



Public Education Strategy

2012-2017

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 Strategy 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.

This Strategy outlines the approach that the Group will take during the 2012 - 2017 period to generate the required levels of awareness and behaviour change. It also provides a guideline for the development of the necessary plans for the relevant authorities.

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. It's also our way of ensuring that the Ministry of Civil Defence and Emergency Management strategy, *The Way Forward: Strategic Framework for the National CDEM Public Education Programme 2006 - 2015* is implemented in a way that is relevant, important and useful for local people.

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. Therefore, it is my pleasure to recommend the Bay of Plenty Civil Defence Emergency Management Public Education Strategy 2012 - 2017 to you.



Aileen Lawrie
Chair, Coordinating Executives Group

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1. Introduction

The Bay of Plenty Civil Defence and Emergency Management (BOP CDEM) Group (or the Group) has several responsibilities under the Civil Defence and Emergency Management Act 2002.

Broadly, one of the key requirements of the Group is public education to help the community it serves to understand the risks present in the local environment and to reduce the associated vulnerabilities on the community, as outlined in Section 17 of the Civil Defence and Emergency Management Act 2002.

The Group is supported in this effort by the Ministry of Civil Defence and Emergency Management (MCDEM) strategy, *The Way Forward: Strategic Framework for the National CDEM Public Education Programme 2006 - 2015*. The Way Forward is an umbrella document, which gives scope for local Groups such as BOP CDEM to develop a localised strategic approach to the national program and the timeline for this Strategy will support The Way Forward.

This Strategy outlines the approach that the Group will take during the 2012 - 2017 period, as the first steps toward the long-term goal of awareness and behaviour change. It also provides a guideline for the development of public education implementation plans for the relevant local authorities who will deliver the actions their communities require to meet the Strategic public education objectives.

2. Situation

The Bay of Plenty's natural and built environment is rich and diverse, but with that comes a significant risk of natural and man-made hazards. In fact, the Bay of Plenty has the largest hazardscape¹ in New Zealand.

A Bay of Plenty risk analysis, developed in 2005, identified 22 hazards and plotted them in a matrix based on the likelihood of their occurrence and their potential impacts - see appendix 7.1 on page 13 for the entire matrix.

Natural hazards for the Bay of Plenty include active volcanic and geothermal sites (including New Zealand's most active volcano, White Island), earthquakes resulting from the movement of the Pacific tectonic plate under the Indo-Australian plate; a coastline at risk from tsunami, a complex catchment of rivers and lakes that are particularly affected by rainfall and other climactic variations.

In addition to natural hazards, the Bay is particularly susceptible to hazards caused by human activity. Major industries (like maritime operations, timber mills, farming and agriculture) can be heavily impacted by emergencies, as well as create situations of their own.

The region is also vulnerable to the types of hazards that can be found in the rest of the country, including fire, human disease pandemic, animal disease epidemic, infrastructure failure and hostile acts.

There is a significant disconnect between the public perception of risk, and the scientific evaluation of local risk probabilities and effects.

As a result of recent earthquakes and tsunami around the world, many of the Bay's coastal communities have become increasingly concerned at the prospect of a tsunami. While a local tsunami is considered to be quite serious, a distal tsunami² is rated 3.2 on the seriousness scale, which is relatively low.

Also, despite the reasonable frequency of minor earthquakes in the Bay, and the relatively high number of local volcanoes, anecdotally people are less concerned about these.

However, what the Japanese earthquake and tsunami and the Christchurch earthquakes have done is highlight the importance of CDEM for our communities.

MCDEM commissions an annual research report from Colmar Brunton on the effectiveness of their education-based Get Ready Get Thru campaign, and to do so it measures awareness and community preparedness for an emergency.

The research released in 2011 found that the recent earthquakes in Christchurch, floods and cyclones in Australia, and earthquake and resulting tsunami in Japan have caused many residents to reassess their emergency readiness.

In the Bay of Plenty, some of the key findings from the 77 people surveyed were:

- 12 percent of people are fully prepared
- 34 percent of people are fully prepared at home
- 87 percent have some emergency items

¹ A hazardscape is the range of potential hazards in a particular location

² A distal tsunami is a tsunami that takes more than 10-12 hours to reach New Zealand shores.

The annual research by Colmar Brunton provides some baseline information against which the Bay of Plenty can measure progress and benchmark in relation to other regions, however this is a very small sample which leaves a greater margin for error.

The Emergency Management in Schools report commissioned by BOP CDEM and published in February 2011 revealed more positive results, being that the vast majority of schools had a minimum level of preparedness, and taught some CDEM activities in their curriculum.

