



impact

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Are you ready for
New Zealand ShakeOut?

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Cover image: Balclutha kindergarten children James Broderick and Charlie Chamberlain practising the 'Drop, Cover and Hold' ahead of New Zealand Shakeout earthquake drill.

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Common acronyms

MCDEM Ministry of Civil Defence & Emergency Management
CDEM Civil defence emergency management
NCMC National Crisis Management Centre
ECC Emergency Coordination Centre
EOC Emergency Operations Centre
EMO Emergency Management Officer

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www.civildefence.govt.nz
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EDITORIAL

John Hamilton, Director Civil Defence Emergency Management



Outstanding Success for New Zealand ShakeOut

New Zealand ShakeOut is an ambitious undertaking no matter which way you look at it.

We are thrilled to achieve our target of having one million people registered. The credit for this outstanding result starts with two highly enthusiastic staff members, Jo Guard and Anita Komen, and continues to a host of others in CDEM Groups and partner agencies that have put their energy into encouraging and cajoling people and businesses to sign up. It is a fantastic result and we still have a number of days to go! Keep up the good work.

The second part of ShakeOut, and arguably the more important aspect, is the opportunity it provides for the public and those involved in CDEM to understand the best thing to do in the event of an earthquake. We feel for those living in Canterbury and Christchurch who have been through the earthquakes, but there are many who despite living in areas with high earthquake risk, do not understand that Drop, Cover and Hold is the best action to take.

ShakeOut is also an opportunity to take readiness beyond the personal level implied by Drop, Cover and Hold and review and enhance home and business or work place readiness through reviewing and practising emergency plans, and also the business continuity plans. The Christchurch experience indicates how important it is to the community that the local economy continues to operate and the psychological benefit that has on a traumatised population. In taking registrations for ShakeOut, staff from some businesses have made contact with us and expressed the frustration they have for the slowness some senior leadership teams have to sign-on for ShakeOut. We need to have executives think of the value of participating in ShakeOut in a different way. They should think about the circumstances they would face immediately after an emergency such as an earthquake.

What should they do to ensure the safety of their staff and families? Are there things the business could do before the event to ensure its critical elements are protected or available in the aftermath?

Arguably the more important aspect [of ShakeOut], is the opportunity it provides for the public and those involved in CDEM to understand the best thing to do in the event of an earthquake.

Resilient Organisations has published a very helpful booklet *Shut Happens*, which provides some excellent ideas that will help small and medium-sized enterprises have those conversations at work, and strong hints for what they should do to continue to operate after an emergency. The booklet is available on the Resilient Organisation's website (www.resorgs.org.nz) and is recommended reading.

While ShakeOut and a number of other current discussions have earthquakes as their central focus, there are other hazards and risks that still require our attention. Recent volcanic activity at Tongariro and White Island emphasise that we live with uncertainty. It goes without saying that readiness is a key ingredient in our ability to manage these diverse events.

Those of us involved in CDEM will be judged by an increasingly vigilant and expectant public on our ability to quickly switch to the current problem and provide swift and accurate information and advice about the event and our response to it. Response is a key part of our CDEM responsibilities but as ShakeOut intends, high levels of readiness will help reduce the impact and the scale of any response and recovery. ■

Calling for observers

To help evaluate the success of New Zealand ShakeOut, and to learn what could be improved in the future, we're searching for volunteers to observe the ShakeOut drill in their organisation or wherever they will be at the time.

GNS Science has created observer forms for people to fill out, so it's nice and easy! We ask for a good, wide, logical distribution of observers if there is more than one per organisation.

These observer forms, along with further information for observers are available for download at www.shakeout.govt.nz/resources.

Please complete this form during the drill (or alternative date and time if your organisation has chosen to conduct the drill on a different day).

Please send us your form. The last day for forms to be accepted is 26 October 2012.

The easiest way to return the information would be to fill out the form online at <https://www.surveymonkey.com/s/nzshakeout>.

