

Civil Defence Emergency Management

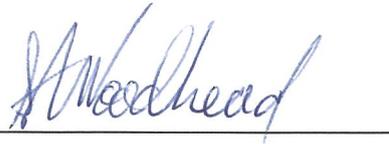
Public Education Strategy



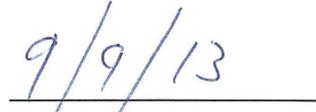
Final Version - 16 November 2012

Adopted by the Otago Civil Defence Emergency Management Group Joint Committee on 16 November 2012

Plan approved:

A handwritten signature in blue ink, appearing to read "J. Woodhead", is written over a horizontal line.

Chairman Otago CDEM Group

A handwritten date "9/9/13" in blue ink is written over a horizontal line.

Date

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1 INTRODUCTION

The Otago Civil Defence Emergency Management Group's (CDEMG) Readiness and Response committee established a Public Education sub-committee in March 2012. The CDEM Group is a partnership of all local authorities and emergency response organisations in the Otago region.

This sub-committee will establish and maintain a co-ordinated and collaborative approach to planning and implementation of public education activities to improve community awareness of, readiness for, and resilience to civil defence emergencies.

1.1 AIMS

This strategy aims to guide the implementation of the CDEM public education activities in Otago including:

- the appropriate generic messages for target groups across the region;
- the identification of community, business and agency resilience and readiness targets;
- collaborative methods of engaging with and delivering messages to target groups;
- key public education messages relating to hazard preparedness and resilience
- business continuity planning and resilience information;
- methods of evaluating and monitoring public awareness and readiness and resilience and
- consistent and coordinated member organisation public education plans to deliver this strategy.

1.2 PUBLIC EDUCATION OBJECTIVES

The strategy aims to promote and increase public awareness and understanding of how people can prepare for, cope, and support themselves during CDEM events.

Coordinated and collaborative public education programmes will ensure that information is carried to audiences through a variety of mechanisms, not relying on any one medium but having a variety of interventions.

Behavioural change comes about at different times for different people, based on different triggers or “moments of truth”. A diverse and consistent programme ensures that people are reached repeatedly, in different ways, but with essentially the same message: ‘It’s up to you to be prepared and stay prepared’.

Activities will be designed to:

- Identify and publicise the hazard risks and vulnerabilities that could affect Otago communities;
- Work with and inform communities of the potential risks and consequences of such hazards and provide resilience and preparedness information appropriate to at-risk communities;
- Work with and advise communities on the actions to take before, during, and after an emergency;
- Complement specific events in the national public education programme;

- Take advantage of recent emergency events, anniversaries of emergency events, and new preparedness or hazard information;
- Work with communities to enhance their understanding of the roles that CDEM Group members and the key partnership agencies may play when responding to civil defence emergencies.

These Otago CDEM objectives align with those of the MCDEM National CDEM Public Education Programme 2006-2015, which are:

1. To effectively build public awareness and understanding by individuals and communities of hazards in New Zealand and civil defence emergency management, that ultimately will lead to action towards preparedness.
2. To develop a strategic approach that will be regularly monitored, reviewed, and tested to ensure it reflects the areas of greatest need.
3. To achieve increased levels of awareness and understanding of types of disasters, actions, and behaviour change (i.e. to ensure that all communities are aware of the emergencies that could affect them, and that they will take measures to protect themselves, their families and their livelihoods).
4. To ensure consistency and effectiveness of messaging.

1.3 MESSAGES

The most important public education messages should be that:

- Individuals first and foremost have to take responsibility for themselves and their families in an emergency, especially where emergency services are not available.
- Building connected and resilient communities is crucial for enabling people to help themselves and others during civil defence emergencies.

Increasing the personal relevance of messages can be used to highlight the truth of human connectedness – the feelings of responsibility we all feel towards the ones we love and care about.

Recognising that it takes time to foster this personal responsibility ethic in people, and build community resilience, this strategy recommends that themes are built into a diverse set of communications which are delivered regularly over time.

