

Report **04.576**
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Committee **CDEM Group**
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Emergency Planning Guide

1. Purpose

To inform the Group about the development and marketing of the “Are You Prepared” emergency planning guide.

2. Background

In general there are scarce resources available for complex marketing and communication activities, such as this planning guide.

It is essential that we continue to educate our communities to be better prepared for emergencies. It is mainly through public education and public information that we aim to achieve more resilient communities.

Markat Promotions of Christchurch recently (June 2004) offered our Region the opportunity to proactively market hazard and emergency management information in a fully sponsored booklet called “Are You Prepared – An Emergency Planning Guide”. The decision about whether or not to proceed had to be made quickly. The emergency management officers of the Region agreed to do so at a meeting held on 20 June 2004. The forty-page booklet is funded through advertising and is produced at no cost to us.

The forty-page booklet contains valuable information and checklists on how to be better prepared for emergencies.

Eight thousand of the booklets were made available to our Civil Defence Emergency Management Group Office.

3. Communications

The booklets are now being distributed throughout the Region through the emergency management officers.

4. Comment

We acknowledge that the quality of these free booklets is not high. However, they are a very cost-effective way of getting the preparedness message across to the general public. The feeling of the civil defence officers was that it is appropriate to grasp every opportunity we can get to disseminate information.

5. Recommendation

That the report be received and the contents noted.

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