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Committee CDEM Group
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Update on CDEM Group public education initiatives

1. Purpose

To inform the Group about new and ongoing public education initiatives.

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.

The CDEM Group recognised the importance of public education by preparing a CDEM Group Public Education Strategy. The public education initiatives outlined in this report are carried out according to the Strategy.

3. Public Education Initiatives

3.1 Disaster Awareness Week (12 -18 October 2009)

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

This year the focus was on crucial retail, such as supermarkets and the Warehouse as the public are likely to purchase their survival items from these outlets. During the planning process for Disaster Awareness Week, the Public Education Group felt that one week wasn't enough to get the desired impact, so this year the promotion ran over the entire month of October.

A set of four different posters were developed. These aligned with the specific survival items detailed below:

Week 1(1-10) Water/Water Containers

Week 2 (11-17) Food/ pets

Week 3 (18-24) Radio/torch/batteries/light sticks

Week 4 (25-31) First-aid/baby products/hygiene products.

A fifth poster was also developed. This encompassed all the survival items above and was used more as a generic preparedness message.

Each of the territorial authorities was required to contact the crucial businesses in their areas and make individual arrangements as to their level of participation. This had been aided by MCDEM who negotiated with both New World and the Warehouse to take part in DAW.

The Group Office developed a small preparedness online questionnaire and encouraged all Wellington residents to complete this via the *Our Region* publication. Every person who completed the survey went into a draw to win one of four prize packs which include some survival items.

3.2 Future developments

The Public Education Group is currently working on the following initiatives:

1. **Developing a set of four pull-up banners.** These will have four themes – personal preparedness at home, personal preparedness at work, business preparedness, storing emergency water and emergency household planning. This resource will be available for all local authorities to use early next year.
2. **Personal preparedness booklet.** This is a ‘one-stop-shop’ for preparedness information. This booklet includes information about the region’s hazards and provides all the information on how to get prepared for an emergency. The personal preparedness booklet will be able to be used by all local authorities across the region. This resource will be available early next year.
3. **Risklands game.** This is a game that was initially developed by the United Nations. It is similar to snakes and ladders and aids children in learning about hazards. This will be developed with help from MCDEM, and will hopefully be available next year.

4. Conclusion

Public education continues to be a priority for the Wellington Region with focus on identifying the current gaps and developing the appropriate resources that can be utilised across the region.

5. Recommendations

That the CDEM Group:

1. *Receives the report.*
2. *Notes the content of the report.*

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