The themes can be summarised as follows:

- See: Acknowledge there is an issue – disasters happen, quickly, and without compassion.
- Think: I am responsible. My family and I may have to cope by ourselves for three days-we could be separated. It's up to me to prepare us for an emergency.
- Act: Make the change – I have done these things to prepare.
- Reinforce: New behaviour is maintained and affirmed. I am always prepared.

Stage	Desired Outcomes	Communications
Awareness	1. Widely held awareness about the probability of a disaster increase people's motivation to prepare. 2. Psychological preparation.	<ul style="list-style-type: none"> • Real-life events/stories • Scientific evidence • New Zealand and international examples • Coping strategies • Confidence builders • Emotional dependencies.
Understanding	3. Because disasters do and will happen, you need to understand that it's up to you to look after yourselves and your loved ones. 4. Planning and taking definite actions to prepare and cope with an emergency.	<ul style="list-style-type: none"> • Children's dependency • Family separation • It's up to you to be prepared • You're likely to be coping on your own without any help for up to three days and nights • Visualise and plan what you need to do to successfully cope with a disaster.

1.4 COMMUNICATING THIS MODEL

Messages related to this model should include:

1. Lead messages stated as fact:

- *Emergencies happen.*

2. Messages aimed at grassroots level:

We need to :

- *understand the risks we face*
- *know what we can do to be as safe as possible during emergencies*
- *build our strongest asset which is our community and its resources.*

3. Instructions kept as simple as possible in overarching messages:

- *Plan and prepare together.*
- *Respond together.*
- *Recover together.*

4. The emotional rationale is used:

- *I must plan for emergency survival to cope and care for my family/partner/community/business.*
- *Being ready starts with me and my family, extends across our community, and includes where we work.*

5. The pragmatic affirmation:

- *Whatever the risk, I owe it to my family and loved ones and my community to make sure we are prepared and ready.*

6. Use vivid pictures and feelings about the end result of a CDEM event:

- *We can see how we survived and coped because we planned at work and home and were prepared for an emergency.*

7. Fulfilment:

- *Peace of mind; job done; preparations in place.*

The Otago CDEM Group website and the Surviving an Emergency in Otago booklet contain preparedness and response messages for the major hazards. All messages should be congruent with the messages within these as well as those in MCDEM resources.

The following key messages could typically be communicated to the Otago public:

- You may be coping on your own for days. Be prepared for an emergency, you will need to...
- Work out an evacuation plan like this...
- Have emergency provisions available such as...
- Take steps now to reduce risks by doing practical things in your home e.g. securing shelves, hot water cylinders etc.
- The first priority during an emergency is peoples safety... check your home now for...
- During and following an emergency listen to/ look at ... to find out what to do...
- The most significant hazards for Otago are flooding, earthquakes, landslips, severe snow and storm events and tsunamis.
- The consequences of hazards that could occur in your area are...
- Messages relevant for the hazard/locality. If this happens here you should...

1.5 SPECIFIC MESSAGES FOR SPECIFIC HAZARD-RISK

There are other messages for specific hazards that are relevant to a particular district or city. These should be identified in the annual communication plan.

1.6 TARGET AUDIENCES

All residents within the CDEM Group area will face some level of risk and must therefore be included at some time as a target audience.

Audiences can be defined and targeted on the basis of their:

- level of exposure to particular risks;
- degree of vulnerability to hazard consequences;
- expressed desire for emergency information;
- degree of exposure to civil defence and emergency management information.

The Otago CDEM Group Plan includes the hazardscape and risk analysis below.

Columns prioritising the public education delivery within each district/city have been added as a guide.

