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Committee **CDEM group**
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Update on CDEM Group public education initiatives

1. Purpose

To inform the Wellington Region Civil Defence Emergency Management Group (CDEM Group) about some new and on-going public education work and to gain CDEM group 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.

In the meantime, the Group is carrying out public education work to alert and inform Wellington Region residents about the need to be prepared for an emergency and their individual responsibilities.

3. Public education initiatives

3.1 The CDEM Group website

An assessment of business continuity in the CDEM Group Office revealed that the current CDEM Group website server (housed in the Greater Wellington building) may not withstand damage caused in a major earthquake.

It was decided to move the server to Auckland and, in doing so, align the web provider to Clone New Zealand (the provider of web services to the Greater Wellington Regional Council). In changing web providers, a new website was designed and built and it became effective on 10 October 2005.

The Group Office personnel have been working with Clone New Zealand to develop the new website which is more robust than the previous site, and contains more information. The new website features the following information areas:

(1) About us (the CDEM Group)

This section will display how the Group is made up and what functions it serves.

(2) Be prepared

This section will contain a lot of information about storing emergency water, collating an emergency survival kit, developing a household emergency plan etc.

(3) CDEM Sector

The section is for the CDEM Sector and will contain information relating to the CDEM Group Plan, such as work programmes and training and exercise dates.

(4) Emergency Information (only displayed in an emergency event)

This section will display an overview of an emergency event, list situation reports, providing information to the media and the public. It will also provide information on what to do during and after an emergency so that people can better look after themselves in an emergency.

3.2 Disaster Reduction Week (9-15 October 2005)

The Group, in conjunction with the Ministry of Civil Defence and Emergency Management (MCDEM), ran a campaign during Disaster Reduction Week.

During that week there was a national radio campaign to profile the CDEM emergency warning sound – called the STING (a repetitive loud beep!). The public was advised about what they should do when they hear the STING.

During the same week the Ministry of CDEM also ran its ‘Know what it takes’ radio campaign.

In addition, the Wellington CDEM Group has developed a household emergency plan in a wallet sized format. These household plans were distributed all over the Region. An A2-size poster, profiling the need to store emergency water, to have survival supplies and to have, and practise a household emergency plan, was also designed, printed and distributed. This campaign received excellent feedback from the wider public.

3.3 Yellow Pages

The Yellow Pages information has been updated and remodelled slightly for the 2005/2006 year. The new format appeared in the books that came out in early October 2005.

3.4 Elements

The Greater Wellington publication 'Elements' is published quarterly and over the last two issues has profiled emergency management quite prominently. It is intended that this continue in issues to come.

3.5 Are you Prepared? booklet

The 'Are you Prepared?' booklet has undergone some design and content changes. This publication has been very well received by the public.

3.6 1855 Wairarapa Earthquake Symposium

The 1855 Wairarapa Earthquake Symposium was held from 8-10 September 2005 at Te Papa in Wellington.

As part of the proceedings, the Group set up a display stand on Saturday 10 September, in conjunction with the Greater Wellington's Water Group and Regional Public Health. A large number (140) 10 litre civil defence water containers were given away and the need for the community to be prepared for emergency events was promoted.

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 preparation of the CDEM Group Education Strategy should provide direction and priorities for this work, as well as ways to monitor our progress. Meanwhile, emergency management officers will, where possible and practicable, endeavour to work more closely together on education initiatives.

5. Recommendation

*That the CDEM Group **endorse** the approach outlined in this report.*

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