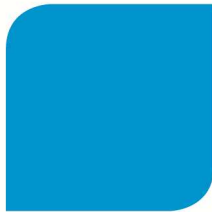




BAY OF PLENTY
EMERGENCY MANAGEMENT GROUP



Public Education Plan

2012 - 2017



Public Education Plan 2012-2017

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Management Group
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Foreword

The purpose of the Bay of Plenty Civil Defence Emergency Management Group is to ensure our community is as safe as possible in the event of an emergency. One of the best ways we can keep people safe is to ensure they are fully aware of the hazards in the Bay, are prepared for those hazards, and know what to do in the event of an emergency.

Through this Public Education Plan 2012 - 2017 we aim to do that by increasing awareness and understanding; increasing the participation of our community; and implementing a monitoring and evaluation process. Success in these three objectives will mean our community is better prepared to deal with an emergency situation, and will be more resilient and able to respond in the event of a major emergency.

The actions outlined in this Plan support the Public Education Strategy 2012 – 2017, and the Ministry of Civil Defence and Emergency Management Strategy, *The Way Forward: Strategic Framework for the National CDEM Public Education Programme 2006 – 2015*.

Developed in partnership with some of the key emergency management stakeholders in the region, this Strategy acknowledges that each community is different and taking a community engagement approach will allow each authority to work with their community to develop a plan that meets local needs and expectations. This Plan was prepared by a collaborative cross-organisational team. Bay of Plenty Civil Defence Emergency Management Group wishes to thank Carol Nichols (lead author), Pauline Hitchcock, Barry Somers, Alan Pearce, Dean Latus, Jim Tetlow, Alexandra Pickles, Stephanie Macdonald, Peter Hennessey, and Diana Marriott for their contributions.

We look forward to working with our partner agencies to make our entire region a safer and more responsive place to live, work and invest.



Aileen Lawrie
Chair, Coordinating Executive Group

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1 Introduction

The Bay of Plenty Civil Defence Emergency Management Group (CDEMG or the Group) Public Education Plan 2012 - 2017 sets out the public education activities the Group will undertake to meet our commitment to help the community understand the risks present in the local environment and to reduce their associated vulnerabilities.

This Plan details the planned activities of the Group to meet our obligations under Section 17 of the Civil Defence and Emergency Management Act 2002. The Group is supported in this effort by two strategic commitments, the first being the Ministry of Civil Defence and Emergency Management (MCDEM) Strategy, *The Way Forward: Strategic Framework for the National CDEM Public Education Programme 2006 - 2015*; and the second being the regionally tailored approach, the *Bay of Plenty CDEMG Public Education Strategy 2012 - 2017*.

2 Background

Nationally, each CDEMG is required to provide public education to help people understand and mitigate the risks inherent with living in such a dynamic and changing natural and man-made environment such as New Zealand.

The Bay of Plenty region has the largest hazardscape in New Zealand, including more than 22 identified hazards. Natural hazards like volcanic and geothermal activity, earthquake, tsunami, flooding and major storms are possible in the local environment. Other hazards include pandemics and epidemics for humans, animals and plants that form the basis of our major industries; infrastructure failure and hostile acts.

A key to helping people survive a major emergency is ensuring that they are aware of the potential for a disaster, that they are prepared to cope with it, and they know where to get help in the worst case scenario. Therefore, a planned programme of public education is the best approach the Group can take to help people take care of themselves.

The Bay of Plenty CDEMG outlined our strategic objectives, approach and direction to this task in the *Bay of Plenty CDEMG Public Education Strategy 2012 - 2017* which was adopted by the Group July 2012.

Group members: Bay of Plenty Regional Council; Ōpōtiki District Council; Whakatāne District Council; Kawerau District Council; Rotorua District Council; Western Bay of Plenty District Council; and Tauranga City Council have committed to deliver public education that:

- respects sub-regions and communities
- takes a long-term community engagement approach
- has consistency of message across all communications
- uses a core group of tools and resources
- involves all Group members executing the Strategy, and
- addresses the challenges we face together.

