

Report **05.185**
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Committee **CDEM Group**
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CDEM Group public education

1. Purpose

To inform the Wellington Region Civil Defence Emergency Management Group (CDEM Group) about some new and on-going public education work and to gain 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 the Act (s.17 (1) (a) (g)).

The CDEM Group has recognised the importance of public education by including a CDEM Group Public Education Strategy in its work programme as outlined in the CDEM Group Plan. The Strategy is scheduled for the 2007/08 financial year. However, in the interim period, the Group has to carry out some education work. It is important that the residents of our Region are alerted about the need to be prepared for an emergency and to be aware of their individual responsibilities

In the last few months, there have been some new initiatives. Other work is on-going.

3. Tsunami Flyer

In January 2005, the Wellington City Council Emergency Management Office (WEMO) involved several organisations (CDEM Group Office, Geological and Nuclear Sciences and communications staff from Wellington City Council and Greater Wellington) in the development of a “tsunami flyer”. This was a timely initiative given the Boxing Day tsunami in Asia, although work was in progress prior to this event. All territorial authorities were also consulted so it was a CDEM Group initiative.

A copy of the flyer is attached. Costs were shared amongst CDEM Group members.

The flyers were distributed to potentially affected areas. Each territorial authority managed the distribution in their own area, by letter box drops, promotional displays etc.

In addition, Masterton District Council, with assistance from the CDEM Group Office, held a successful “emergency services” day in Masterton on 27 February 2005. The main emphasis was tsunami preparedness; hundreds of tsunami information packs were distributed.

4. Television

Rian van Schalkwyk was invited to take part in a TVNZ documentary/debate about civil defence in New Zealand. This was a rare opportunity to inform the community about individual and family preparedness, emergency planning and survival kits. In the past, because of the cost, television has rarely been used as a means to promote community preparedness. The programme ‘Are you Ready?’ was screened on TV One at 8.30pm on 17 April 2005.

Positive feedback was received from the public as well as our emergency management agencies.

5. Print media

The use of print media is ongoing. All authorities use local and daily papers as a means to educate the public, either by responding to requests or through press releases. This is generally on an ad hoc basis, and is often triggered by an event either locally or overseas.

Following the TV One documentary an extensive article on community preparedness was prepared to appear in *Elements*, Greater Wellington’s newsletter which was distributed to all households in the Region on 30 April 2005.

The CDEM Group Education Strategy will be investigating how we could get better value from the media.

In the interim, each CDEM Group member will be managing their interaction with the media.

6. Web sites

Most of the councils in the Wellington Region now display their civil defence emergency management information on their web sites. The sites have links to each other to enable the public to obtain the best possible information for a specific area.

The CDEM Group Office website is operating and we are looking at ways that we can improve the information. This website has proved to be very useful in emergency events, as the Group Office collates information from across the Region.

7. Yellow Pages

One of the traditional homes of civil defence information is the Yellow Pages. The community has a relatively high awareness about the civil defence section of the Yellow Pages.

There are currently four pages covering various aspects of emergency preparedness and response. We promote the Yellow Pages in most of our other publications.

It is intended to retain this section, although the content may change. At present, it is under Greater Wellington's name and logo. It is intended that this will be replaced by the CDEM Group logo.

The annual cost of the information is \$102,000, but Telecom sponsors \$67,000. The residual amount (\$35,000) has been paid by Greater Wellington in the past. However, under the financial arrangements in the CDEM Group Plan, it may be that we consider splitting these costs across Group members in the future.

8. "Are You Prepared" booklet

This was the subject of a report to the CDEM Group in September 2004. It is a free booklet prepared annually by a marketing company, Markat Promotions. It contains advertising material as well as emergency management information and is produced at no cost to us.

The emergency managers of the Region participate in reviewing the material to ensure that relevant and updated information is provided to the public.

Although the booklet is obviously produced at a low cost, feedback has been good from the public. It is evidently widely read.

It is our intention to continue with this publication.

9. Community events

All emergency management officers of the Region participate in community events in their areas. This is through street markets, fairs, agricultural events etc.

Information packs are usually distributed.

An example is the water promotion at Te Papa during Easter 2004. The need to store water in readiness for an emergency was promoted. Ten litre containers for water storage were given away.

10. Public involvement

Emergency management officers, on almost a daily basis, are dealing directly with the public through telephone enquiries and requests. They also frequently address community organisations, eg Rotary Clubs, Lions, church groups etc.

11. Surveys

Surveys to gauge community awareness and preparedness are conducted throughout the Region. This is an area where we can possibly achieve more co-ordination. This will be addressed in the Public Education Strategy as it is important to monitor our effectiveness in reaching the public.

12. Conclusion

There is a lot of education work being conducted in the Region, both as a Group and as individual authorities. This report highlights the significant initiatives.

The preparation of the CDEM Group Education Strategy should provide direction and priorities for this work, as well ways to monitor our progress. Meanwhile, emergency management officers will, where possible and practicable, endeavour to work more closely together on education initiatives.

13. Recommendation

That the CDEM Group:

- 1. endorse the approach outlined in this report.*

Report prepared by:

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Attachment 1: Copy of Tsunami Flyer