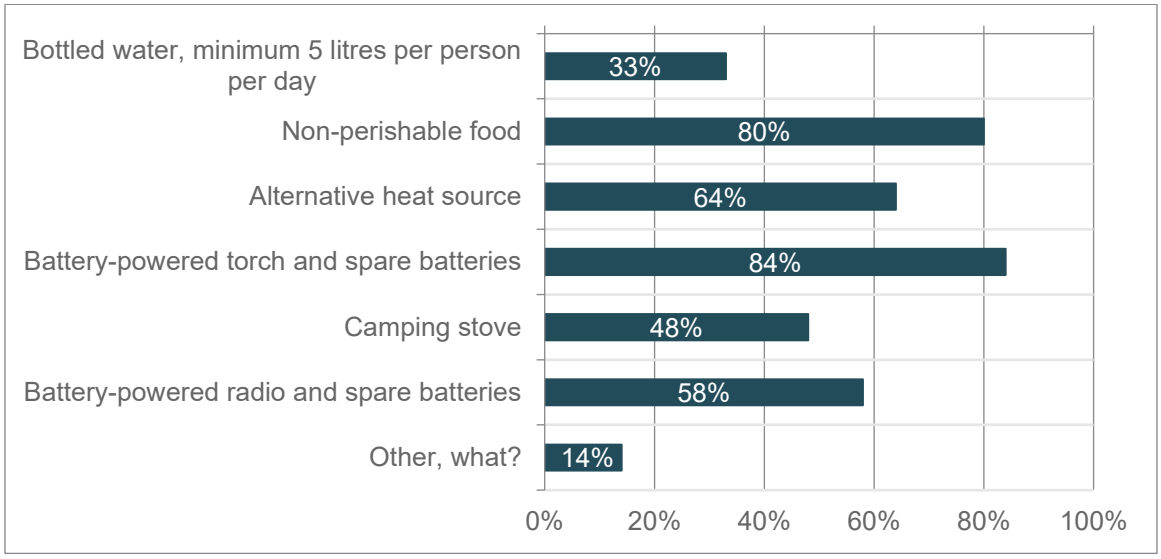
The margin of error is 5 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

HOME PREPAREDNESS

In the Question of the Week the residents were asked: ***"Do you have home preparedness to cope without electricity, water and heat for at least three days?"***

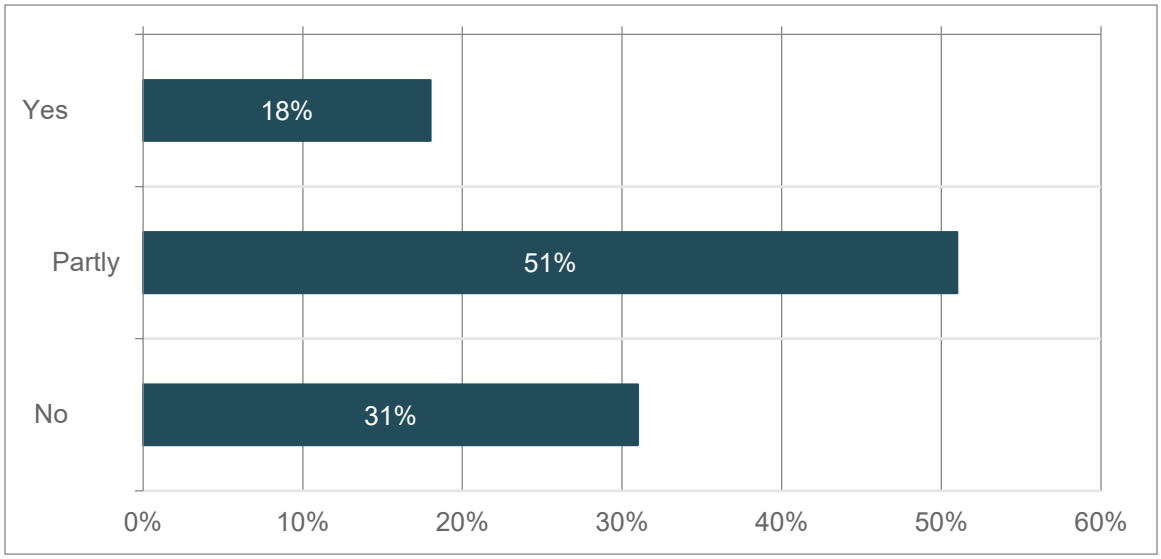


"What supplies do you have at home considering such disruptions? (You can choose several alternatives)"



