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Committee Civil Defence Management (CDEM) Group
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Update on CDEM Group public education initiatives

1. Purpose

To inform the CDEM 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 initiative

3.1 Update of *Are You Prepared* booklet

The *Are You Prepared* booklet has been used by CDEM staff in the Wellington Region for over 10 years. This is a free booklet (paid for by advertisers), of which approximately 10,000 copies are printed twice a year. The content has been completely revised to align with the consistent messages document developed by the Ministry of Civil Defence Emergency Management (MCDEM). The new version will be available from April/May 2010.

3.2 Development of a new “step by step” preparedness booklet

This is a shortened ‘one-stop-shop’ for preparedness information. This booklet includes information about the Region’s hazards and provides all the information on how to get prepared for an emergency. The personal preparedness booklet will be able to be used by all local authorities across the Region. The booklet is now with designers and will be ready in the next few months.

3.3 Future developments

The Public Education Group is currently working on the following initiatives:

3.3.1 Get Ready Week 2010

The National Public Education Reference Group recently decided that Disaster Awareness Week should be changed to Get Ready Week. This change has been made to represent the need of the public to 'get ready' (take action) rather than increasing awareness, as research has shown that the population are aware of the risk, they simply haven't taken actions to prepare.

The Public Education Group, in consultation with the Region's emergency management officers, will identify a theme for Get Ready Week. Once a theme has been decided, resources may be developed to support the theme.

3.3.2 Community Preparedness Survey 2010

The Community Preparedness Survey will be conducted by Peter Glen Research in April 2010. This year there will be a few more questions included about how the public will get "reliable" information during an event and also what actions they expect to take following an event such as an earthquake. The results will be available by 30 June 2010. The results of the survey will be used to evaluate the Group Public Education Strategy and aid the development of the 2010/11 public education programme.

3.3.3 Tsunami evacuation zone maps

Tsunami evacuation zone maps have now been completed for the entire Region and are available on the Greater Wellington Regional Council (GWRC) website. Once all of the territorial authorities have completed their tsunami evacuation plans, the Public Education Group will develop resources that can be used to inform the public of their risks and what actions to take when there is an official tsunami warning or a large local earthquake.

4. Conclusion

Public education continues to be a priority for the Wellington Region, with focus on identifying the current gaps and developing the appropriate resources that can be utilised across the Region.

5. Recommendations

That the Civil Defence Emergency Management Group:

1. *Receives the report.*
2. *Notes the contents of the report.*

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