However, it also found that the self-reported results overstated the school's preparedness. For example, it suggests that more than 60 percent of schools surveyed have food and water stored that may be used by students and staff after a disaster event, but the majority of schools had nowhere near the three litres of water per person per day and that some of the food reported was actually canteen stock.

This research provides a good starting place for more rigorous research. It also gives an indication of where the quickest gains can be made and where the problems are currently. This research forms the basis for the Group's objectives for 2012 - 2017.

3. Objectives of the BOP CDEM Public Education Strategy

We will work in with the national Public Education Programme, with three objectives:

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 Strategy in achieving objectives 1 and 2 at the Group and local levels.

Specific goals and measures will be detailed in the plans developed to support the Strategy (see section 4.5 on page 10 for detail on how the Strategy will be executed).

Local plans will include the specific measures their community considers important for them to achieve the objectives of the Strategy in a way that meets their needs and capability.

4. Strategic approach and direction

4.1 Respecting sub-regions and communities

The Bay of Plenty covers about 22,000km² of land and water and is home to about 275,000 people, growing at about 1.3 percent each year - mostly in the urban western Bay area.

The eastern Bay area is home to a more sparse population who are greatly affected by the eight major rivers that run through the region. The southern district is home to a stable population that is socioeconomically different, with a hazardscape that is also different to the coastal area.

Some parts of the Bay also have high numbers of seasonal workers temporarily residing, and other areas experience significant increases in numbers when international and domestic tourists spend time here - both of which present larger populations of at-risk people in an emergency.

Each part of the region is diverse and therefore each sub-region has different CDEM needs. The objectives of the Group are not limited to just one sub-region or community, the objectives of this strategy are to reach all people - even those who are hard to reach - to make the entire region a safer and more responsive place to live, work and invest.

Therefore, the plans developed by the relevant authorities must reflect, as a minimum, the target audiences identified by the MCDEM strategy as appropriate. Figure 4.1a below details the target audiences that plans must acknowledge.

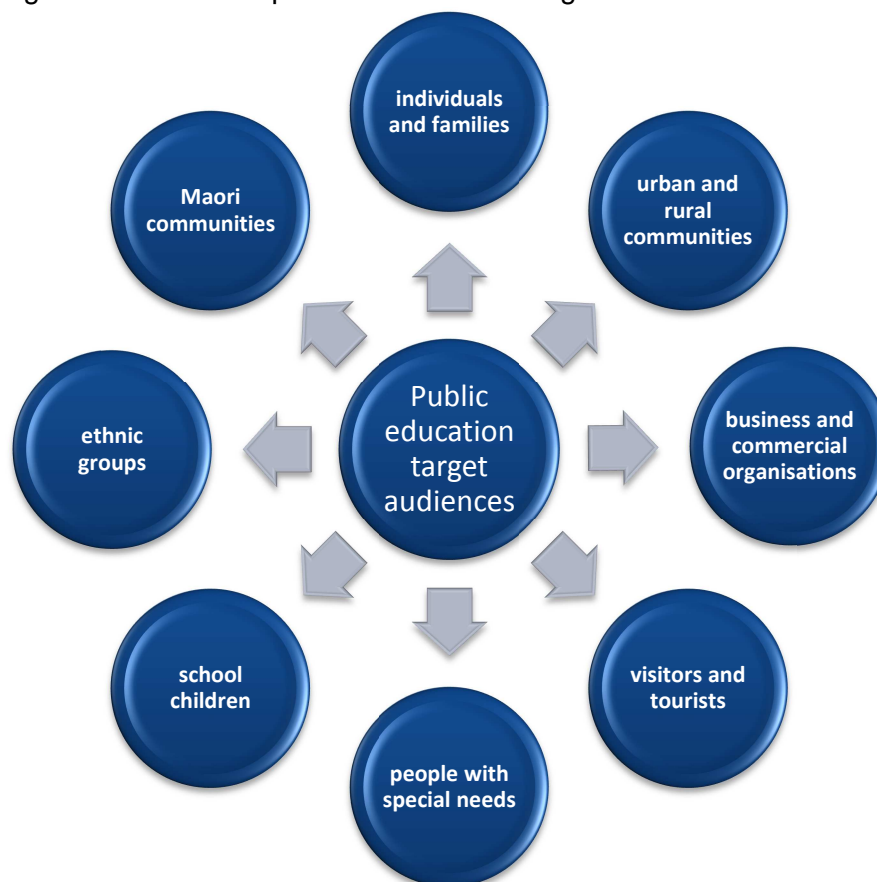


Figure 4.1a: target audiences

4.2 A long-term community engagement approach

In order to provide an effective response to the needs and expectations of our communities, a long-term community engagement approach is required.