Alternatively, you can send completed forms to:

Post: Attention: ShakeOut Evaluation
PO Box 30368, Lower Hutt

Email: nzshakeoutobserv@gmail.com
Fax: 04 570 4600 ■

Learning responsibilities is a high priority

Local political leaders in the Wellington region gathered in August for a one-day workshop on their roles and responsibilities in the event of a large-scale emergency.



From left: MCDEM Regional Coordinator Central Keith Evans, Greater Wellington Regional Council Chair Fran Wilde, Masterton District Mayor Garry Daniell, Wellington City Mayor Celia Wade-Brown, Wellington Regional Resilience Manager Dan Neely, Civil Defence Group chair and Kapiti Mayor Jenny Rowan, Wellington Regional Emergency Management Office Manager Bruce Pepperell, Hutt City Mayor Ray Wallace, Porirua City Mayor Nick Leggett, MCDEM Director John Hamilton and South Wairarapa District Mayor Adrienne Staples.

MCDEM Director John Hamilton joined the Manager of the new Wellington Region Emergency Management Office Bruce Pepperell to run the workshop, which was held in Hutt City's emergency management office.

Mr Pepperell says the workshop stemmed from a discussion with the region's Civil Defence Group chair and Kapiti Mayor, Jenny Rowan.

"We agreed that emergency-management training should be an ongoing priority – and that we should start at the top".

"Christchurch has obviously shown that mayors and other political leaders have a crucial role in a community's ability to respond to and recover from an emergency.

"It is therefore important that leaders fully understand their responsibilities under the Act, have an appreciation of Civil Defence as a system that other support agencies plug into, and are able to build strong relationships with the team that will be supporting them.

"During and after an emergency, the community needs the confidence that they

will be led by a well-oiled machine. The Mayoral workshop will be the start of a comprehensive programme of training and education to ensure everyone is aware of their responsibilities and up to the task," said Mayor Rowan.

"It is also important that our communities are both prepared and have a degree of resilience which will see them able to respond effectively to, and recover quickly from emergencies. This means that we all – council, business and individuals – have a role to play if we value our community." ■

Everyone ready to ShakeOut?

A look around the country at how different agencies are taking part

New Zealand Breakers break out to ShakeOut!

New Zealand's ShakeOut is the focus of this year's Get Ready week for Auckland. Planning in Auckland started at the beginning of this year and many initiatives continue to be delivered by council staff, community volunteers and key partners across the sector.

Auckland Council has teamed up with New Zealand Breakers to help promote the New Zealand ShakeOut campaign in Auckland.

The event will be hosted at an inner city business where school children will also attend. It will be an opportunity for small and tall to participate next to each other prior to the big day!

For Aucklanders, New Zealand ShakeOut provides a tangible way to learn about the Get Ready Get Thru campaign and the potentially life-saving actions of 'Drop, Cover and Hold' during and after an earthquake said Clive Manley, Manager Civil Defence and Emergency Management at Auckland Council.

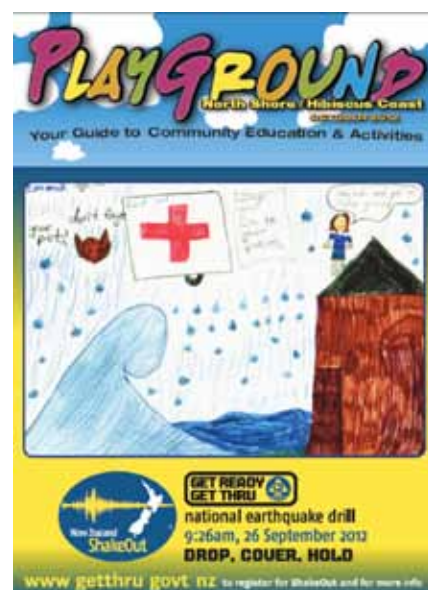
"Although the Auckland region lies in one of the lowest earthquake activity regions of New Zealand, Auckland does experience some earthquakes from time to time," says Mr Manley.

"It's up to all individuals and communities to be prepared for any disaster, including earthquakes."



What else has Auckland done or will be doing?

