

Attachment 1

Wellington Region Civil Defence Emergency Management Group

Public Education Strategy

July 2008 – June 2011

Note: The Wellington Region CDEM Group Public Education Strategy should be read in conjunction with the Wellington Region Civil Defence Emergency Management (CDEM) Group Plan 2005.



Hutt City Council
Porirua City Council
Upper Hutt City Council
Wellington City Council
Carterton District Council
Masterton District Council
Kapiti Coast District Council
South Wairarapa District Council
Greater Wellington Regional Council

Contents

1.	Introduction	1
2.	Public Education in Context	1
3.	Issues	1
4.	Duration of the Plan and Plan Audit	2
5.	Key Messages	2
6.	Aim and Objectives	3
7.	Current Levels of Preparedness and Future Goals	3
8.	Responsibility for Delivery	4
9.	Target Audience	4
10.	Communication of Messages	5
10.1	Commercial Media	5
10.2	Other	5
11.	Opportunities	6
11.1	Radio and Television	6
11.2	Daily Newspapers	6
11.3	Community Newspapers	6
11.4	Internal Publications	7
11.5	Schools	7
11.6	Tertiary Institutions	8
11.7	Websites	8
11.8	Presentations/Public Displays	8
11.9	Publications	9
12.	Group Public Education Resources	9
12.1	Fact sheets based on key messages:	9
12.2	Scenario Cards	9
12.3	Generic hazard fact sheets	9
12.4	Area specific fact sheets	10
12.5	Additional resources	10
12.6	MCDEM public education resources	11
12.7	Earthquake Commission public education resources	11
12.8	Territorial Authorities public education resources	11
13.	Group Programme 2008-2009.	12
14.	Costs	15
Appendix 1:	National Key Messages (developed by MCDEM).	16
Appendix 2:	Research Results for Territorial Authorities	19
Appendix 3:	Other Resources Available From Territorial Authorities	20

6. Introduction

This strategy provides guidance to local authorities in the Wellington region on what messages should be given out in regard to civil defence and emergency management over the next three years. The strategy is designed to complement and build upon the *Get Ready, Get Thru* advertisement campaign and *What's the Plan Stan* education programme, which are both driven at a national level by the Ministry of Civil Defence and Emergency Management (MCDEM), and work carried out locally by territorial authorities.

This strategy has been developed to meet the requirements outlined in the Wellington Region Civil Defence Emergency Management (CDEM) Group Plan, 2005 s19.

7. Public Education in Context

The role of public education is to:

- (a) Keep communities in the Wellington region alert to the need to be prepared for the wide range of emergency events (whether declared or not) that may impact on themselves and their communities.
- (b) Reinforce key messages to communities in the Wellington region emphasising the need to build individual/family and community resilience through:
 - Knowledge of the regional hazardscape and the potential impacts and consequences of hazards
 - Individual/household/business preparedness.
- (c) Motivate citizens to become involved and active in their local CDEM organisation (e.g. as volunteers).

8. Issues

The following issues and factors have been considered in producing this strategy:

- Existing and future resources available to be committed to public education across all CDEM stakeholders is limited and variable.
- National and regional surveys have highlighted a lack of personal responsibility towards preparedness.
- National and regional surveys show that a high level of complacency exists towards risk and that this converts into a lack of action in regard to preparedness
- Those in lower socio-economic demographic groups and special interest groups are likely to have a decreased ability or capacity to be prepared for a major disaster affecting them

- The Wellington Region has a large number of hazards as part of its hazardscape.

9. Duration of the Plan and Plan Audit

This plan is effective from 1 July 2008 following approval from the Wellington Region CDEM Group and Co-ordinating Executive Group (CEG).

This plan will be subject to a written audit three years from commencement. However, it can be amended at any time.

10. Key Messages

The key messages to be driven by this strategy are:

- The Wellington region is at risk from a variety of different hazards both natural and man made, which could have a major impact should they occur. It is important that the public are aware of the potential hazards so that they can understand the risks they face.
- All individuals and households need to be able to cope for at least three days during an emergency. To be fully prepared, individuals and households need to store emergency water, have a household emergency plan and other survival items (such as food).
- Businesses need to take actions to be resilient in the event of an emergency.

Appendix 1 contains details of the national key messages produced by MCDEM, which need to be considered when developing messages for the public at both regional and local level.