Taking a community engagement approach will allow each authority to work with their community to develop a plan that meets community needs and expectations, while achieving the objectives of the Group Strategy.

A community engagement approach means that each authority will work with individual communities to understand what their needs and expectations are; it will respect that each community has a different definition of emergency preparedness; and it will help improve awareness and action by sharing the responsibility and control between authorities, the community, and individuals.

A long-term community engagement approach will also deliver on the strategic framework detail in The Way Forward. It will acknowledge that communities are at different levels of awareness and participation, it allows them to move at their own pace to produce long-term results and commitment, and it provides greater understanding of the communities in the region.

4.3 Consistency in all communication

Ensuring that each community is provided consistent messaging will mean that as the community grows and develops, the understanding is built. Failure to provide consistent messaging will result in confusion.

The Group will keep messages consistent with those provided by MCDEM, and these messages will be embedded in local plans. A key element to ensure consistency is the text provided on the GetThru website because it is important that the core messages are used consistently. This means that each community will have the same knowledge to prepare for an emergency and to respond. It also means that resources can be shared and pooled to provide authorities with the support they need to deliver on the objectives.

Local plans will be developed to implement the Strategy using the same simple messaging. Planning and implementation tools, provided by the Group (see appendix 7.2 for screenshots of ReadyNet templates) will make it easier to maintain consistency across our communities.

4.4 Core tools and resources

The central element of the Strategy must be the development of a core set of activities and resources that sit above all other activities and give consistency and cohesion. The core activities and resources will support and reinforce the CDEM group and community activities and will reach out to the wider Bay of Plenty public.

It is intended that regional public education programmes will be developed and delivered collaboratively between the Group Emergency Management Office (GEMO) and the local authorities to maximise the effectiveness of campaigns.

4.5 Execution of the Strategy

This Strategy aims to deliver on the national strategy, while providing a vision and objectives for the region.

To implement the strategy, the Group will develop a Group public education plan, and support local authorities to develop their own public education plans that take into account local needs and aspirations, as shown in Figure 4.5a, below.

Local plans will include the specific measures their community considers important for them to achieve the objectives of the Strategy in a way that meets their needs and capability.



Figure 4.5a: Strategy process

The Group public education plan will be reviewed annually in consultation with stakeholders.

4.6 The challenge

While the long-term community engagement approach provides the strategic framework for the BOP CDEM Group, it also provides some challenges. Being aware of the challenges and having an agreement about how they are overcome will be crucial to the sustainability and success of this strategic approach.

5. Monitoring and evaluation

The annual research by Colmar Brunton that is conducted on behalf of MCDEM forms the baseline.

The Colmar Brunton research will be supplemented in Year One by a community preparedness and perception study carried out by the Group. The study will provide a detailed regional and local analysis of the levels of preparedness and perception of civil defence as well as detailed analysis of whether the Strategy is achieving its objectives at a regional and local level, and if not, provide insight into the barriers to achieving the objectives.

The findings will also assist the Group to help local authorities tailor their education programmes to meet the anticipated needs of the various communities throughout the Bay of Plenty.

Annual reviews will help keep plans on-track, and allow for activity variations as necessary. Reviews will also help identify whether local plans are meeting their own objectives, goals and specific measures.

These complementary research activities will assist with monitoring the ongoing success of the Strategy. It will also support the development, monitoring and evaluation of local plans.

Follow-up research will inform the development of future BOP CDEM public education strategies and plans.

6. Budget

The Group will make some funds available to implement the activities identified in the Group public education plan, including the required research, and this will be reviewed regularly in line with the annual reporting and budgeting requirements of Group members.

Each local plan must also contain budget particular to the funding they have available and the activities they intend to undertake.

7. Appendices

7.1: Risk profile matrix (over page)

7.2: Screenshots of ReadyNet, which users can register with to develop their plans on the provided templates (page 13).

