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Committee Co-ordinating Executive Group
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Update on CDEM Group public education initiatives

1. Purpose

To provide an update on new and on-going 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 and 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 started and is due for completion by 30 June 2008.

The National Public Education Reference Group continues to provide feedback on the draft National strategy and has continued to build on the mass media programme of “Get Ready, Get Thru”. We are currently developing the Group Public Education Strategy which will be aligned to the National Strategy. This will enable the Group to effectively utilize national resources to successfully change the behaviour of our communities.

3. Public education initiatives

3.1 Yellow Pages

The Wairarapa Yellow Pages was completely remodelled (to be consistent with Wellington Yellow Pages) to incorporate the Household Emergency Plan, and now encompasses the four Rs, Reduction, Readiness, Response and Recovery. These changes will feature in the 2008/2009 Yellow Pages.

3.2 'Our Region' (formerly known as *Elements*)

The Greater Wellington publication 'Our Region' is distributed quarterly and CDEM continues to contribute to each edition. The last two editions included preparedness information across multiple hazards.

We intend to continue the focus on CDEM in issues to come, with the next issue focusing on what you can do during a significant power outage, as the potential for power outages due to a reduced supply has been discussed in the media recently.

3.3 'Are you Prepared?' booklet

The 'Are you Prepared?' booklet continues to be well received by the public and has continued to be funded by the advertisers featured in the booklet.

A reprint of 10,000 was commissioned in January 2008, and was delivered in early February 2008.

3.4 Household Emergency Plans

The household emergency plans continue to be very successful and provided the basis for the Household Emergency Plan and Checklist produced by the Ministry of Civil Defence and Emergency Management.

3.5 Hazard Fact Sheets

The collection of Hazard Fact sheets continue to be reviewed and updated when a reprint is required. The Storing Emergency Water fact sheet has been re-branded as a Wellington Region Civil Defence and Emergency Management Group publication. We are also in the process of developing a Household Emergency Planning fact sheet and have recently developed and printed a Business Preparedness fact sheet, which have also been branded as a Group publication.

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 territorial authorities. This report highlights the significant initiatives.

The Group Public Education Strategy is going to provide direction for the next three years which will enable both the Group and local authorities to continue to develop and administer more effective ways that enable the public to be more informed and prepared.

5. Recommendations

That the CEG:

- 1. receives the report; and*
- 2. notes the contents.*

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