This Plan aims to meet the objectives made clear in the *Bay of Plenty CDEMG Public Education Strategy 2012 - 2017* at a Group level, while providing guidance and support for Group members to develop their own public education plans to meet the needs of their unique community and aspirations. The Plan will be reviewed annually to ensure it continues to meet the needs of the community and the commitment of the Group.

3 Objectives and targets

The *Bay of Plenty Civil Defence Emergency Management Group Plan 2012 - 2017* requires Group members to focus some efforts on public education, as articulated in its goal of:

“Increasing community awareness, understanding, preparedness and participation in Civil Defence Emergency Management.”

[1.2.1, pp.3-4]

To achieve this goal, the Public Education Strategy agreed three objectives (see 3.1 below). This Public Education Plan details the targets each Group member will meet, which will contribute to the overall success of the Group.

3.1 Objectives

There are three objectives for Civil Defence Emergency Management public education in the Bay of Plenty:

- 1 Increase levels of awareness and understanding of:
 - (a) the hazards in the Bay of Plenty.
 - (b) where to go for information and assistance.
 - (c) the role of the BOP CDEM Group.
- 2 Increase participation in:
 - (a) planning for an emergency incident.
 - (b) preparedness activities that reduce individual and community vulnerability to hazards.
- 3 Implement a monitoring and evaluation process to determine the success of the activities in achieving objectives 1 and 2 at the Group and local level.

3.2 Measures and targets

| Objective | Measure | Baseline | | Target | Activity |
|---|--|---|---|--|--|
| 1a. Increase levels of awareness and understanding of the hazards in the Bay of Plenty | Number of hits on BOP CDEM website for hazard specific pages. | December 2011 to June 2012 569 page views per month on hazard specific pages. | | Increase by 10% each year. | Promote the website in all printed and audio communications. |
| | Annual survey question which measures levels of awareness. | To be established. | | To be set once baseline is established. | Conduct annual survey with awareness and understanding of hazards based questions. |
| | Annual survey question which measures understanding (i.e. what are top hazards, what are the consequences of hazard). | To be established. | | To be set once baseline is established. | Conduct annual survey with awareness and understanding of hazards based questions. |
| | Number of presentations delivered and number of people presented to which includes 'awareness and understanding themes'. | To be established | | To be set once baseline is established. | Delivery of public presentations which cover 'awareness and understanding' themes. |
| | | No. of presentations. | No. of people presented to. | | |
| Number of hazard based research reports commissioned and published each year. | To be established. | | To be set once baseline is established. | Commission hazard research based reports. | |
| 1b. Increase levels of awareness and understanding of where to go for information and assistance | Number of hits on the www.bopcivildefence.govt.nz website by unique users and returning users. | Dec 2011 to June 2012 889 visits per month. 590 unique visitors per month. 299 returning visitors per month. | | Increase by 10% each year. Increase by 10% each year. Increase by 10% each year. | Promote the website in all printed and audio communications. |
| | | Number of presentations delivered and number of people presented to which includes 'where to go for information and assistance' themes. | To be established. | | |
| No. of presentations. | No. of people presented to. | | | | |