- Support MCDEM, the Minister of Civil Defence Hon Chris Tremain and Peter Elliott to launch the new earthquake ads at Mt Roskill.
- Winner of cover design for *Playground* magazine.
- Adopt a school and business programme for staff.
- Heightened knowledge and discussion of 'What's the Plan Stan?' programme.
- Mass letter drop to all educational institutes.
- Presentations across Auckland (e.g. Kindergarten Association).
- Screen saver delivered across council staff.
- Article in *OurAuckland* delivered to 535,000 homes across the region. ■



The New Zealand ShakeOut will feature as the winning cover design for *Playground* magazine.



Backed by the Minister of Civil Defence

Hon Chris Tremain, Minister of Civil Defence, has been a strong supporter for the first New Zealand ShakeOut.

To help show support, enthusiasm and to encourage others to register for the earthquake drill, Mr Tremain decorated his office with a ShakeOut banner, and proudly donned a ShakeOut T-shirt.

It is good to know that New Zealand ShakeOut has Mr Tremain's backing! ■

What's up in Waitaki?

Waitaki Emergency Management is advertising the ShakeOut on local radio, targeting specific communities including families and businesses, encouraging them to enrol. They are also visiting schools, giving flyers and stickers to children, and helping schools sign up.

On the day of the ShakeOut, they will be holding a full CDEM exercise, testing a major earthquake scenario in the Waitaki District based on an earthquake occurring on the Waiheke fault system. The exercise will test the operational setup, communication, documentation flows and declaration processes within the Emergency Operations Centre. ■

Health inspired to ShakeOut

Over the last six months, the Ministry of Health has run a campaign to increase individual and organisational preparedness.

Each month they have promoted a theme, including family emergency communication plans, spotting hazards, emergency gear, home kits, business continuity plans and, of course, the ShakeOut Drop, Cover and Hold.

Sarah Holland, Senior Advisor - Emergency Management, reports that 'earthquake chatter' has increased.

"This morning alone, I had four earthquake or ShakeOut conversations with people, and none of them were initiated by me.

We've also started work with Health Sector Emergency Planners and DHB Communications Managers around public education theory, and how to move from awareness to action," said Sarah. ■

New resources

ShakeOut posters

We have created a number of new posters for organisations who have signed up to ShakeOut and want to tell others. Do you have customer facing areas?

You can use the 'You're welcome to join us!' posters to let your customers know that your staff will be doing the drill and that they're invited to participate as well. ■



'Get Ready Get Thru' for small businesses

Resilient Organisations has published a free resource for small and medium-sized enterprises to help them 'get thru' an emergency, entitled *Shut Happens*.

Getting a business ready is partly about doing some planning and partly about ensuring developing practices to become more resilient.

This short guide helps with both.

Along with what, how, and why information, each section provides links to additional resources.

The resource is available to download at www.resorgs.org.nz/News/get-ready-get-thru-for-small-businesses.html. ■



Survival items a hit

In August, the Ministry of Business, Innovation and Employment's Labour Group hosted a personal survival items sales display at Unisys House in Wellington.

National First Aid Distributors Ltd (NFAD) provided an opportunity to buy a range of useful survival items for staff to add to their personal emergency kits.

The display created a busy afternoon, and attracted a good turnout. Around 70 people attended the event, with many adding new supplies to their kits over the course of the afternoon.

Smaller items, such as light sticks and foil blankets, were very popular, while the dynamo torches proved to be a must have item. ■



Staff at Ministry of Business, Innovation and Employment took time to bolster their emergency survival gear.

At the show in Hawke's Bay

In Hawke's Bay, Civil Defence will be attending the Hawke's Bay Home and Garden Show from 14 - 16 September.

The team will be supplying attendees with information and advice on how to prepare for a disaster, as well as details of Hawke's Bay's hazardscape.

They will also have a New Zealand ShakeOut display, as well as computers so people can register at the show.

Those who register on the day will go into a draw to win a civil defence-related prize. ■



Wellington City Mayor Celia Wade-Brown takes refuge under her desk to help promote New Zealand ShakeOut.

Wellington's leaders embrace ShakeOut

The Wellington region's political leaders will be huddling under their desks on 26 September along with many thousands of other people – young and old – around the region.

