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Committee       CDEM Group  
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                      Group (CEG)

## **CDEM Group Public Education Strategy**

### **1. Purpose**

To seek CDEM Group approval for the Wellington Region CDEM Group Public Education Strategy.

### **2. Co-ordinating Executive Group (CEG)**

At its meeting on 6 October 2008, CEG endorsed the recommendations in this report.

### **3. Background**

This Wellington Region CDEM Group Plan's work programme requires a Public Education Strategy (Strategy) to be completed in the 2007/08 year. The Strategy has been completed and is attached as *Attachment 1*.

This Strategy has been developed to meet the requirements outlined in the Wellington Region Civil Defence Emergency Management (CDEM) Group Plan, 2005 s19.

### **4. Key principles of the Group Public Education Strategy**

This strategy provides guidance to local authorities in the Wellington region on what messages should be given out in regard to civil defence and emergency management over the next three years. It is designed to complement and build on the *Get Ready, Get Thru* and *What's the Plan Stan?* education campaign and programme, which are both driven at a national level by the Ministry of Civil Defence Emergency Management (MCDEM) and implemented locally by local authorities.

The strategy addresses the need to increase public awareness about the risks of major hazards and their long term impacts on communities by continuing to promote and evaluate key messages in line with the National Public Education Strategy.

The lack of individual, household, and business preparedness continues to be a problem. This strategy aims to measure the resilience of communities by setting goals and ensuring regular surveys are carried out to gauge levels of awareness and preparedness.

The CDEM Group Public Education Strategy provides an opportunity for sharing resources by listing all available materials produced by the CDEM Group office, as well as public education initiatives and resources produced by territorial authorities. It should provide for better communication within the region and enables us to share resources more efficiently.

## **5. Recommendation**

*That the CDEM Group **approves** the Wellington Region CDEM Group Public Education Strategy.*

Report prepared by:

Dr Roger Blakeley  
Chair Co-ordinating  
Executive Group (CEG)

Attachment 1: Public Education Strategy