



Report 10.544
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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 CEG 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 It's easy: get prepared for an emergency

The “it’s easy” booklet is now completed and being utilised by all the territorial authorities around the region. The “it’s easy” booklet has been awarded the International Association of Emergency Managers (IAEM) Council 2010 Global Award - Public Awareness (Division 1 - Local Emergency Management Agency). This is a fantastic achievement. The members of the Wellington Region CDEM Public Education Group are: Jess Hare (Chairperson, Greater Wellington), Kathryn Nankivell and Peter Walker (Hutt City Council), Daniel Neely (Wellington City Council), Kerry McSaveny (Porirua City Council), Don McGuire and Jo Milne (Kapiti Coast District Council).

3.2 Get Ready Week (11 October – 17 October)

This year Get Ready Week will be focusing on tsunami evacuation zones. A new booklet “it’s easy: know your tsunami zone” has been developed to introduce the concept and encourage people to contact their local council for more detailed advice. During Get Ready Week all the territorial authorities will be out in the tsunami evacuation zones interacting with the public and handing out the booklets.

3.3 Earth Rocks (23 and 24 October)

Earth Rocks is held at Te Papa every two years over Labour Weekend. This year the theme will be the “it’s easy: get prepared for an emergency” booklet. The display will be split into general preparedness and also local community volunteering with Wellington Emergency Management Office (WEMO) predominantly managing the latter. All local authorities will be assisting with staffing the stands.

3.4 Radio advertising

The Wellington CDEM Group has signed a 12 month contract with Mediaworks Radio Airwaves. This contract includes a minimum of one hundred and fifty 30 second radio ads per month. The advertising is broadcast across The Edge, More FM, The Breeze, Solid Gold and Radio Live. The Public Education Group is working on a schedule to ensure the radio advertising is utilised to achieve appropriate reach.

4. Conclusion

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

5. Recommendations

That the Co-ordinating Executive Group:

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

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