| Objective | Measure | Baseline | | Target | Activity | |
|---|--|---|-----------------------|---|---|---|
| | Number of enquiries to EMOs for information and presentations. | To be established. | | To be set once baseline is established. | Market the availability for opportunities to provide information and presentations. | |
| 1c. Increase levels of awareness and understanding of the role of the BOP CDEM Group | Number of hits on www.bopcivildefence.govt.nz website on 'role of the Group' pages. | Dec 2011 to June 2012 112 page views per month on 'Structure of Group'. | | Increase by 10% each year. | Promote the website in all printed and audio communications. | |
| | Number of presentations delivered and number of people presented to which includes 'role of the BOP CDEM Group' themes. | To be established. | No. of presentations. | No. of people presented to. | To be set once baseline is established. | Deliver public presentations which cover 'role of the BOP CDEM Group' themes. |
| | Annual survey measuring awareness and understanding of the role of the BOP CDEM Group. | To be established. | | To be set once baseline is established. | Conduct annual survey with awareness and understanding of 'role of the BOP CDEM Group' based questions. | |
| 2a. Increase participation in planning for an emergency incident | Number of alert subscribers to the www.bopcivildefence.govt.nz website. | As at June 2012 Number of subscribers = 2,937. | | Increase by 10% each year. | Promote the website in all printed and audio communications. | |
| | Number of new businesses who have completed all requirements of ReadyNet and have emergency plans in place. | July 2011 - June 2012 20 per month. | | 40 per month. | Proactive promotion of ReadyNet through Community Engagement role and Local EMOs. | |
| | Number of Community Response Plans in operation. | To be established. | | To be set once baseline is established. | Project to be established to promote/assist with creation of Community Response Planning. | |
| 2b. Increase participation in preparedness activities that reduce individual and | Number of households who self-report having an emergency plan as identified by independent research. | Colmar Brunton 2011 66%. | | Increase by 2% each year. | Static 'be prepared' display stands. Community presentations. CDEM publications. | |
| | Number of households who self-report having an emergency supplies as identified by independent research. | Colmar Brunton 2011 87%. | | Increase by 1% each year. | Static 'be prepared' display stands. Community presentations. CDEM publications. | |

| Objective | Measure | Baseline | Target | Activity |
|---|--|--|--|---|
| community vulnerability to hazards | Number of households who self-report being 'fully prepared' as identified by independent research. <i>(Fully prepared means having an emergency plan that includes what to do when away from home, having emergency survival items and water, and regularly updating these items).</i> | Colmar Brunton 2011 12%. | Increase by 2% each year. | Static 'be prepared' display stands. Community presentations. CDEM publications. |
| 3. Implement a monitoring and evaluation process to determine the success of the activities in achieving objectives 1 and 2 at the Group and local level | An annual report to the Coordinating Executive's Group on progress. | There is currently no formal monitoring or evaluation process. However, some research is being done by Group members and external agencies that has been used to inform decision-making. | One annual report. One biennial report. | One annual report, prepared by GEMO collating progress results of each Group member. One biennial report prepared by GEMO with details of independent research, progress reports of Group members and other salient information. |

4 Audiences

There are a number of audiences affected by this Public Education Plan, as follows:

4.1 Audience 1 – Stakeholders

This audience includes members of the Group who, by executing the Strategy, will be required to give effect to the actions contained in the Plan. It also includes other partner agencies with an interest in civil defence emergency management as follows:

- Bay of Plenty Regional Council
- Whakatāne District Council
- Rotorua District Council
- Tauranga City Council
- Bay of Plenty District Health Board
- Rural Fire Service
- St John Ambulance
- Other Central Government agencies
- Ōpōtiki District Council
- Kawerau District Council
- Western Bay of Plenty District Council
- Toi Te Ora Public Health Service
- New Zealand Police
- New Zealand Transport Agency
- Ministry of Civil Defence Emergency Management
- New Zealand Fire Service

4.2 Audience 2 – Lifelines and welfare group members

Lifelines are the utility and service companies that have a major role to play in a civil defence emergency. Not only do they provide important infrastructure to communities (in times of emergency as well as for life in general) but they are also large employers of local people, and influential players in the local economy.