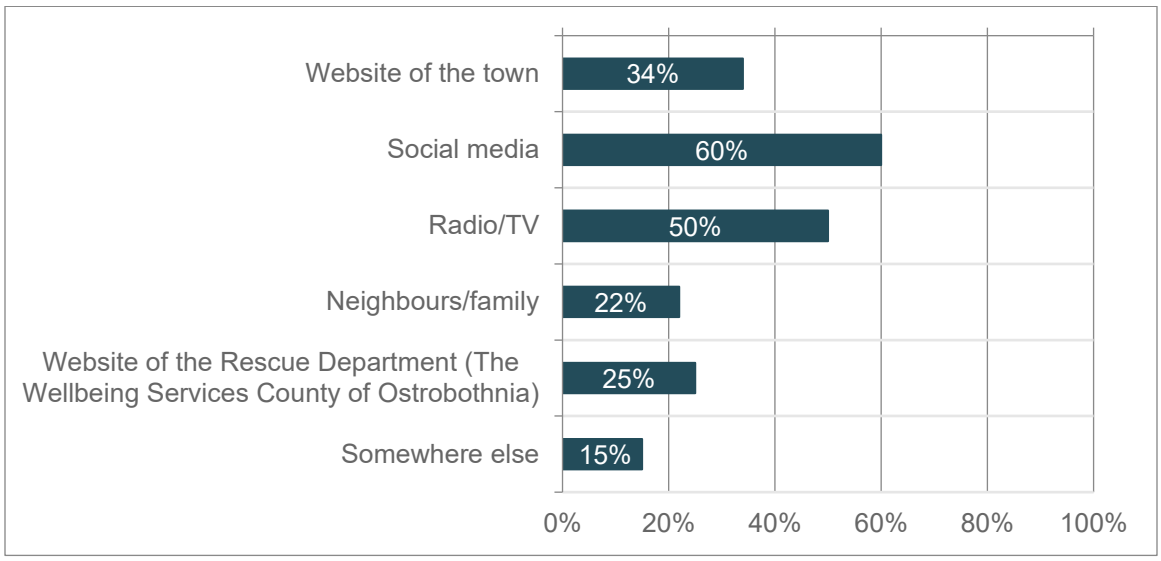
Under the option "Other, what" residents primarily mention various alternative sources of heating, cooking and energy, such as wood-burning stoves, generators, gas grills, solar panels, backup power supplies, emergency radios, and cottages or holiday homes with wood heating. They also mention practical preparedness equipment such as blankets, sleeping bags, tents, water filters, cash, medicines, candles, matches, private wells, additional stocks of water and food, as well as equipment for hygiene and waste management.

"Do you have a plan for how your family will act in case of prolonged power outages, floods or storms?"



"Information and support

Where do you usually search for information in the event of a disruption in your hometown?"

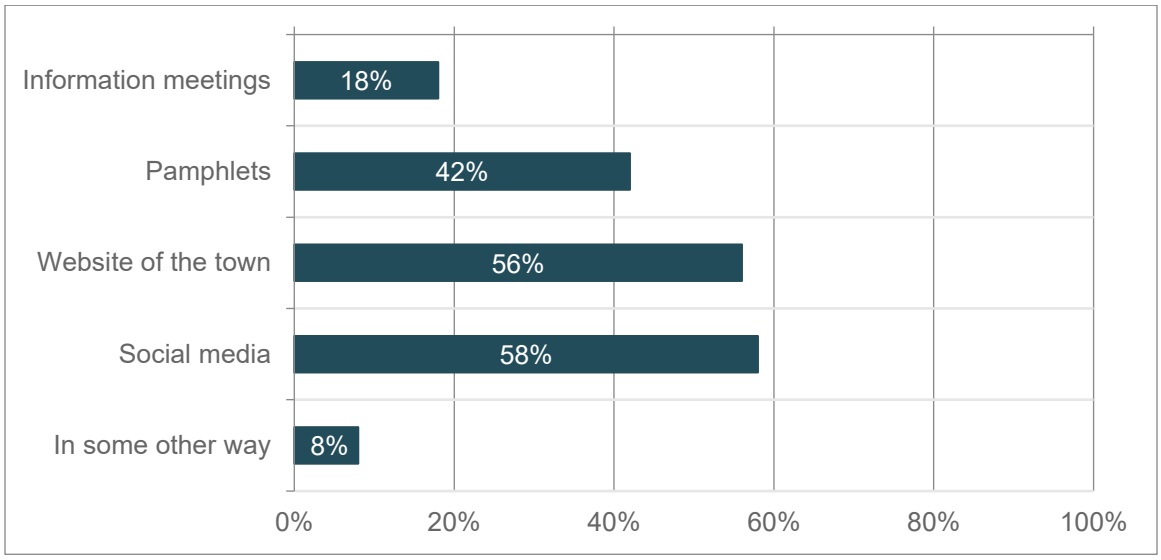


Among those who selected "Other," residents report that they primarily seek information from **local news media**, particularly Österbottens Tidning and Yle, as well as directly from the **websites and communication channels of the relevant service providers**, especially Herrfors, but also water utilities, telecommunications operators and other service providers. Several respondents also mention the 112 Suomi app, outage maps, Google and SMS services, while some state that they generally do not seek information at all during disruptions.

