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Committee CDEM Group  
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Group (CEG)

## Update on CDEM Group Public Education Initiatives

### 1. Purpose

To inform the CDEM Group of new and on-going public education initiatives and to gain the CDEM Group's 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 of 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 been completed and is ready for approval from the CEG (also see *Report 08.633*).

The National Public Education Reference Group has provided feedback on the National Public Education strategy, which is now complete. The Group Public Education Strategy aligns to the National Strategy, supporting the "Get Ready, Get Thru" campaign. This will enable the Group to effectively utilize national resources to successfully educate our communities in emergency preparedness.

### 3. Public Education Initiatives

#### 3.1 Disaster Awareness Week (6-12 October 2008)

Disaster Awareness Week (second week of every October) is acknowledged nationally each year. The CDEM Group, in conjunction with the Ministry of Civil Defence Emergency Management (MCDEM) supported this campaign with a Wellington CDEM Group activity and local initiatives.

The objective of Disaster Awareness Week was to raise the public's awareness of hazards in the Wellington Region, the impacts of these hazards on

communities and the need for people to adopt necessary preparedness behaviours.

Previous campaigns and public information promotions have focused on household emergency planning and business continuity planning but this year's campaign fills a gap identified by our Public Education Group, emphasising the need for personal planning at the workplace.

This event was again held at the Wellington Railway Station and in addition, it also ran from Wairarapa Railway Stations to ensure better coverage of the greater Wellington area. It was held on International Disaster Reduction Day (Wednesday, 8 October) and involved giving out "information packs" to commuters between 7am-9am. Six thousand bags were given out last year with all being distributed well before the 9am deadline. This year we have increased the amount to 8000 to meet the demand, but still fell short.

Each information pack contained:

- Household Plan & Checklist
- Household Emergency Planning fact sheet
- Are you prepared booklet?
- Small fact sheet with information on survival items in the workplace.
- Pen with pull out banner emphasising the need for workplace preparedness
- Get Ready Get Thru Booklet.

This event is supported by all the local authorities of the region, Ministry of CDEM, NZ Fire Service, Red Cross, Wellington Free Ambulance and Search and Rescue Response Teams.

### **3.2 Will your business survive a shake up?**

This fact sheet was developed to provide an emergency planning guide for businesses.

It covers information about the impacts of disasters on organisations/businesses, estimates on the expected time frames for lifelines utility services restoration and how the loss of lifelines utility services could affect businesses and organisations.

A business preparedness checklist is included with the fact sheet to encourage planning and preparedness in the workplace with emphasis on business continuity planning.

### **3.3 Household Emergency Planning**

This new fact sheet explains why a household emergency plan is an essential part of being prepared for an emergency. It is designed to extend on and work in conjunction with the household plan and checklist previously produced. Special emphasis is placed on communication within families, household evacuation planning and planning for people with special needs.

### **3.4 Emergency Disposal of Sewage**

This new fact sheet provides specific information to help plan for a sewage system shut down and to set up a temporary toilet facility. It was produced in response to findings from a Working Group established to identify issues surrounding disposal of sewage and provides additional information for apartment dwellers and hoteliers.

### **3.5 The Earth Rocks**

The Earth Rocks is a biennial event presented by Te Papa in conjunction with founding sponsor EQC (Earthquake Commission) and other agencies such as GNS Science, the Wellington CDEM Group, NZ Police, NZ Fire Service, Urban Search and Rescue teams and Westpac Rescue Helicopter.

The event ran over the 3 days of Labour weekend (25, 26 & 27 October). The Wellington CDEM Group, in conjunction with the Ministry of CDEM, supported the civil defence emergency management display giving out emergency awareness and preparedness information and emergency water containers and advising the public on all emergency management related matters.

About 20,000 people visited our displays during the 'Earth Rocks' weekend.

## **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 authorities. This report outlines new significant initiatives.

## **5. Recommendations**

*That the CDEM Group:*

- 1. receives the report; and*
- 2. notes the content of the report.*

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