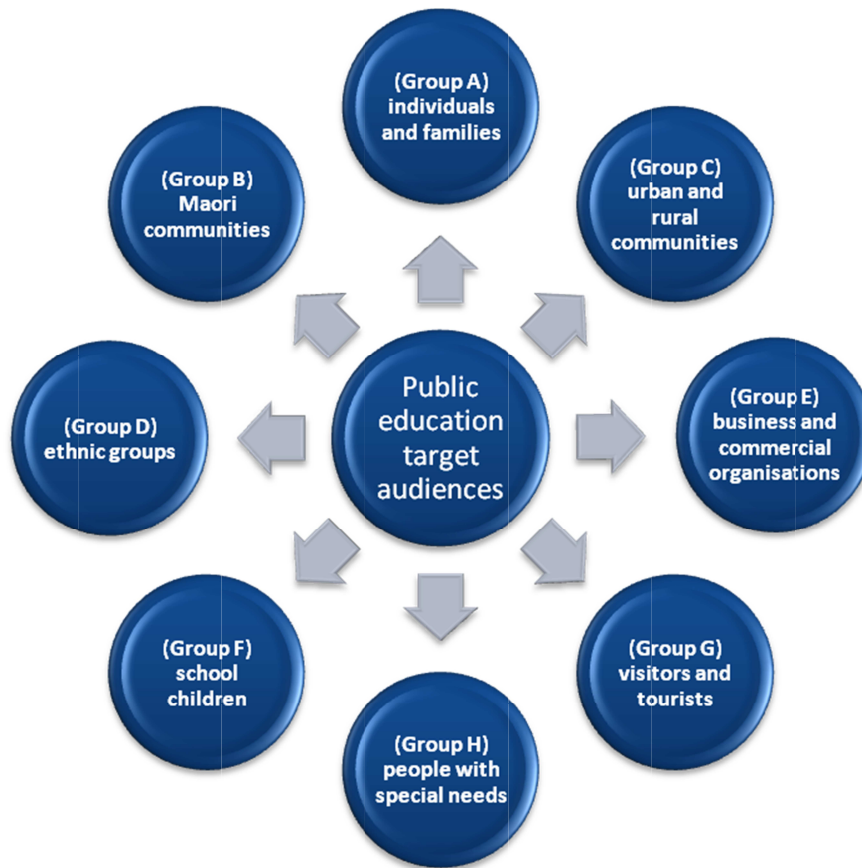
Lifelines organisations include industries such as transport (aviation, road, rail and shipping); energy and gas; fuel (petroleum and diesel); telecommunications; and government.

Welfare organisations aim to manage and deliver welfare to affected communities in the event of an emergency. This is coordinated through a Welfare Advisory Group made up of government agencies and national charitable organisations.

Welfare organisations include Ministry of Social Development, Child Youth and Family, Department of Labour, Housing New Zealand Corporation, Ministry of Education, Ministry of Health and non-governmental organisations (New Zealand Red Cross, Royal New Zealand Society for the Prevention of Cruelty to Animals, Rural Support Trust, Salvation Army).

4.3 Audience 3 – Target groups

The *Bay of Plenty CDEMG Public Education Strategy 2012 - 2017* made clear eight specific audience groupings that all plans must acknowledge, as identified in figure 4.1 below:



5 Key messages

As dictated by the *Bay of Plenty CDEMG Public Education Strategy 2012 - 2017*, the Group will keep messages consistent with those provided by MCDEM. A key element to ensure consistency is the text provided on the GetThru website, meaning all communities will have the same knowledge to prepare for an emergency and to respond.

The four key messages listed in 5.1 below should be the central messages for all communication, and can be supported by the primary and secondary messages of MCDEM when necessary.

5.1 Key messages for the Bay of Plenty

These messages should be consistently and frequently used in all local communications; like media, print material, advertising and public presentations.

- 1 The region is vulnerable to many different hazards so it's important to understand the hazards that might affect you (as well as any natural warning signs).
- 2 An emergency can happen at any moment and you may not get a warning.
- 3 Take responsibility for yourself and your family and be prepared for an emergency.
- 4 Being prepared means:
 - a knowing where to find guidance before, during and after an emergency,
 - b knowing what can happen and what to do in an emergency, and
 - c having enough survival items for at least three days.

5.2 MCDEM primary messages

- 1 Make it easy to get ready: have a household emergency checklist and plan.
- 2 Get ready now, so you can get through.
- 3 Make a start with two simple steps:
 - a Have a household emergency plan;
 - b Ensure you have enough emergency survival items to cope for three days or more.