Hazard Identification	Likelihood	Consequence	CDEM rating	District	Priority for education activities
Alpine Fault Earthquake	Possible	Catastrophic	Very High	Queenstown	High regular
				Central Otago	High regular
				Other districts	High occasional
Local earthquake	Likely	Major	Very High	All districts	High regular
Dam break	Possible	Catastrophic	Very High	Central Otago	Moderate occasional
Human pandemic	Likely	Catastrophic	Extreme	All districts	Moderate occasional
Landslide	Possible	Major	Extreme	All districts	Moderate occasional
River flood	Almost certain	Moderate	Very High	All districts	High seasonal
Local tsunami	Possible	Major	High	Waitaki, Dunedin, Clutha	High regular
Severe storm with snow	Almost certain	Major	Extreme	All districts	High seasonal
Electricity failure	Almost certain	Moderate	Very High	All districts	Moderate occasional
Lake flood	Almost certain	Moderate	Very High	Queenstown	High regular
Fuel supply disruption	Likely	Major	Very High	All districts	Low occasional
Regional/distal tsunami	Likely	Catastrophic	Extreme	Waitaki, Dunedin, Clutha	High regular
Severe Storm - Wind	Almost certain	Moderate	Very High	All districts	High seasonal
Heavy rain	Almost certain	Major	Extreme	All districts	High seasonal
Sewerage failure	Likely	Moderate	High	All districts	High occasional
Storm Surge	Almost certain	Moderate	Very High	All districts	High occasional

Telecommunications failure	Almost certain	Moderate	Very High	All districts	Moderate occasional
Food supply disruption	Almost certain	Moderate	<i>Very High</i>	All districts	Low occasional
Rural Fire	Possible	Moderate	<i>High</i>	Central Otago, Dunedin Queenstown	High regular
				Clutha, Waitaki	Moderate regular
Terrorism	Unlikely	Catastrophic	<i>Very High</i>	All districts	Low
Animal Epidemic	Possible	Catastrophic	<i>Very High</i>	All districts	Moderate occasional
Major transport accident- Air	Likely	Catastrophic	<i>Extreme</i>	All districts	Low
Drought (Agriculture)	Likely	Moderate	<i>High</i>	Central Otago, Waitaki	High seasonal
				Other districts	Low
Drought (Water Supply)	Almost certain	Moderate	<i>Very High</i>	Central Otago	High seasonal
Plant & Animal Pests	Possible	Major	<i>High</i>	All districts	Low occasional
Major transport accident- Marine	Likely	Catastrophic	<i>Extreme</i>	All districts	High occasional
Major transport accident- Road/Rail	Almost certain	Catastrophic	<i>Extreme</i>		High occasional
Information systems failure	Almost certain	Moderate	<i>Very High</i>		Moderate occasional
Extreme Temperature	Almost certain	Insignificant	<i>Moderate</i>		Low
Civil Unrest	Unlikely	Moderate	<i>Moderate</i>		Low
Hazardous substances spill	Almost certain	Moderate	<i>Very High</i>		Moderate occasional
Distal Volcano	Possible	Moderate	<i>Moderate</i>		Low

Within those hazard-risk areas, civil defence public education activities will engage with the general public in:

- workplaces and businesses large and small - commercial and industrial estates;
- Chambers of Commerce;
- community agencies and social service groups e.g. Rotary, Grey Power, neighbourhood and resident and ratepayer groups , nursing homes, pre-schools;
- school students staff and board members;
- university and polytechnics;
- government departments;
- community boards and community leaders;
- local authorities, hospitals, libraries;
- businesses and business groups;
- media;
- clubs and associations;
- high volume tourist operators.

All audiences which have received CDEM public education will be identified in the annual report provided by group members.

1.7 PARTNERSHIPS

The public education sub-committee will oversee implementation of this strategy and will ensure collaborative approaches are used wherever practical.

Agencies with a community safety or support focus are effective avenues for delivery of public education information. Members of the Otago CDEM Group will encourage the participation of agencies with such interests.

The Otago CDEM Group members (District and city councils, ORC and emergency services will liaise and collaborate to jointly participate in relevant CDEM public information activities.

The Otago CDEM Group members will engage with agencies such as, GNS, EQC, NIWA, and Met Service to contribute information and collaborate in relevant CDEM public information activities.

Requests for information resources should consistently be referred to the relevant district or city council Civil Defence public information staff who will coordinate responses with the emergency management personnel within their organisation, and where appropriate, share collaboratively within the region and beyond.

All CDEM public education activities in each city and district will be recorded and reported annually.