11. Aim and Objectives

The aim of the Wellington Region CDEM Group Public Education Strategy is:

The communities of the Wellington Region are resilient.

To achieve the above aim, the Wellington Region CDEM Group Public Education Strategy objectives are to:

- Maximise the benefits from nationally conducted public education programmes e.g. 'Get Ready, Get Thru' campaign.
- Target communities in the Wellington Region using the widest range of mediums possible, but within budget constraints.
- Provide all local authority (CDEM) staff with knowledge of this strategy and the key messages within it.
- Encourage staff across all agencies to maximise opportunities to get key messages out into the community.
- Make positive use of Disaster Awareness Week (approximately second week in October).
- Encourage school participation in the 'What's the Plan Stan?' programme.
- Approach local media to assist, wherever possible in delivering the message as a community service, at no cost.

12. Current Levels of Preparedness and Future Goals

Research undertaken in 2007¹ showed that only 30 percent of residents are *fully* prepared for an emergency with stored emergency water, emergency food supplies, other survival items and a household emergency plan.

More specifically, 72 percent have emergency food supplies, 71 percent have stored emergency water, 74 percent have other survival items and 38 percent have a household emergency plan.

To measure the success of the Wellington Region CDEM Groups Public Education Strategy the Group has set goals for 2011.

¹ Research was conducted by Peter Glen Research. For the full report on the findings contact the Wellington region CDEM Group Office.

These goals are:

- At least 50 percent of residents in the Wellington region are *fully* prepared for an emergency with stored emergency water, emergency food supplies, other survival items and a household emergency plan.
- At least 75 percent of residents have stored emergency water, emergency food supplies and other survival items.
- At least 50 percent of residents have a household emergency plan.

A table showing the results for each territorial authority for each of the goals is included in Appendix 2. For the Group to attain the goals by 2011, all territorial authorities should aim to increase their current levels of public education.

The initial effectiveness of the Wellington Region CDEM Group Public Education Strategy will be assessed by research that will be conducted in May 2009. From the results of the research the 2010 – 2011 programme will be developed to address any shortfalls or areas of concern.

The overall success of the Strategy will be determined by research conducted in May 2011.

13. Responsibility for Delivery

The activities identified in the strategy will be delivered by the designated CDEM staff in each authority, working in conjunction with the CDEM Group Office.

14. Target Audience

As the entire Wellington region could be affected by an emergency event, a high level of awareness and preparedness is expected across all sections of the community.

Certain demographic groups have been identified as the target audience for this particular strategy. These are:

- Individuals and families
- School children (as a means of reaching families)
- Special interest groups - groups that could be more reliant on community support/social services, e.g. rest homes, disabled person groups, elderly and those who support them
- Ethnic groups including (but not exclusively) Māori, Pacific Islanders and Asians
- Business/commercial organisations including tourism sector
- Lower socio-economic communities/groups.

15. Communication of Messages

There are a variety of media that can be used to get preparedness messages into the public arena. This section outlines the most common methods.

15.1 Commercial Media

- Radio**
 - *Radio Network* - incorporating Classic Hits, Newstalk, ZM, Radio Hauraki, and Radio Sport.
 - *Radio Works* - incorporating More FM, The Edge, The Rock, Solid Gold and Radio Live.
- Television**
 - TVNZ, TV3.
- Newspapers**
 - The Dominion Post.
 - Wairarapa Times Age
- Community Newspapers**
 - Hutt News, Upper Hutt Leader, The Wellingtonian, Kapi-Mana News, Kapiti Observer, Wairarapa News.
- Internal Publications**
 - Our Region (Greater Wellingtons household newspaper).

15.2 Other

- Schools**
 - All primary, intermediate and colleges.
- Tertiary Institutions**
 - Victoria University of Wellington, Massey University, Wellington Institute of Technology, and Open Polytechnic.
- Websites**
 - The Wellington Region CDEM Group website and territorial authority websites.
- Presentations**
 - Community/business group presentations.
- Public Displays**
 - Library/community events.
- Resources**
 - Fact sheets, pamphlets, booklets, posters, stickers, fridge magnets.

16. Opportunities

Messages should be non-technical and innovative so as to engage the public and at the same time reinforce key messages. They should have relevance to the local audience.