5.3 MCDEM secondary messages

- Disasters happen, quickly, and without compassion.
- While volcanic eruptions are potentially the most underrated hazard in New Zealand, earthquakes can be the most damaging.
- Don't think if, think when.
- You can take some simple steps to be better prepared.
- If you are on the road, have a commuter kit.
- Know where to find information before, during and after an emergency.
- Flooding is the most frequent and damaging hazard in New Zealand
- Don't rely on lifelines infrastructure - be prepared with your own communications infrastructure.
- You could be on your own for three days.
- Be prepared at work.
- Plan to get back to normal.

6 Tools, tactics and timelines

| Year One – 2012 to 2013 | | | | | |
|--|--|---|--|---|--|
| Activity | Timing | Tool/Tactic | Audience | Responsibility | Cost |
| Emergency Management publication | By 30 August 2012. | Regional Council publication, <i>Backyard</i> , with an Emergency Management theme delivered to 126,000 households. | All audiences. | Bay of Plenty Regional Council. | Costs to be met by Bay of Plenty Regional Council. |
| Region-wide benchmark research | Research undertaken in August, report delivered by September 2012. | Research. | All target audiences. | Project managed by Group Emergency Management Office, and funded by Bay of Plenty Regional Council. | \$38,500. |
| Audit of communication and education material owned by Group | Completed August 2012. | Research. | Internal project. | Group members. | At each organisation's discretion. |
| Purchase of event kit/s for use by all Group members at public events | Completed September 2012. | Infrastructure support. | This is an internal activity that will benefit all target audiences. | Project managed by Group Emergency Management Office, and funded by Bay of Plenty Regional Council. | \$20,000. |
| Purchase of stinger sirens for use in all Group CDEM vehicles | Completed September 2012. | Infrastructure support. | This is an internal activity that will benefit all target audiences. | Project managed by Group Emergency Management Office, and funded by Bay of Plenty Regional Council. | \$60,000. |

| Year One – 2012 to 2013 | | | | | |
|---|--|---|--|---|---|
| Activity | Timing | Tool/Tactic | Audience | Responsibility | Cost |
| NZ ShakeOut National earthquake exercise | Completed 26 September 2012. | Nationwide emergency exercise. | All target audiences. | Each Group member will be responsible for registrations and promotions in their own area. | At each organisation's discretion. Bay of Plenty Regional Council has purchased \$10,000 in communication collateral for use by Group members. |
| ReadyNet community engagement plan | Plan completed by 30 October 2012. Implementation ongoing. | Development of a Community Engagement Plan to support the uptake of the ReadyNet preparedness tool. | This is an internal project, through which all audiences will benefit. | Group Emergency Management Office. | Plan development and implementation costs to be determined. |
| www.bopcivildefence.govt.nz Website transition to user-friendly CMS | To be completed by December 2012. Training of users to be completed by February 2013. | The website will be the primary method of communication with target audiences. | This is an internal project, through which all audiences will benefit. | Group Emergency Management Office. | \$30,000. |
| Public presentations | Ongoing. | Presentations by members of Audience Group 1 to target audience groups to include messages on local hazards, preparedness and the role of CDEM. | All target audiences. | Group members. | At each organisation's discretion. |
| Stinger siren education | To be completed by 30 June 2013. | Group promotion of the purpose of stinger sirens, through public relations activities and advertising. | All target audiences. | Local Emergency Management Officers. | Through existing awareness programmes. |