1.8 PROMOTING EMERGENCY MANAGEMENT SERVICES ROLES

The Otago CDEM Group is primarily a partnership of co-ordination and resourcing agencies. Information about it should be reserved for targeted audiences and focus on it as the agency through which all Otago councils collaborate.

To avoid creating confusion in the public about the roles of the Otago CDEM Group and its members public education activities and resources should be produced in a way that reflects the collaborative and collective roles and responsibilities of the Otago CDEM Group members.

2 DELIVERY CHANNELS

A diverse programme of activity will have a wide reach and bring a sense of ubiquity to the messages.

Many channels are available for communicating the key messages to target audiences. In addition to print, radio, and television media, these include multi-media presentations using powerpoints, YouTube and other web-based footage, shared inter-agency resources, static and manned public displays, displays at community events, media opportunities, and local and regional print media and radio promotions.

2.1 MEDIA

Media play a significant role in disseminating CDEM messages, through editorial and advertising.

Each council and emergency service will maintain a CDEM media release list for the distribution of newsworthy messages.

2.2 PRINT MEDIA

- Region wide print media features, advertorials, media releases, and display advertising can reach a wide range of audiences and use startling pictures to capture attention and support key messages.
- Feature articles can be targeted during anniversaries of past events, based around seasonal risks or nearby hazards such as the recent Christchurch earthquakes.
- Local newspapers, including community newsletters, can run targeted media releases and backgrounders related to local CDEM.

2.3 RADIO

- Radio advertising offers message continuity and immediacy to listeners through repetition.
- Districts could leverage local public education campaigns with radio promotions.

2.4 TELEVISION

- National television may pick up district, city and regional stories of wider interest
- Local television will reach limited audiences in localised areas.

2.5 SOCIAL MEDIA

Social media and social networking are rapidly growing forms of communication that provide excellent communication opportunities for the Civil Defence Emergency Management (CDEM) sector.

Access to timely, accurate, and consistent information is of high importance in emergency events. Social media can improve CDEM crisis information management through:

- Improving information gathering (e.g. requesting specific, required information from volunteers and citizens and
- Improving information sharing (e.g. in improving the efficiency of information sharing by reaching large groups of people quickly).

Social media technology is already being used by the CDEM sector in New Zealand, providing practical benefits such as:

- Building preparedness among the community during the readiness phase,
- Increasing the amount and speed of information gathered during the response phase,
- Informing a targeted response by identifying key areas of concern,
- Increasing the speed at which the community is informed,
- Increasing the number of people informed and the cost-effectiveness of information dissemination,
- Increasing the speed at which rumours are dispelled
- Improving monitoring of public needs (including through the use of analytic tools),
- Improving situational awareness for personnel on the ground in crisis zones, and
- Increasing feelings of connectedness among the community and building stronger relationships with the community.

Ref: Rive, G., Hare, J., Thomas, J. & Nankivell, K. (2012). Social Media in an Emergency: A Best Practice Guide. Wellington Region CDEM Group: Wellington.

The Otago CDEM Group members will adopt and implement social media best practice such as those published by the Wellington CDEM Group to develop and guide the use of social media during preparedness times, and during a CDEM crisis. This should ensure the consistent use of social media across the region. The use of social media for Otago CDEM activity must be appropriately resourced by each council.

2.6 TELEPHONE BOOKS

- The MCDEM page on the inside cover of the Yellow Pages is recognised nationally as an information source.
- The Otago telephone book provides local contact information for CDEMG members on an ad at the end of the white pages. This information source should be promoted at public education events.
- Advertising in the local telephone directories is available to disseminate CDEM information.

2.7 OTHER PUBLICATIONS

Publications can be tailored for and distributed directly to target audiences. Opportunities for promotion of information exist in a variety of publications including:

- Organisational and industry publications including council newsletters can be used to distribute messages directly to target audiences.
- Council newsletters, journals and diaries (Otago University), as well as widely distributed documents such as bus timetables.