16.1 Radio and Television

- All opportunities should be taken to provide media releases and undertake interviews. They are free and offer a good opportunity for wide distribution/coverage.
- CDEM staff should be seen as experts in their area and utilise opportunities such as overseas disasters to create a story giving some local context.
- Relationships should be encouraged/maintained with reporters and management within these mediums for the mutual benefits of both parties.
- Advertising campaigns should be undertaken where resources are available.

16.2 Daily Newspapers

Newspapers are a well read and distributed resource within the Wellington region. Advertisements can be costly and their benefits should be closely monitored to ensure best value for the cost involved. It is very important to build and maintain relationships with the editorial staff.

Opportunities to consider include:

- Coverage of local CDEM initiatives, research/planning activities.
- Opportunities from stories dealing with emergency events and disasters from elsewhere within New Zealand or internationally.
- Focus stories leading up to Disaster Awareness week.
- National interest stories or political announcements in CDEM field.
- Profiling key staff appointments with CDEM in the Wellington region along with their roles and responsibilities.

16.3 Community Newspapers

Community newspapers are a key medium as they are distributed to each household and draw on organisations such as CDEM for input and interest stories. As community newspapers are directly relevant to a geographically identifiable community, they are an ideal medium for spreading targeted messages.

Opportunities to consider include:

- Regular columns within community newspapers.
- Civil defence hints and “real life” stories, such as marking the anniversary of significant events and recognising local associations with them.
- Encouragement for volunteers for civil defence roles locally.

16.4 Internal Publications

Full use should be made of publications generated by the various local authorities. Internal publications allow control over content and direction of messages to the audience and the timing of their delivery.

The key objectives in this medium are to:

- Maintain staff focus on spreading the key CDEM messages
- Strongly identify each council with its CDEM role and capacity
- Maintain/increase the identity of staff involved in CDEM
- Provide good level of knowledge on local hazards.
- Promote staff personal preparedness

16.5 Schools

The ‘*What’s the Plan Stan?*’ programme has been distributed to all schools in the Wellington region and is targeted at Years One to Nine. The emphasis of the programme is on individual and group preparedness for a disaster.

At a regional level, the focus should be on supporting participation within schools in the Wellington region. This can be achieved by Wellington Region CDEM Group Office staff undertaking the following:

- Maintaining strong positive relationships with CDEM staff responsible for public education employed within local authorities.
- Ensuring adequate resources are in place to support programme.
- When required, engaging in programme activities to help support and drive programme.
- Having a good level of knowledge of programme.
- Maintaining good relationships with the wider education community.

16.6 Tertiary Institutions

At a regional level, the focus should be on supporting Territorial Authorities' efforts at tertiary institutions in the Wellington region. This can be achieved by Wellington Region CDEM Group Office staff undertaking the following:

- Maintaining positive interaction and maintaining relationships with staff at tertiary institutions.
- When required, delivering messages to, and interacting with, the student population to get the key messages across at a level the students are able to relate to and feel empowered to act upon.

16.7 Websites

The Wellington CDEM Group will ensure that the website (www.wrcdemg.govt.nz) has up-to-date information for the public to view and use at all times. This website will provide links to each of the Territorial Authorities' emergency management web pages and also links to the MCDEM website.

As a minimum, there should be a reference to the key messages outlined in this strategy on all local authority websites. Wherever possible, the CDEM section of the website will provide the following:

- Risk of an earthquake, flooding and other hazards in their area
- Information relating to preparedness and actions to be taken
- Tasks that can be undertaken for a civil defence type disaster in general
- Information relating to the CDEM structure and organisation within their area including the location of strategic facilities, key personnel and contact details for further information.

16.8 Presentations/Public Displays

Community and service groups are a ready audience for "public service" type messages and are also an important part of a resilient community.

During Disaster Awareness Week the Wellington CDEM Group Office will co-ordinate an activity relating to the chosen theme, in co operation with all territorial authorities and other agencies.

A public display across the territorial authorities is to be made to coincide with Disaster Awareness week. The content of such a display will be left to the discretion of the particular territorial authority. Venues such as libraries, local authority office foyers, information centres, swimming pools, etc should be utilised wherever possible for the displays.

From time to time the Group Office may provide public displays for regional events. Examples of this include Earth Rocks at Te Papa which occurs every two years over Labour Weekend.

