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

1. Purpose

To inform the Co-ordinating Executive Group (CEG) of new and on-going public education work and to gain CEG support for the approaches being taken.

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 has recognised the importance of public education by including a CDEM Group Public Education Strategy in its work programme outlined in the CDEM Group Plan. The Strategy is scheduled for the 2007/2008 financial year.

A CDEM Public Education Group has been formed to begin planning for 2007 activities whilst looking forward to the development of the Group Public Education Strategy. A Terms of Reference for this Group is currently being developed.

In the meantime, the Ministry of Civil Defence Emergency Management (MCDEM) has formed a National Public Education Reference Group with the task of developing a National strategy and building on the mass media programme of "Get Ready, Get Thru". Alignment of a National Strategy to a Group Strategy is imperative to the success of promoting a change in behaviour of our communities by moving people along the path from awareness, to understanding, to commitment and to a state of preparedness.

MCDEM have made a commitment to improve communications within the sector with regard to public education through Group representation on the National Reference Group.

3. Public education initiatives

3.1 Disaster Awareness Week (8-14 October 2006)

The CDEM Group, in conjunction with the Ministry of Civil Defence Emergency Management (MCDEM), ran a campaign during Disaster Awareness Week (from 8-14 October 2006).

The Wellington CDEM Group staged an interactive display for morning rush hour commuters at the Wellington Railway Station on Disaster Reduction Day (Wednesday 11 October). The Emergency Services, MCDEM, New Zealand Red Cross, Regional Public Health, Victoria University Rescue Team and Group and local CDEM officers were all present.

The MCDEM television campaign, '*Get Ready to Get Thru*', provided the basis for this year's campaign and the Wellington CDEM Group supported this message. Peter Elliott, the presenter of the television campaign, the Civil Defence Minister Hon Rick Barker and the Director of MCDEM, John Hamilton provided the focal point for the event, with media coverage aired on National TV. A number of displays, including the mobile Group Emergency Operations Centre provided literature, information and advice on how to be prepared for a disaster.

The Group Office also used the mobile Group Emergency Operations Centre at North City Plaza to distribute household emergency plans and related information to the public on Disaster Reduction Day.

3.2 'The Earth Rocks' at Te Papa

The Wellington Region CDEM Group joined The Earthquake Commission and Te Papa in 'The Earth Rocks' - an earthquake-related extravaganza held at Te Papa over Labour weekend (21-23 October 2006).

The Earth Rocks is an action-packed, informative, and fun weekend of earthquake-related activities and displays. Visitors were entertained by 'Cocksy', New Zealand's favourite DIY man and Suzy Cato (children's TV presenter).

Greater Wellington Regional Council, along with Wellington City Council Emergency Management Office, Kapiti Coast District Council, Carterton District Council and Masterton District Council represented the Wellington Region CDEM Group by providing an interactive display.

Promotional materials were given away to 18,725 visiting members of the public, with 15 litre water containers being distributed as part of the drive to encourage the public to store emergency water.

3.3 Yellow Pages

The Yellow Pages information was updated and remodelled slightly for the 2006/2007 year and these changes are now in the recent publications.

3.4 Elements

The Greater Wellington publication 'Elements' is distributed quarterly and CDEM continues to contribute to each addition, including the July flooding, Tsunami and Exercise Capital Quake.

We intend to continue the focus on CDEM in issues to come.

3.5 'Are you Prepared?' booklet

Three print runs of the 'Are you Prepared?' booklet were commissioned during the last financial year, July 2006, October 2006 and February 2007 each with 8,000 copies. This publication continues to be well received by the public and has continued to be funded by the advertisers featured in the booklet.

3.6 Household Emergency Plans

Following the success of the household emergency plan, a further print of 25,000 was commissioned in October 2006 prior to Disaster Awareness Week and Earth Rocks.

3.7 Hazard Fact Sheets

The collection of Hazard Fact sheets were reviewed in September 2006 and a print of 25,000 commissioned in October 2006. These are used in public education campaigns providing specific information on the range of hazards our communities face.

4. Conclusion

There is a lot of education work being conducted in the Region, both as a Group and as individual authorities. This report highlights the significant initiatives.

The formation of a Public Education Group will provide closer alignment of local, Group and National initiatives through the Group Public Education Strategy and subsequent public education programmes.

5. Recommendations

That CEG:

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

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