The region's Mayors and Chairs have embraced ShakeOut. Images – including posters – of the politicians taking cover under desks will become prominent sights around the area in the run-up to the big event.

Staff from the recently-established Wellington Region Emergency Management Office (WREMO) have been busily drumming up interest in ShakeOut to the extent that

around 195 schools and more than 64,990 pupils are ready to Drop, Cover and Hold.

WREMO is also working with corporations, government departments, retailers and other organisations to encourage them to take part.

The WREMO Facebook page (WRemoNZ) is also full of ShakeOut updates and other useful information. ■

Time to take out the truck

In the week prior to ShakeOut, the Marlborough CDEM group will be taking their communications truck to seven different locations ranging from supermarkets to Bunnings and Mitre 10.

Each day they will run a competition for a survival kit with the basics.

Volunteers will be on hand to distribute information on how to be prepared for a disaster. ■



The journey from one to over ONE MILLION!

2008 – Where it all began



The first ShakeOut was held in 2008 as the Great Southern California ShakeOut, and was based on a magnitude 7.8 earthquake on the San Andreas Fault in southern California. Over 5.2 million people joined in!

2010 – 2012 – Cross-country collaboration



The National CDEM Exercise Programme Governance Group agreed to hold a New Zealand ShakeOut. Once the decision was made, the New Zealand ShakeOut Coordinators started liaising with the lead coordinator of the Great Southern California ShakeOut earthquake drills, Mark Benthien, to ensure that the development of the New Zealand ShakeOut is as seamless as possible.

2009 – The Great West Coast ShakeOut



Inspired by the Great Southern California ShakeOut, Chris Manuel suggested opening it up to communities on the West Coast. On 18 September 2009 at 10.10am, the West Coast was rocked by a virtual earthquake and over 8,000 people simultaneously dropped, covered and held, representing more than 25% of the region's population.

2011 – A logo is born



The branding for New Zealand ShakeOut was one of the first jobs the coordinators tackled. The logo set the scene for all the material related to the ShakeOut - and there is a lot of material! The campaign is partnered with the established Get Ready Get Thru public education programme.

January 2012 - Website development



The website is the focal point for information and resources relating to the ShakeOut. A lot of work went into contractual arrangements, privacy considerations, terms of use, licensing conditions, registration details, earthquake hazard information and the creation of many resources.

April 2012 - Social media launch



To get New Zealand ShakeOut and the Get Ready Get Thru brand out to the masses, we launched Facebook and Twitter (NZGetThru) accounts at the end of April.

September 2012 - Reaching one million participants



We are thrilled that **over one million people** from all over New Zealand are participating in the New Zealand ShakeOut Drop, Cover and Hold earthquake drill at 9:26-26:9. Jo Guard, Stan and Anita Komen celebrate reaching a million with several weeks to go. If you haven't signed up yet, don't panic – there is still time to register. Go to www.getthru.govt.nz and get your name on the list!



March 2012 - The New Zealand ShakeOut launch



The Minister of Civil Defence, Hon Chris Tremain launched New Zealand ShakeOut on 29 March 2012 at Owihro Bay School in Wellington. He was joined by Stan (from What's the Plan Stan?) who proved popular with the Year 1 and Year 2 students from Harakeke/Room 5.

February – September 2012 - Communicating with the masses



How do you communicate with a cast of thousands? We send regular email newsletters out to our partner agencies and to New Zealand ShakeOut registrants to keep them updated on all the ShakeOut news.

Shaking it up at Te Aroha hospital

Nikki Close has been planning for an emergency for 18 years. Now the registered nurse and chief executive officer of Te Aroha Community Hospital in the Waikato is putting the plans into action in a 24-hour exercise kicking off at 9.26am on 26 September.

At that time, the hospital's power and water supply will be shut off, and the generator disconnected. One part of the building will be closed off due to 'earthquake damage', and the hospital's patients and aged care residents relocated to the lounge.

In what Mrs Close admits is the most "unpalatable" part of the exercise, they will pretend the sewerage pipes have broken, preventing use of the toilets. Instead, four portaloos will arrive onsite from two suppliers and heavy duty plastic bags will be used to line toilets for emptying into chemical toilets.