16.9 Publications

The Wellington CDEM Group has a variety of publications. These include hazard fact sheets, detailed information about the different aspects of being prepared, scenario cards, other booklets, pamphlets and other materials. Further brochures and fact sheets will be produced as required.

A list of these publications is available in section 12. The group programme (see section 13) identifies any new publications that are likely to be developed in the next two years.

17. Group Public Education Resources

17.1 Fact sheets based on key messages:

The following fact sheets provide detailed information on how to prepare for an emergency.

- Storing Emergency Water.
- Will Your Business Survive a Shake Up? – A planning guide for emergencies.
- Household Emergency planning.

17.2 Scenario Cards

The following scenario cards outline the possible consequences of each of the events listed below. The scenario cards are about making the effects of an event more personal, so that individuals and households can get an idea of what to expect.

- Earthquake/ Tsunami (Distant Source)
- Flooding/ Storm
- Pandemic/ Landslides

17.3 Generic hazard fact sheets

The hazard fact sheets provide general information on each of the hazards listed below.

- Natural and human-made hazards
- Earthquake Hazard
- Flooding Hazard
- Climate Change Hazard
- Tsunami Hazard
- Landslide Hazard
- Meteorological Hazard

- Wildfire Hazard
- Petroleum Hazard
- Hazardous Substances

17.4 Area specific fact sheets

The hazard fact sheets provide specific hazard information for each of the areas and hazards listed below.

- Earthquake Hazard – Hutt Valley
- Earthquake Hazard – Porirua
- Earthquake Hazard – Kapiti
- Earthquake Hazard – Wellington
- Flooding Hazard – Hutt Valley
- Flooding Hazard - Kapiti
- Flooding Hazard – Wairarapa
- Coastal Hazards – Wairarapa
- Combined Earthquake Hazard Map – Hutt Valley
- Combined Earthquake Hazard Map – Porirua
- Combined Earthquake Hazard Map – Kapiti
- Combined Earthquake Hazard Map – Wellington

17.5 Additional resources

Below is a variety of additional resources which are both public education and promotional materials.

- Be Prepared booklets
- Household Emergency Plan and Checklist
- Fridge Magnet – “My family will survive a disaster..will yours?”
- Wellington Region CDEM Group branded bags
- Wellington Region CDEM Group branded balloons
- Are You Ready? - Posters

17.6 MCDEM public education resources

- Get Ready Get Thru brochure
- Household Planning Checklist

For more information please contact Adrian Prowse at MCDEM on 04 379 0294 or Adrian.prowse@dia.govt.nz

17.7 Earthquake Commission public education resources

- Set of three pull up stands – Earthquakes, Volcanoes, Landslides and Tsunamis and Earthquake Commission.
- Quake safe your home
- On the Edge.

For more information please contact Falyn Edlin at EQC, 04 978 6403 or ftedlin@eqc.govt.nz

17.8 Territorial Authorities public education resources

A list of information resources available from some territorial authorities is included in Appendix 3.

18. Group Programme 2008-2009.

Included below is the Wellington Region Civil Defence and Emergency Management Group Public Education Programme for the period July 2008 – December 2009. This programme identifies both national and regional activities. To ensure the success of this strategy, all territorial authorities should attempt to align with this programme when possible.

Wellington Region CDEM Group Public Education Programme

July 2008 – December 2009

Date	Group Activities	National Activities
July 08	<p>Group arrange for business fact sheets to be sent to each of the territorial authorities for distribution to local businesses.</p> <p>Household Planning fact sheet available.</p> <p>Wellington Yellow Pages finalised and signed off for print.</p> <p>Development of Group Sewage Disposal Fact Sheets and Seminars.</p>	<p>Build up and promotion of Disaster Awareness Week activities.</p> <p>Follow up Te Reo schools resource – <i>What's the Plan Stan?</i> (Meetings and workshops)</p> <p>Results of research reviewed and shared with sector.</p>
August 08		Follow up Te Reo schools resource – <i>What's the Plan Stan?</i>
September 08	Our Region (Greater Wellington's household newspaper) is published.	<p>Follow up Te Reo schools resource – <i>What's the Plan Stan?</i></p> <p>Impact newsletter mailed out</p>
October 08	<p>Disaster Awareness Week (6 -12th October) Group Event.</p> <p>Earth Rocks at Te Papa</p>	<p>National advertising – television and radio.</p> <p>National outlet promotions through CDEM Groups.</p> <p>National Media/PR opportunities.</p>
November 08	Development of initiatives for Tsunami Evacuation.	

