

Report 07.711
Date 15 October 2007
File Z/1/4/19

Committee CDEM Group
Author Dr Roger Blakeley, Chair Co-ordinating Executive Group

Update on CDEM Group public education initiatives

1. Purpose

To inform the Wellington Region Civil Defence Emergency Management Group (CDEM Group) of new and on-going public education initiatives and to gain the CDEM Group support for the approaches being taken.

2. Background

The Civil Defence Emergency Management Act 2002 (the Act) requires each CDEM Group to promote and raise public awareness of hazards and risks and the Act itself (s.17 (1) (a) (g)).

The CDEM Group recognised the importance of public education by including a CDEM Group Public Education Strategy in its work programme outlined in the CDEM Group Plan. Work on the Strategy has now started and is due for completion in the 2007/2008 financial year.

The National Public Education Reference Group has developed a draft National strategy and has continued to build on the mass media programme of “Get Ready, Get Thru”. The Group Strategy will be aligned to the National Strategy. This will enable the Group to effectively utilize national resources to successfully change in the behaviour of our communities.

3. Public education initiatives

3.1 Disaster Awareness Week (8-14 October 2007)

As with previous years the CDEM Group, in conjunction with the Ministry of Civil Defence Emergency Management (MCDEM) and territorial authorities will run a campaign during Disaster Awareness Week (from 8-14 October 2007).

The objective of Disaster Awareness Week is to raise the awareness of hazards in the Wellington Region and persuade individuals and communities to adopt preparedness behaviours. This year the campaign centres on the theme “*My family will survive a disaster... Will yours?*”. This theme has been used with success in the Hutt Valley and the CDEM Public Education Group has decided to adopt this theme for Disaster Awareness Week. This campaign will promote the need to prepare and the ability to survive a disaster, attempting to reduce the influence of fatalism and apathy as barriers. Taking on an all hazard approach, we will show that the three key messages will aid in survival across all hazards.

This campaign centres on the railway station event held on International Disaster Reduction Day (Wednesday 10 October), and a media campaign in The Dominion Post.

The railway station event will involve handing out ‘goodie bags’ to morning rush hour commuters between 7am – 9am. Emergency Services, MCDEM, Victoria University Rescue Team, Group and local CDEM officers will also be present. The ‘goodie bags’ are a new initiative this year and include:

- Fridge Magnets – A picture frame (insert their family picture) with the three key messages (store emergency water, emergency survival kit and household emergency plan).
- Scenario Cards – Identifies the likely scenarios and the consequences for the six hazards which pose the highest risk to the region (earthquake, tsunami, pandemic, flooding, storm, landslide). The scenario cards also reinforce the three key messages. The scenario cards are going to be used all year round and may be expanded over time to include more hazards.
- Other Information – Includes *Household Emergency Plans*, ‘*Are you prepared?*’ booklet and ‘*Get ready, Get Thru*’ pamphlets.

The media campaign in The Dominion Post will feature three ¼ pages and a full page on Saturday during Disaster Awareness Week. The Group has received significant support from The Dominion Post by subsidising this advertising by nearly \$20,000. These advertisements will focus on the difference between a prepared family and an ill prepared family.

3.2 Yellow Pages

The Wairarapa Yellow Pages information was updated for the 2007/2008 year and these changes are now in the recent publications.

The Wellington Yellow Pages was completely remodelled to incorporate the Household Emergency Plan, and now encompasses the four R's, Reduction, Readiness, Response and Recovery. These changes are due to be printed later this year and will feature in the 2007/2008 Yellow Pages. These changes will be implemented in the Wairarapa edition of the Yellow Pages for the 2008/2009 year.

3.3 Elements

The Greater Wellington publication 'Elements' is distributed quarterly and CDEM continues to contribute to each edition. The last two editions included preparedness information across multiple hazards.

We intend to continue the focus on CDEM in issues to come, with the next issue focusing on Disaster Awareness Week.

3.4 Are you Prepared? booklet

The 'Are you Prepared?' booklet continues to be well received by the public and has continued to be funded by the advertisers featured in the booklet.

A reprint of 10,000 was commissioned in August 2007, and it is likely to be done so again in February 2008.

3.5 Household Emergency Plans

The household emergency plans continue to be very successful and provided the basis for the Household Emergency Plan and Checklist recently produced by the Ministry of Civil Defence and Emergency Management. A reprint of these is likely during the 2007/2008 financial year.

3.6 Hazard Fact Sheets

The collection of Hazard Fact sheets continue to be reviewed and updated when a reprint is required. The storing emergency water fact sheet is currently in the process of being re-branded as a Wellington Region Civil Defence and Emergency Management Group publication. We are also in the process of developing household emergency plan and business preparedness fact sheets, which will also be branded as a Group publication.

4. Conclusion

Public education continues to be an area of substantial focus, with a great deal of education work being conducted in the Region, both as a Group and as individual territorial authorities. This report highlights the significant initiatives.

The Group Public Education Strategy is going to provide direction for the next three years which will enable both the Group and local authorities to continue to develop and administer more effective ways that enable the public to be more informed and prepared.

5. Recommendations

That the CDEM Group:

- 1. receives the report; and*
- 2. notes the contents.*

Report prepared by:

Dr Roger Blakeley
Chair Co-ordinating Executive Group