Food will be cooked on the hospital's BBQ, while 20,000L of water will be drawn from two cooling tanks on top of the boiler house and made potable using bleach.

Meanwhile, a pre-recorded phone message will provide contact mobile numbers for people to use instead.

At night, staff will be provided with headlamps so they can continue to work freely, and a supply of LED lamps onsite will provide additional lighting.

Six staff have been assigned emergency management roles, such as welfare and water, and will be responsible for co-opting volunteers. Job descriptions and emergency kits mean even if one person is unavailable, perhaps due to injury or death, another will be able to easily step into each role.

Planning for the exercise has included getting clearance from the hospital's insurer, and having heavy-duty batteries installed to ensure the fire alarms will continue to work well beyond 24-hours without electricity.

It's an incredible undertaking, but Mrs Close says the experience of aged care facilities



Chief Executive Officer of Te Aroha Community Hospital, Nikki Close, gets ready to ShakeOut.

following the quakes in Christchurch have emphasised the importance of preparedness.

"They didn't know they were on a fault line - we have no excuse not to use that experience to make sure our systems are in place."

Her mentor in planning for an emergency is Christchurch-based Simon O'Dowd, chair of the New Zealand Aged Care Association, who has been able to answer 'silly questions' about how things really happened last year.

The hospital can take up to nine medical patients and 37 people in their adjacent aged care facility, and has a staff of around 60 people working across three shifts over 24 hours.

"The staff and permanent residents have been upbeat about the exercise, it will be an adventure.

"But because the workforce is mainly women and they would want to go home

to their family, I've asked them to consider making the hospital their family's civil defence meeting point. I've invited family to meet here, and hopefully that would also mean extra pairs of helping hands."

For the exercise, Mrs Close is taking her two children out of school the day, and she has encouraged her staff to do the same.

"They may never get this opportunity again, and the life experience? There's so many different ways they can use that going forward."

The volunteer firefighter says she has "built this system up over 18 years, but have never had the opportunity to practise it". New Zealand ShakeOut has given her the opportunity to do so. ■

New website helps business plan to stay open

With support for MCDEM and the national resilience fund, Auckland CDEM is working hard to improve resilience across the business sector.

A new website (www.resilientbusiness.co.nz) has been developed to help New Zealand businesses stay open when the unexpected happens.

By working with the business sector, Auckland Council has supported the development of this user-friendly website, which offer visitors case studies, tips, articles and basic templates for business continuity planning.

Businesses are also encouraged to complete a short survey tool to understand their ability to 'stay open'.

All the information is organised according to business size so that it is relevant to all businesses, from sole traders and entrepreneurs to large businesses and organisations.

It was important from the beginning that council included businesses as much as possible to ensure the website was something that supported them and worked for them, says Clive Manley, Auckland Council.

"It is very important for the New Zealand business community to be resilient. Businesses provide goods and services and employment for a significant proportion of the community, so building resilient businesses is critical to making our New Zealand more resilient".

The project team encourages you to support the website by promoting within your own business communities and would really like to hear your feedback or if you have any case studies, additional templates, etc. Please email info@resilientbusiness.co.nz. ■



Whangarei upsills their CD volunteers

On 19 July, Victoria Randall, Civil Defence Officer for the Whangarei District held a seminar for the volunteer coordinators, alternates and other group members from the 14 coastal Civil Defence community response groups in the Whangarei District.

There were representatives attending from 10 of the 14 communities, with approximately 40 people attending overall.

Councillor John Williamson (Whangarei District Council representative on the Northland CDEM Group) opened the evening by thanking the volunteers for completing the community response plans.

Ms Randall presented a number of topics including the National Warning System, the functions of the Whangarei District Council Emergency Operations Centre and the civil defence structure and where volunteers fit into the bigger picture.

An overview of the Northland Civil Defence Emergency Management Groups current projects was given, including highlighting the Business Continuity Planning project, Visitor Action Plan, New Zealand ShakeOut, the Emergency Information Management

System introduction and training, tsunami information boards' project, the Whangarei CBD Evacuation Plan and continuing community group work.