December 08	Our Region (Greater Wellington's household newspaper) is published.	'Get ready Get Thru' advertising – television and radio.
January 09		Impact newsletter mailed out. 'Get Ready, Get Thru' advertising – television, radio.
February 09	Wairarapa Yellow Pages signed off and ready for print.	
March 09	Our Region (Greater Wellington's household newspaper) is published.	'Get Ready, Get Thru' advertising – television and radio. Information on Disaster Awareness week sent out. Impact newsletter mailed out
April 09	Possible display stand at Te Papa showcasing Emergency Management. Development of Group Tsunami Evacuation Fact Sheets and other materials.	
May 09	Conduct research to assess effectiveness of strategy.	'Get Ready, Get Thru' brochure reprint – print orders coordinated and copies distributed by June.
June 09	Our Region (Greater Wellington's household newspaper) is published.	'Get Ready, Get Thru' advertising – television and radio. Launch of updated schools resource – <i>What's the Plan Stan?</i> Impact newsletter mailed out

July 09	Wellington Yellow Pages finalised and signed off for print. Group Tsunami Evacuation Fact Sheets available for use.	Results of research reviewed and shared with sector. Follow up on release of schools resource – workshops, meetings. Build up and promotion of Disaster Awareness Week activities.
August 09		Follow up on release of schools resource – workshops, meetings.
September 09	Our Region (Greater Wellington's household newspaper) is published.	Impact newsletter mailed out
October 09	Disaster Awareness Week (5 - 10th October) Group Event.	'Get Ready, Get Thru' advertising – television and radio. Disaster Awareness Week.
November 09		
December 09	Our Region (Greater Wellington's household newspaper) is published.	'Get Ready, Get Thru' advertising – television and radio.

19. Costs

Unless a Special Public Education project is undertaken jointly by local authorities, the costs will lie where they fall. This policy is in line with other commitments incurred within the Wellington Region CDEM Group Plan.

Appendix 1: National Key Messages (developed by MCDEM).

Taken directly from MCDEM website www.civildefence.govt.nz – 21 May 2008

Disasters happen, quickly, and without compassion. We can't prevent them, but there are steps we can take to reduce the impact and be better prepared to recover quickly.

Flooding is the most frequent and damaging hazard in New Zealand and the number one cause of declared civil defence emergencies. Besides floods and storms, we have a range of other hazards here in New Zealand that we need to be prepared for - earthquakes, volcanic eruptions and tsunami.

While volcanic eruptions are potentially the most underrated hazard in NZ, earthquakes can be the most damaging. One of the more significant disaster scenarios is a major earthquake on either the Alpine or Wellington faults. One regional study in Wellington gives the estimated impact as 657 fatalities for a daytime event, with 137 if at night. EQC estimates its claims settlements for residential homes alone following a large earthquake would total up to NZ\$6.8 billion.

Infrastructure. In addition to natural hazards, technological development has created new hazards and risks. Reliance on lifeline utilities (power, gas, water, sewerage, communications and transport systems) leads to greater vulnerability in the event of their failure. Add to this the new threats posed by hazardous substances and introduced organisms and terrorism and we have a range of hazards that can have a significant impact on our lives.

Don't think if, think when. The risks posed by New Zealand's natural hazards are a fact of life. Important that all New Zealanders know what to do before they have to do it to look after themselves and their loved ones.

You could be on your own for 3 days, maybe more. In a major event while people can rely on emergency services and civil defence to do their job, the reality is that this demand is likely to be overwhelming for all agencies in the immediate aftermath of an event. It could be up to three days before essential services such as water, power and telecommunications are restored, and damaged infrastructure (roads, rail, bridges) repaired. This is when individuals and communities are most vulnerable and it is essential that they plan to be able to look after themselves for at least three days.

You can take some simple steps to be better prepared to reduce the impact of disasters when they happen. All individuals/families need to act now to protect loved ones/homes/community.

- Day time event – families are likely to be separated- mum and dad at work/kids at school/daycare. Telecommunications likely to be affected.
- Develop a household emergency plan
- An emergency survival kit is a must contain –

food and water for at least 3 days, radios, torches, batteries, alternative cooking if power and gas is disrupted, emergency clothing, and essential medicines/first aid kit supplies for babies.