Appendix 7.1: Risk profile matrix

Hazard	Risk Analysis									Risk Evaluation												Total Risk			
				Seriousness						Manageability															
										D	E	D	E	D	E	D	E								
Higher Priority Hazards																									
Flooding, Rangitaiki R. (Whaka & Opotiki)	Possible	Major	Extreme	3	4	4	4	4	19	3.8	3	2	1.0	3	1	2.0	3	2	1.0	3	2.0	1.0	5.0	2	10.8
Coastal Storm	Possible	Major	Extreme	3	4	3	4	3	17	3.4	2	1	1.0	3	2	1.0	3	1	2.0	3	2.0	1.0	5.0	2	10.4
Animal disease epidemic	Unlikely	Major	High	2	5	4	3	3	17	3.4	2	2	0.0	2.0	1.0	1.0	3	1.0	2.0	3	2.0	1.0	4.0	2	9.4
Volcanic eruption - local	Possible	Major	Extreme	5	5	4	5	5	24	4.8	2	3	-1.0	3	3	0.0	3	1	2.0	2	1	1.0	2.0	2	8.8
Human disease -pandemic	Possible	Major	Extreme	5	5	4	2	1	17	3.4	1	3	-2.0	3.0	2.0	1.0	2	1.0	1.0	3	1.0	2.0	2.0	3	8.4
Biological pests & new organisms	Possible	Major	Extreme	1	4	3	2	2	12	2.4	3	2	1.0	3	2	1.0	3	2	1.0	3	2	1.0	4.0	2	8.4
Wildfire/Rural fire	Possible	Major	Extreme	2	4	4	3	4	17	3.4	3	3	0.0	2	2.0	0.0	3	1	2.0	2	2.0	0.0	2.0	2	7.4
Tsunami - local	Possible	Major	Extreme	4	4	4	3	2.5	18	3.5	3	2	1.0	2	2	0.0	2	2	0.0	3	2	1.0	2.0	1	6.5
Major air accident - Rotorua	Unlikely	Major	Extreme	5	3	2	1	1	12	2.4	2	3	-1.0	3	2	1.0	2	1	1.0	3	1	2.0	3.0	1	6.4
Earthquake M M 6	Possible	Moderate	High	3	4	3	3.5	3	17	3.3	2	2	0.0	2	2.0	0.0	2.5	2	0.5	2.5	2	0.5	1.0	2	6.3
Earthquake North Island Shear Belt M M 8	Possible	Moderate	High	3	4	3	3.5	3	17	3.3	2	2	0.0	2	2	0.0	2.5	2	0.5	2.5	2	0.5	1.0	2	6.3
Tsunami - distal	Possible	Major	Extreme	3	4	4	3	2.5	16	3.2	3	2	1.0	2	2	0.0	2	2	0.0	3	2	1.0	2.0	1	6.2
Moderate Priority Hazards																									
Coastal erosion	Possible	Moderate	High	1	2	2	2	4	11	2.2	2	2	0.0	1	1	0.0	2	1	1.0	2	2	0.0	1.0	2	5.2
Heavy rainfall	Almost certain	Moderate	Moderate	1	2	2	3	3	11	2.2	2	2	0.0	2	2	0.0	2	2	0.0	2	2	0.0	0.0	3	5.2
Electrical failure	Likely	Major	High	3	4	2	3	3	15	3.0	2	2	0.0	2	2	0.0	2	2	0.0	2	2	0.0	0.0	2	5.0
Civil unrest/Terrorism	Rare	Moderate	Moderate	3	2	2	2	1	10	2.0	2	2	0.0	2	1	1.0	2	1	1.0	2	2	0.0	2.0	1	5.0
Lower Priority Hazards																									
Hazardous substance release	Unlikely	Moderate	Moderate	3	1	2	2	3	11	2.2	2	2	0.0	2	2	0.0	2	2	0.0	2	2	0.0	0.0	2	4.2
Telecommunications failure	Likely	Major	High	2	2	2	3	1	10	2.0	2	2	0.0	2	2	0.0	2	2	0.0	1.5	1.5	0.0	0.0	2	4.0
Geo hydro thermal	Possible	Minor	Moderate	2	1	2	2	2	9	1.8	2	2	0.0	2	2	0.0	2	2	0.0	2	2	0.0	0.0	2	3.8
Oil tanker fire at berth	Unlikely	Major	High	2	2	2	3	2	11	2.2	2	2	0.0	1	1	0.0	2	1	1.0	1	2	-1.0	0.0	1	3.2
Marine accident - Cruise liner	Unlikely	Major	High	2	2	2	3	2	11	2.2	2	2	0.0	1	1	0.0	2	1	1.0	1	2	-1.0	0.0	1	3.2
Volcanic eruption distal - ashfall	Possible	Minor	Moderate	2.5	3	3	3	2.5	14	2.8	1.5	3	-1.0	2	2	-1.0	2.5	2.5	0.0	2	2	0.0	-2.5	2	3.0

Appendix 7.2: ReadyNet template screenshots

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