Simon Weston, Group Manager for Infrastructure and Services, Whangarei District Council and Claire Nyberg, Northland Civil Defence Officer contributed throughout the evening.

Mr Weston informed the volunteers about the role of the local controller and the relationship between themselves, the controller and the community response plan activation process.

Ms Nyberg led a discussion on how to promote civil defence in communities, how to support each other's groups and communities across plan boundaries, and shared resources.

Each community group was given resources to help with public education and emergency response work, including administration packs containing stationary, high-viz vests, leaflets, tsunami signage boards for slipways and beach areas, and Civil Defence Community Centre signage boards. ■



From left: Victoria Randall (Civil Defence Officer, Whangarei District), Graeme Cleaver (Whangarei Heads Community Response Group Volunteer Coordinator) and Peter Coates (Whangarei Heads Alternate Coordinator).

Grey District partners with New World

To help tell Greymouth residents about the New Zealand ShakeOut, Grey District Civil Defence Emergency Management and Greymouth New World have started a joint advertising campaign.

New World are putting together household emergency supplies for sale as a kit and are printing shopping lists featuring the Civil Defence logo and the message that people will need food and water for at least three days to 'Get Thru'.

Grey District CDEM is very grateful to New World Greymouth for their support of ShakeOut. They have been a staunch supporter of Civil Defence over the years. ■

Right: Allan Wilson, Grey District Civil Defence Emergency Manager giving a ShakeOut bag to Victoria Boyes, owner/manager of New World Greymouth, to launch the campaign.



Clutha residents ShakeOut

With just days to go until New Zealand ShakeOut, Clutha District Civil Defence is urging all local schools, organisations, businesses and families to register for the national earthquake drill.

Civil Defence Officer Brendon Smith said around 1,000 people in the Clutha District had so far signed up to take part and he hopes the numbers will continue to grow over the coming days.

“New Zealand ShakeOut is all about how you would react to an earthquake at that time,” he said.

Mr Smith said it was great to see so many people from Clutha already signed up. Already on the list are six local schools, two local pre-schools, two local businesses and around 25 individuals.

“It would be great to see Clutha as one of the best represented districts in the country for this exercise. To do this, we need more organisations and individuals to register and take part,” Mr Smith said.

“Participating in the drill is a great way to get people better prepared to survive and recover quickly from a damaging earthquake.”

As well as practising to ‘Drop, Cover and Hold’, the exercise was also a good opportunity for people to think about their organisation or household emergency plans. ■



Students at Tapanui School learn about the different roles in CDEM.



Tapanui School students and teachers were keen to learn about the ShakeOut.



Students at Waikoiko School learning to Drop, Cover and Hold.

Making the most of lessons learnt

AECOM is a professional technical services consultancy with offices throughout New Zealand. The AECOM office building in Christchurch was badly damaged in the February 2011 earthquake.

No staff were fatally injured and the building did not collapse, but it needed to be demolished.

AECOM is using the lessons learned from the Canterbury quakes, as well as the New Zealand ShakeOut, as an opportunity to prepare staff members, practise and review their Business Continuity Planning.

As part of the lead up to the event, Safety, Health Environment Manager Wendi Croft is delivering a preparedness presentation for all members of staff.

The presentation, entitled *Are you Prepared?*, delves into New Zealand's history of natural disasters (earthquakes, tsunamis, volcanoes, storms and floods), as well as looking at global events and trends.

Wendi utilises Get Thru videos, statistics, images, maps, and inspiring footage from freelance photographer Geoff Mackley to set the stage for what we can expect and the urgency for preparedness in New Zealand.

Are you Prepared? shares AECOM's experience in Christchurch, paints a clear picture of what staff can expect from the business and encourages staff to get personally prepared for a major disaster. ■

Triggering the ShakeOut with the 'sting'

Has your organisation considered how you will 'trigger' the Drop, Cover and Hold drill at 9.26am on Wednesday 26 September? One suggestion is to use the civil defence sting.

The sting is an electronic sound that has been given to broadcasters to use before making an official civil defence emergency announcement.

