

Report **06.595**
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Committee **CDEM Group**
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Update on CDEM Group public education initiatives

1. Purpose

To inform the CDEM Group of 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 hazards and risks and the Act itself (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 outlined in the CDEM Group Plan. The Strategy is scheduled for the 2007/2008 financial year. Public Education is a key area requiring funding under the Proposed Group Budget report (see **Report 06.514**).

In the meantime, the Group is carrying out public education work to alert and inform Wellington Region residents about the need to be prepared for an emergency and their individual responsibilities.

3. Public education initiatives

3.1 The CDEM Group website

The Group website continues to be an important mechanism for getting the civil defence emergency management messages across to the public. The site contains information on risk reduction, readiness, response and recovery in an emergency.

The emergency information section went live for the first time in the 5/6 July 2006 flooding event. This section displayed an overview of the flood event, listed situation reports and provided general information to the media, CDEM agencies and the public. This section received some good feedback over the course of the event and some further work will be undertaken to improve the site further.

3.2 Disaster Awareness Week (8-14 October 2005)

The CDEM Group, in conjunction with the Ministry of Civil Defence Emergency Management (MCDEM), ran a campaign during Disaster Awareness Week (from 8-14 October 2006).

The Wellington CDEM Group Office staff, along with representatives from the MCDEM, Wellington Free Ambulance, NZ Red Cross, NZ Fire Service, Kapiti Coast District Council and Wellington City Council Emergency Management Office gave out brochures, factsheets, drink bottles and 10 litre water containers to morning rush hour commuters at the Wellington Railway Station on Disaster Reduction Day (Wednesday 11 October).

The MCDEM television campaign, '*Get Ready to Get Thru*', provided the basis for this year's campaign and the Wellington CDEM Group supported this message. Peter Elliott, the presenter of the television campaign, and the Minister for Civil Defence, Hon Rick Barker, provided the focal point for media coverage, whilst a number of marked vehicles from the NZ Fire Service, NZ Red Cross and Territorial Authorities provided visual stimulation to attract interest from the commuters.

The Group Office will also used the mobile Group Emergency Operations Centre at North City Plaza later in the day, to distribute household emergency plans, 10 litre water containers and related information to the public on Disaster Reduction Day.

Judging from the positive feedback received from the public at both the Railway Station and North City Plaza, this event will be an important fixture on next year's calendar.

3.3 Yellow Pages

The Yellow Pages information has been updated and remodelled slightly for the 2006/2007 year. The revised format will appear in the books distributed in October 2006.

3.4 Elements

The Greater Wellington publication 'Elements' is published quarterly and over the last year civil defence emergency management has figured quite prominently. Issues profiled include household emergency plans and checklists, how to be prepared for a tsunami, Exercise Phoenix IV in November 2005, and pandemic planning.

We intend to continue the focus on civil defence emergency management in issues to come.

3.5 Are you Prepared? booklet

The 'Are you Prepared?' booklet has been so well received by the public that two print-runs were commissioned this year. This publication is funded by the advertisers featured in the booklet.

3.6 'The Earth Rocks' at Te Papa

The Wellington Region CDEM Group joins The Earthquake Commission and Te Papa in 'The Earth Rocks' - an earthquake-related extravaganza to be held at Te Papa over Labour weekend (21-23 October 2006).

The Earth Rocks is an action-packed, informative, and fun weekend of earthquake-related activities and displays. Visitors will be entertained by 'Cocksy', New Zealand's favourite DIY man and Suzy Cato (children's TV presenter).

Greater Wellington Regional Council, along with Wellington City Council Emergency Management Office and Kapiti Coast District Council will represent the Wellington Region CDEM Group and provide a static display.

Promotional materials will be given away to the public visiting the display, with 10 litre water containers being distributed as part of the drive to encourage the public to store emergency water.

4. Recommendation

That CEG:

- 1. Receive the report; and*
- 2. Note the contents.*

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Group