

MINISTRY OF CIVIL DEFENCE
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2012 West Coast Preparedness for an Emergency Presentation 1st May 2012

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Tsunami



Flood



Volcano



Storms



Earthquake



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NEED TO GET READY. **CLICK HERE**

BACKGROUND, AIMS, METHODOLOGY



Background

- ❖ The Ministry of Civil Defence & Emergency Management has conducted national surveys since 2006 (Colmar Brunton). Prior to 2011 the West Coast was combined with Canterbury. In 2011 it was analysed separately, but only had a base of 66 interviews
- ❖ To better understand the West Coast Region's residents, a larger, robust survey of 500 interviews has been conducted
- ❖ This survey is vital because of the West Coast's proximity to the main Alpine Fault, many localised faults, difficult terrain, possibility of isolation from the east side of the South Island, and vulnerability to a tsunami
- ❖ This shortened presentation is for the meeting on 1st May 2012. The full presentation/report can be provided by Nichola Costley, West Coast Regional Council, on request

Aims

- ❖ Because of the West Coast's vulnerability, West Coast Civil Defence Emergency Management Group (WCCDEMG) need to further understand:
 - ❖ *Residents' preparedness for a range of disasters on the West Coast*
 - ❖ *What else they need to know and do*
 - ❖ *Where they feel they can expect to get help*
 - ❖ *How well the "Get ready, Get thru" campaign has helped on the West Coast*

Methodology

- ❖ 500 random telephone interviews have been conducted in the Westland, Grey and Buller Regions
- ❖ For comparability with the National Survey, some key questions have been used, but tailored specifically to the West Coast, others are new for this region
- ❖ The margin of error for this study is +/- 4%
- ❖ Project management and reporting by Vanessa Hughes
- ❖ Telephone Interviewing and data processing conducted by Versus Research
- ❖ Fieldwork was conducted between 13th – 23rd February
- ❖ Reporting required by 2nd April and 1st May 2012
- ❖ The full questionnaire can be provided on request



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Executive Summary



Executive Summary (1)

Considerations for this research:

- Apart from continuing seismic activity around Christchurch and other national and international disasters, 22nd February and 11th March 2012 are the first anniversaries of the major Christchurch and Japanese earthquakes
- Media, documentary and commemorative activity built up during January, February and March 2012
- Also the  campaign continues as at the time of writing
- Increased Civil Defence activity in the region over the previous 12 months
- Where appropriate, comparisons are made with the 2011 National Study conducted by Colmar Brunton
- Interviews conducted between 13th – 23rd February 2012

Executive Summary (2)

Awareness & Responsibility:

- West Coasters have a high awareness of potential disasters most likely to affect them:
 - 95% earthquakes, followed at lower level by
 - 66% floods, and
 - 48% tsunami
- Who will help them and their own responsibility:
 - 97%, the overall majority, feel it is their own responsibility to look after themselves and their family
 - 76% that emergency services will also be there
 - 74% either slightly or strongly agree that there will be someone there to help them in a disaster
 - 28%, less than a third, think there will be any adequate warning of a disaster
- When asked how prepared they felt they were:
 - 60% feel they are “quite prepared” and
 - 18% “very prepared”,
 - leaving a fifth (21%) much more at risk

Executive Summary (3)

What should be done:

Without prompting, what they 'should do' is:

- 56% maintain both water and food
- 53% have 'emergency items (non-specific),
- 32% have 'specific items', and
- 16% 'general plan'

What they have done:

Without prompting, what they 'have done' is:

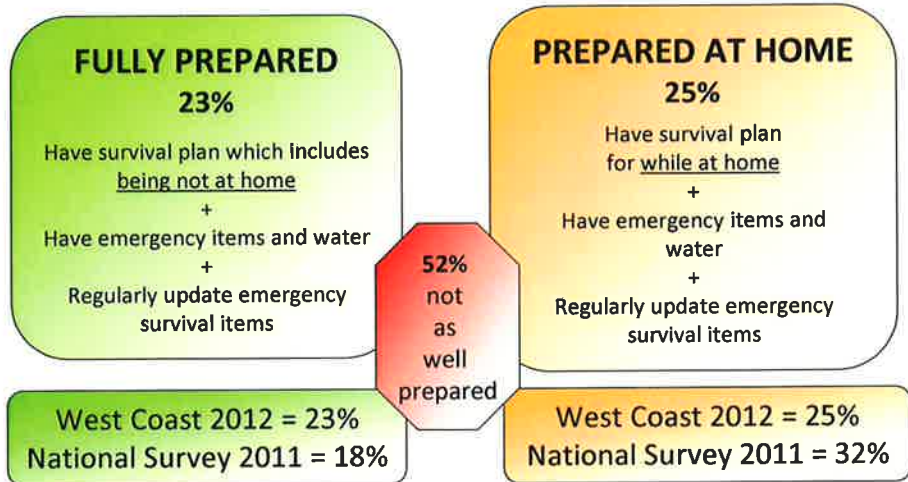
- 48% maintained both 'food and water'
- 48% 'emergency items', (non-specific) and
- 32% 'specific items' for an emergency