| Year Two – 2013 to 2014 | | | | | |
|--|---|---|--|---|------------------------|
| Activity | Timing | Tool/Tactic | Audience | Responsibility | Cost |
| Professional Development Strategy | By 30 June 2014. | Adoption of a professional development strategy to provide training and development to CDEM staff, in order to ensure consistently high quality public education. | This is an internal project, through which all audiences will benefit. | Group Emergency Management Office. | Cost to be determined. |
| ReadyNet community engagement | Ongoing. | Various, based on the plan to increase the uptake of the ReadyNet preparedness tool. | Schools and community groups associated with all target audiences. | Group Emergency Management Office. | Cost to be determined. |
| ReadyNet community engagement evaluation | Subject to review to be completed by June 2013. | Formal evaluation of the ReadyNet Community Engagement Plan. | Internal. | Group Emergency Management Office. | Cost to be determined. |
| Development of standard community presentations | By 30 June 2014. | Development of standardised community presentation content that can then be 'localised' for each representative and EMO. | Variations for each community, but with a focus on each target group. | Lead by Group Emergency Management Office, in consultation with Audience Group 1 members. | Cost to be determined. |

| Year Three – 2014 to 2015 | | | | | |
|----------------------------------|--|---|--|--|-------------------|
| Activity | Timing | Tool/Tactic | Audience | Responsibility | Cost |
| Region-wide research | Research undertaken in August, report delivered by September 2015. | Research. | All target audiences. | Project managed by Group Emergency Management Office and funded by Bay of Plenty Regional Council. | \$38,500. |
| Professional Development | Ongoing. | Implementation of Professional Development Strategy to provide training and development to CDEM staff, in order to ensure consistently high quality public education. | This is an internal project, through which all audiences will benefit. | Group Emergency Management Office. | To be determined. |

| Year Four – 2015 to 2016 | | | | | |
|---------------------------------|----------------------|---|--|------------------------------------|-------------------|
| Activity | Timing | Tool/Tactic | Audience | Responsibility | Cost |
| Professional Development | Ongoing as required. | Implementation of Professional Development Strategy to provide training and development to CDEM staff, in order to ensure consistently high quality public education. | This is an internal project, through which all audiences will benefit. | Group Emergency Management Office. | To be determined. |

| Year Five – 2016 to 2017 | | | | | |
|---------------------------------|---|---|--|---|----------------------|
| Activity | Timing | Tool/Tactic | Audience | Responsibility | Cost |
| Professional Development | Ongoing. | Implementation of Professional Development Strategy to provide training and development to CDEM staff, in order to ensure consistently high quality public education. | This is an internal project, through which all audiences will benefit. | Group Emergency Management Office. | To be determined. |
| Region-wide research | Research undertaken in July at the conclusion of the plan period, report delivered by September 2017. | Research. | All target audiences. | Project managed by Group Emergency Management Office. | \$26,000 – unfunded. |

7 Budget

The tools, tactics and timelines provided here are those which are agreed by participating members of the Group while developing this Plan. Each member of the Group is responsible for providing the necessary funding for public education activities within their area of responsibility.

The annual budget for the public education activities of the Group Emergency Management Office will be reviewed by the Coordinating Executive Group each year, in accordance with their annual planning and budgeting processes.

8 Evaluation

In accordance with the *Bay of Plenty CDEMG Public Education Strategy 2012 - 2017*, this Plan will be reviewed every year to ensure that the activities undertaken are effective, and delivering on the objectives and goals. A report on progress will be provided to the Coordinating Executives Group each year, and a biennial report will also be provided at the conclusion of each phase of independent research.

Independent research company, Key Research, has been commissioned to undertake a random telephone survey of 600 residents within the Bay of Plenty during years one and three of the Plan (2012 and 2015). The research will provide a baseline from which goals and objectives can be measured, as well as information about the effectiveness of communications messaging and tools.

In addition to formal research channels, target audiences will be encouraged to provide feedback through other engagement methods, including:

- evaluation forms at community presentations.
- conversations at community events and presentations.
- submissions through statutory planning processes

Each of the Group member organisations will designate a person, or people, responsible for monitoring media for consistent adherence to key messages.

The Plan can, and should, be adjusted at any time based on the evidence provided by the independent company, as well as the results of the annual Get Ready Get Thru research conducted by Colmar Brunton on behalf of MCDEM, and by the response to each local authority's biennial community perception survey.