- A Getaway Kit if you need to be evacuated

- Know how to respond. This information is available in the Yellow Pages in the phone book which is in every home
- Know the civil defence warning siren when you hear it.
- Know how to help others - being a good neighbour/people with special needs on the street/those who need support/treating the injured – first aid
- Your local council is responsible for the management of Civil Defence.

Be prepared at work

- Businesses are likely to have to look after their staff
- Business continuity and emergency plans at an industry level

If you are on the road, have a commuter kit. Most motorists are unprepared though they could potentially spend a long period stranded in a vehicle.

- In an earthquake pull over to the side of the road when safe to do so and stop
- Stay in vehicle or transport
- Check battery radio/car radio: Torch: Water and snack food: Essential medicines, Waterproof clothing/flat shoes

So what does it mean for me and my family. All New Zealanders need to know about the specific hazards in their community and how to respond. They can get information from their local Council on the hazards and what planning is in place to deal with the hazard.

Plan to get back to normal. Recovery preplanning - necessary to consider before disaster strikes. Ensure insurance is kept up to date/that important documents can easily be gathered if you have to evacuate

Who/what is civil defence. Correcting the myths

- There isn't an army of dedicated civil defence people trained, equipped and waiting to be deployed in an emergency
- Civil defence is the coordinated response to a major event which involves the emergency services such as Police, Fire and ambulance, possibly Defence forces, working with the local authorities' civil defence staff (and volunteers) to respond.
- Civil defence is only activated when an event is beyond the capability of Police or Fire to deal with on their own and where a coordinated response is called for. eg- February 2004/Bay of Plenty floods.

The new CDEM Act 2002. What's different. The formation of 16 regional CDEM Groups to:

- Better coordinate across the whole spectrum of reducing the risk, being prepared for, responding to, and recovering from.
- Better pre- planning and coordination between civil defence, emergency services and key lifeline utilities such as power/water/telecommunications/transport.
- Required that a CDEM Group Plan is prepared identifying hazards and what is being done to deal with the hazards.

- And this plan must be consulted on with the community. So people have an opportunity here to be involved in the process.

Appendix 2: Research Results for Territorial Authorities

	Kapiti %	Porirua %	Wellington %	Lower Hutt %	Upper Hutt %	Wairarapa %
Fully prepared	33	22	30	28	35	33
Stored Water	85	65	69	71	69	69
Stored Food	88	67	68	74	66	79
Household Plan	38	32	40	38	39	39
Other Supplies	79	79	74	72	71	74

Source: Peter Glen Research 2007.

Fully Prepared: Residents interviewed reported as having stored emergency water, emergency food supplies, a household emergency plan and other survival items.

Stored Emergency Water Supplies: residents interviewed reported having stored emergency water supplies. The amount stored was not provided, just whether any had been stored.

Stored Emergency Food Supplies: residents interviewed reported having stored emergency food supplies. The amount stored was not provided, just whether any had been stored.

Household Emergency Plan: residents interviewed reported they have a household emergency plan. This plan could be verbal or in written form.

Stored Other Supplies: residents interviewed reported have stored other supplies. Such supplies might include torches, matches and first aid kits.

Appendix 3: Other Resources Available From Territorial Authorities

Kapiti Coast District Council Public Education Resources

- **School Evacuation Exercise:**
The purpose of this exercise is to establish the number of children a school needs to provide for in the event of an emergency where children may be left at school for an indefinable amount of time. It also puts emphasis on the importance of parents regularly updating their emergency contact details and increases teachers' awareness of their responsibilities towards the children in their care.
- **CD Primary School Competition:**
This event is linked to "What's the Plan Stan?" and involves copying and distributing entries for children to complete at home therefore instigating discussion within families.
- **Seismic Restraint Project:**
The KCDC provides free installation and advice to all residents for the installation of furniture restraints in their homes.
- **Staff Survival Items Project:**
All staff have been provided with survival bags and a limited amount of survival items and encouraged to add their personal survival items to enable them to stay at work or return home during a disaster. This is an extension of Business Continuity Planning.
- **Other available resources:**
 - Primary School PowerPoint presentation on emergency preparedness
 - Non council vehicle signs (for contractor use)
 - Flip Charts
 - Generic Plans for schools and rest homes

Wellington City Council Emergency Management Office Public Education Resources

- **Public Education role/person**
The Wellington City Council the Emergency Management Office provides planning, disaster management and education services, to enable the people of Wellington to prepare for, respond to and recover from mass emergency or disaster impact.