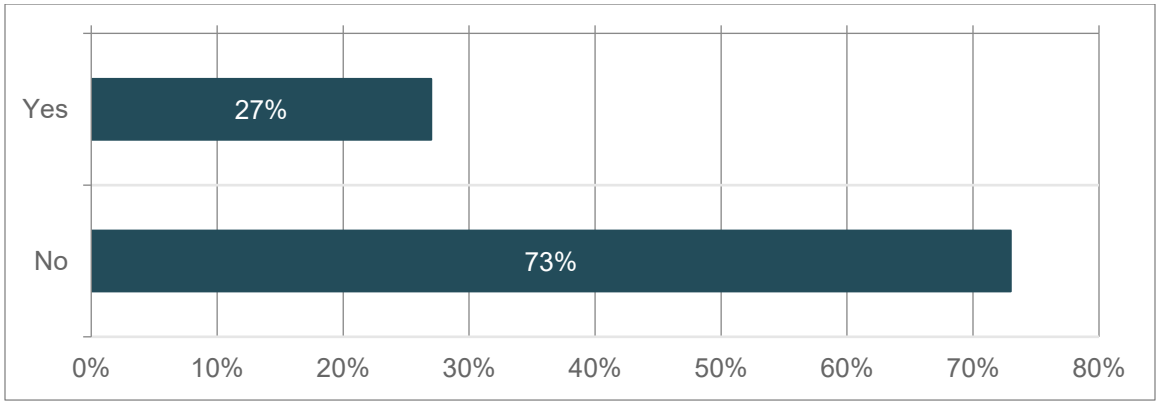
"What kind of information would help you to be better prepared for disruptions?"

85 people responded to this question. Many respondents are asking for **concrete and easily accessible information**, such as a short checklist or a local preparedness guide with advice on emergency supplies, water storage, heating, cooking, and toilet use during prolonged power outages. The information should be adapted to different types of housing and life situations and clearly indicate where shelters, water distribution points, assembly points, and other forms of assistance are available, as well as which authorities or responsible persons can be contacted. During an ongoing disruption, many respondents would like to receive fast and reliable information directly by SMS or phone, supplemented by information on the town's website, social media, radio, and local newspapers. At the same time, respondents would like a printed brochure to be delivered to households and permanent information points that remain accessible even when internet access or electricity is unavailable, preferably with information in several languages.

"How would you prefer to receive information about preparedness?"



"The town organises an online residents' forum about home preparedness on Wednesday 21 October 2026 at 17.00–18.30.
Experts from Ostrobothnia Rescue Department, Marthaförbundet, and the town of Jakobstad will provide information on various aspects of home preparedness.
Are you interested in participating in the online residents' forum on home preparedness?"



96 people were interested in participating in the digital residents' forum on home preparedness, held on Wednesday, 21 October 2026, from 5:00 p.m. to 6:30 p.m.

"Below you can submit questions in advance to the experts participating in the residents' forum on home preparedness."

Residents' questions submitted in advance mainly concern practical aspects of everyday preparedness: how long water can be stored, how to ensure heating, water supply and sanitation during prolonged power outages, how to maintain adequate emergency supplies at home, and how to cope when living in an apartment building or with limited space. Many respondents also call for clearer information about shelters, civil defence and the town's preparedness arrangements, including the locations of shelters, how the water supply will be secured, and what assembly points or forms of assistance are available in a crisis.

Another recurring theme concerns communication during disruptions: how residents will receive information if internet and mobile networks are unavailable, how older people and other vulnerable groups will be reached, and which communication channels can be used in a crisis. Several respondents also highlight the need for more locally tailored guidance for Jakobstad, greater community resilience, and increased cooperation between residents, authorities and the local community to strengthen preparedness in the longer term.

NEXT STEP

As part of the ongoing work to improve residents' preparedness, the information on preparedness on the town's website: https://en.jakobstad.fi/housing-and-environment/living-in-jakobstad/preparedness and the brochure aimed at residents will be updated. At the same time, the town's resident communication plan will be revised to increase the visibility of preparedness-related issues. Particular attention will be paid to the choice of communication channels and to ensuring that the information is easily accessible and understandable to different target groups, including people who do not regularly use the town's website or social media.

More information: Fredrik Ollus, security manager, tel. 044 785 1329, fredrik.ollus@jakobstad.fi