2.8 WEBSITES/ INTERACTIVE MATERIALS

The Otago CDEM Group webpage provides CDEM preparedness and hazards info with links to Otago councils, MCDEM and other emergency services.

Most district councils have developed comprehensive CDEM information webpages within their website. Those that do not have this facility should do so by 2013.

- In the case of an emergency event, a link to emergency information from the primary TLA website will be loaded on the all Otago TLA websites, the ORC website, and the CDEM Group website.
- Addresses for Otago TLA CDEM websites should be displayed at public education events, in local CDEM advertising, and in publications.
- All Otago TLA will develop web-based social media facilities for distributing preparedness messages and for use during an emergency event
- The Otago Group will assess the need for a Group website to be built and stored off-line; ready to be activated to function as the main portal and hub during a major emergency.

2.9 SCHOOL-BASED PROGRAMMES

Council emergency management officers and public information managers may coordinate and operate school-based activities.

They will encourage and support the delivery of the MCDEM What's the Plan Stan programme and the Turtle Safe pre-school resources.

- As key target audiences, schools must be provided with information resources on local and regional emergency risks, preparedness, and local CDEM procedures.
- Delivery of the What's the Plan Stan programme, the pre-school Turtle Safe material and other experiential activities such as evacuation activities should be a priority.
- Senior school staff and school board of trustee members should be invited as participants in local community emergency planning workshops.

2.10 STATIC AND MANNED DISPLAYS

CDEM information lends itself to displays. These can be as simple as posters, elaborate display boards or audiovisual presentations. Group members should use a variety of venues - office foyers and receptions, retail centres, libraries, expos, A&P shows and public events to mount static or manned CDEM public education displays.

2.11 COMMUNITY ENGAGEMENT AND PRESENTATIONS

- Emergency management representatives will engage and work with communities to support them in developing their own preparedness and resilience. This may include the delivery of presentations on preparedness for target audiences.
- CDEM information can be supported with PowerPoint and other visual display material. All information should include clear references to local and MCDEM web-based information.

2.12 COUNCIL AND EMERGENCY SERVICES LEADERS AND STAFF

- Group member organisations can provide preparedness training for TA staff, whether they will be involved in further training for specific CDEM roles or not.
- Council staff and community leaders should be visited regularly and be well informed and trained so that they are prepared for their roles in an emergency.
- Council staff can be kept informed on CDEM information through newsletters, presentations and publications.

2.13 SPONSORSHIP OPPORTUNITIES

- Opportunities may exist for organisations or businesses to support planned CDEM events such as Disaster Awareness Week activities through advertising features or other provisions such as use of space.

2.14 COORDINATION AND PLANNING

Otago CDEM public information managers will ensure a collaborative and coordinated approach to the production and delivery of public information activities.

District, city and regional PIM's will liaise and work co-operatively to create and deliver public education material and activities and respond to requests for information.

Otago CDEM Group PIMs will work collaboratively to develop an annual CDEM public education plan identifying performance targets for activities within their area which will be submitted to the Readiness and Response Committee.

Otago CDEM Group PIMs will report annually on their organisations public education achievements. Results will be combined by the Group PIM and reported to the R&R Committee.

Major educational resources will be shared and developed through the public education sub-committee to ensure consistency of messages and collaborative use of shared resources across the region.

3 DELIVERABLES

3.1 PUBLIC EDUCATION PLANS

Each TA and the ORC will:

Collaborate to produce an annual civil defence public education plan identifying activities for the coming year in each district. Each plan should align with this strategy.

1. This will include measureable performance targets for:
 - Seminars, workshops, discussion groups
 - Liaison activities
 - Media information and feature articles
 - Production and distribution of CDEM and related publications
 - Display events
 - Web-based activity
 - Disaster week activities

The plans will be submitted to the Otago Response and Readiness Committee annually.

2. Report annually to the Readiness & Response Committee on what has been achieved during the year.

All Otago CDEM Group members will:

- (i) Maintain an up-to-date media contacts database for all media.
- (ii) Maintain up to date civil defence and emergency management web-based information.
- (iii) Operate social media according to the best practice guidelines identified in this strategy.