



Report 09.205
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Committee CDEM Group
Author Dr Roger Blakeley, Chair Co-ordinating Executive
Group

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

3.1.1 Disaster Awareness Week (6-12 October 2008)

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), supports this campaign with a Group activity and local initiatives.

The Group activity for DAW 2008, took place at Wellington and Wairarapa railway stations, as it has done in previous years, and involved the distribution of information bags to commuters. It was held on the internationally recognised day (Wednesday 8 October) between 7-9am.

A total of 8000 bags were given out, each containing the following:

- Household plan and 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 Through Booklet.

The Regional Public Education Group has discussed the success of this event and acknowledged that, although its strength in targeting a large group over a short period of time was successful, after 5 years a new approach is needed.

3.1.2 Disaster Awareness Week (5-11 October 2009)

It is proposed to encourage personal preparedness throughout the month of October by approaching retailers and supporting them in the promotion of specific survival items. Week 1 will address water and water storage, week 2 food and pets, week 3 radio, torches, light sticks, batteries and week 4 first-aid, baby and hygiene products. This approach will also incorporate Disaster Awareness Week that runs from 5-11 October 2009. The following businesses (retailers) will be approached to participate in this event:

- Supermarkets/food stores
- Hardware stores
- Service stations
- Pharmacies.

The promotion will involve retailers setting up store displays promoting the suggested survival item and offering a financial incentive to people to purchase in that week. The Group will support the retailers by providing information for displays, advertising their involvement in a community promotion and maintaining displays if necessary. In some districts, it may only be practical and manageable to have 2 or 3 stores involved. If time allows, the emergency management officers may offer to do in-store promotions during Disaster Awareness Week.

To be more cost effective the following measures will be used for advertising and marketing:

- Use editorial opportunities to include advertising
- Use community radio slots to include advertising
- Black and white photocopies of fact sheets to support displays
- Use internal Council newsletters or databases for advertising.

3.2 The Earth Rocks

This biennial event is presented by Te Papa in conjunction with founding sponsor EQC (Earthquake Commission) and other agencies such as GNS, Emergency Management, Police, NZ Fire, USAR and Westpac Rescue Helicopter. This event ran over the three days of Labour weekend (25-27 October 2008) and attracted around 18,000 people. The Wellington Group in conjunction with MCDEM supported a display giving out information and advising the public on all emergency management related matters.

4. Conclusion

Public education continues to be a priority for the Wellington Region with focus on identifying new areas of need while continuing to reinforce and extend on existing services.

5. Recommendations

That the CDEM Group:

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

Report prepared by:

Dr Roger Blakeley
Chair, Co-ordinating Executive Group