The Public Education Manager (full-time role) is responsible for the delivery of emergency management education to schools, business, organisations (both public and private), and residents within the Wellington city area and where appropriate assist in the training of WEMO volunteers.
- **Business Exercises (practical and tabletop)**
- **School Civil Defence Emergency Days / Scenarios**

The purpose of the Civil Defence Emergency Days / Scenarios is to educate the teachers and students about emergencies and disasters through practical hands-on experiences.

- **School/Early Childhood Education Service Evacuation Exercises**
The purpose of the school/early childhood education service evacuation exercise is to:
 - ensure the evacuation procedures are purposeful and efficient
 - familiarise staff, students and parents with the evacuation procedures, and
 - emphasise the importance of providing the school/early childhood education service with the names and contact details of several people authorised to collect their children from the school in the event of an emergency.

Schools/early childhood education services are invited to discuss the different models that could be used to minimise 'trauma' for children who are collected/not collected from the education service by the adults authorised to collect them.

- **Flipcharts – detailing emergency procedures for schools and early childhood centres**
- **Business Emergency Planning Guide**
- **Be Ready for an Emergency booklet**
- **Be Ready Home Survival Planner brochure (English)**
- **Be Ready Home Survival Planner/Kia mataara (He Pukapuka Awhina mo te Wa o te Parekura) brochure (Maori version)**
- **Emergency Planning Guide for Childcare Centres (being revised to include schools, etc and should be available at the end of 2008)**
- **Coping with children's reactions to earthquakes and other disasters booklet**
- **PowerPoint presentations on emergency preparedness**
- **Posters/fliers (currently being developed for display stands – will be available at the end of 2008)**

Hutt Valley Emergency Management Office Public Education Resources

- **Readynet**
Network which provides templates that guide the assembly and storage of relevant information to create an individual Emergency Preparedness plan. Available at no cost to fixed and group sites throughout the Hutt Valley region.

- **Community Project**
 Programme to work with the Hutt Valley Community Development teams to identify and develop networks with groups and organisations. Emergency Preparedness advice targeted through presentations, involvement in Community Forums, up-skilling organisations – train the trainer, registration with Readynet. Community groups include Neighbourhood Support, Special Needs and Disability, Aged Care, Maori and Pacific Island Organisations and Refugees and Migrants.
- **Staff Induction**
 New staff member to council is greeted with welcome email from HVEMO team promoting the necessity of being prepared in the home and how they can be involved in Emergency Management from within a council role. Visit made to individual within one month who are then supplied with survival bags, (work in progress) Emergency Preparedness Guide and Household Plan.
- **Secondary School Training**
 A programme developed in 1978 whereby the Hutt City Council and local secondary schools joined forces to teach students general rescue skills and emergency preparedness. Training and assessment is in accordance with Unit Standard Assessment 20473. The programme culminates in the awarding of the Rescue Challenge Shield to the winning team.
- **Welfare Exercise**
 Annual event that has the aim of testing welfare response systems and procedures. Volunteer evacuees are used (170 in 2007) and HVEMO takes the opportunity to raise the awareness of the importance household emergency plans and preparedness plays in an actual emergency event.
- **Evacuation Exercise (revised resource – completion date mid 2008)**
 Proposed evacuation of Summerset Retirement Village. Evacuating those residents in the Summerset complex who are living independently in villas and working with them on their own emergency preparedness and household planning.
- **Public Display Unit**
 Ground floor display panel located just outside the emergency management office that is used to inform public of varying emergency preparedness messages.
- **Other available resources:**
 - Customised PowerPoint Presentations on emergency preparedness
 - Large Display Boards – Velcro receptive material
 - Large Display Stand Signage - Advertising emergency preparedness messages
 - Flip Chart – A3
 - HVEMO Emergency Operations Centre available for tours on request
- **Expo**
 Council-wide event promoting council services through entertainment, interactive displays and engagement with the community. HVEMO theme of 'Creating a Prepared Community' supported by Rural Fire, Urban Search and Rescue and Welfare Response Teams.