Your organisation may broadcast the sting through loudspeakers or a PA system in conjunction with appropriate voiceover announcements.

If you don't have a PA system, you could use a whistle, air horn, bell, meeting reminder on the computer or use a voice command to signify the beginning of the drill.

The ShakeOut team recommends you advise your staff, students, customers or volunteers ahead of time so they know how the drill will be announced. And remember to indicate when the drill is over!

Rules for using the civil defence sting

Guidance on using the sting as a trigger for the drill along with some sample broadcast scripts has been developed and is available at www.shakeout.govt.nz/resources/.

International research, most recently after tragic bush fires in Australia, revealed that people often did not respond to evacuation and other official announcements because they "heard" them as if they were advertising.

However, when an alert was broadcast immediately before an official announcement people were much more likely to listen to it and act on it.

If you use the 'sting' for ShakeOut, you must follow these rules:

1. The sting should only be used to signal that an official civil defence message will follow immediately.
2. The sting must not be used for any purpose other than a civil defence warning or civil defence drill. If it is used for other purposes, there is a risk that it will lose its value as an alert and people will ignore it in future.
3. The sting must not be used as a siren or an alarm on its own. Without an announcement people will not know what they should do. It would not help but would, instead, cause confusion.
4. When the sting is used for a drill, a statement must be broadcast immediately before the sting is sounded explaining that it is a drill and what kind of drill it is. For example, in the case of the New Zealand ShakeOut earthquake drill, the statement would explain that an earthquake drill was about to start and the sting would then sound for a few seconds. After the drill a statement should be broadcast that the drill has ended. We have included some sample statements that may be used in conjunction with the drill for New Zealand ShakeOut.

You can listen to, and download the sting as a .wav file on www.getthru.govt.nz. Right click on the sting link to download the file to your computer. ■



The AECOM office spaces visible as the building is demolished after the earthquakes.

**AECOM
Office Spaces**

Tearing it up in Taranaki



Driver Adam Young with Taranaki Emergency Management Officer Lynsey Wilcox.

Stratford mini stockcar driver Adam Young and his father Allan are getting behind the New Zealand ShakeOut campaign in Taranaki. The Get Ready Get Thru message will be displayed on Adam's car when it's racing at Stratford Speedway this season, and Adam's stockcar is on display in a shop window in Stratford for the next month as part of a New Zealand ShakeOut promotion. ■

Easy identification of disability assist dogs in an emergency

Subsequent to recent emergency events including the Canterbury earthquakes of 2010 and 2011, the Ministry of Social Development established a working group to consider standardising the identification of disability assist dogs.

As well as MSD, the group includes Ministry of Civil Defence & Emergency Management, the Office for Disability Issues, the Department of Internal Affairs (Local Government and Emergency Management Policy), the New Zealand Institute of Animal Control Officers, the National Animal Welfare Emergency Management Advisory Group, ACC and disability assist dog service providers.

After the earthquake, welfare centre staff

found it difficult to identify whether dogs accompanying people at a welfare centre were certified disability assist dogs or not. Under the Dog Control Act 1996 disability assist dogs are permitted to remain with their owners in most public places, including welfare, evacuation or recovery centres.

A standardised identification tag would provide a mechanism for quick and effective reunification of disability assist dogs with their owners if separated during an emergency.

The working group proposed that a standardised identification tag using the civil defence logo be developed and sought feedback from disability assist dog service

providers and local authorities (local authorities administer the registration of dogs). The proposal was strongly supported by both sectors. A disability assist dog identification tag has been designed, including the civil defence logo, microchip number and description of the dog, and an application and approval process has been drafted.

The working group is developing a communications plan and will present its work to date for feedback at the New Zealand Institute of Animal Control Officers Conference in Hamilton on 14 September 2012. ■

New Zealand ShakeOut



At 9:26am on Wednesday 26 September 2012,
New Zealand will be holding its largest ever
earthquake drill.

At this time we will practise the right actions to
take in an earthquake – Drop, Cover and Hold.

There is still time to join us!



Visit www.getthru.govt.nz
for more information