Executive Summary (4a)

What should be done and what they have done – prompted responses:

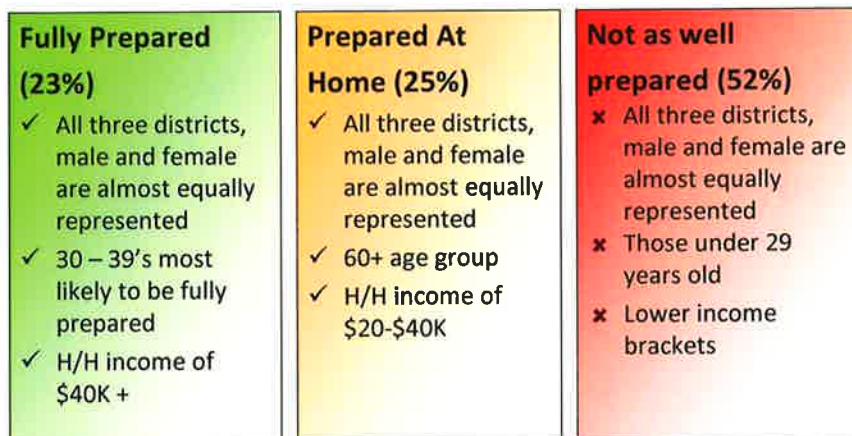
- At a later stage of the interview, when prompted with a list of specific statements,
 - 92% said they had emergency items such as tinned food, toilet paper, torch, spare batteries, etc.
 - 81% that they are familiar with the Civil Defence information in Yellow Pages
 - 75% have an emergency survival plan for their household
 - 69% regularly update survival items and
 - 65% store 3L water per person for 3 days for the household
 - 42% have a plan for when not at home
- These are, mostly, good proportions but more detailed analysis gives figures for who is considered fully prepared, prepared at home and those more at risk

How Prepared is the West Coast?



For national comparability, this analysis is as used by Colmar Brunton in the 2011 National Study. Q17 & Q18 of the West Coast questionnaire
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Who Is Best & Least Prepared?



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12

Executive Summary (4b)

How prepared and barriers to being prepared:

- 23% are **'fully prepared'** = have a survival plan which includes not being at home + have emergency items and water + regularly update emergency survival items (2011 National Survey figure = 18%)
- 25% are **'prepared at home'** = have a survival plan for while at home + have emergency items and water + regularly update emergency survival items (2011 National Survey figure = 32%)
- This leaves just over half (52%) not so well prepared
- There are little or no statistical differences between those in Buller, Grey and Westland or male and female
- Those more at risk are likely to be those aged under 29 and 60+ and in the lower income brackets
- Generally, the **barriers to being better prepared** are 'laziness, apathy, complacency and just getting around to it' – 56% of those who admitted to being ill prepared. Cost was specified by only 10%

Executive Summary (5)

Sources of Information:

- Overall, there is adequate information for West Coasters to help them be prepared. Continued stimulus is needed to give those not prepared the impetus to have a full survival plan
- Without prompting, Yellow Pages was stated by 57% of the sample as a source of information prior to a disaster. The next main sources are Local/regional councils (26%), local Civil Defence (24%) and the Civil Defence Website (15%). The internet generally is used by 12%
- There are several different websites which are used apart from the main www.civildefence.co.nz. Readynet.co.nz, disasters, EQC, getthru.co.nz, local and regional councils, wikipedia, or just Googling 'what to do in a disaster'
- For those who remembered recent Information a third (34%) stated newspapers, TV (30%), Civil Defence flyers (20%), radio (10%), other flyers/in the post (9%), and community meetings (5%)
- It is likely that the the 'other flyers/in the post' are also CD material which raises this element to a possible 29%

Executive Summary (6)

Information messages:

- The main message received from any source of information is:
 - “be prepared” - 60%, followed by
 - “how to prepare” at only 12%
- Less than half interviewed recalled the tagline and website for the government advertising campaign:-
 - Get Ready, Get Thru (48% vs. 49% 2011 National Study)
 - getthru.govt.nz (43% vs. 40% 2011 National Study)

Executive Summary (7)

Levels of disruption:

- A list of who to rely on in an emergency prompted high proportions:
 - 82% neighbours
 - 80% fire services,
 - 79% civil defence
 - 74% police
 - 71% ambulance
 - 59% hospitals
 - 55% army, and
 - 49% council

Who to rely on:

- However, this belief in assistance is despite them saying that all services will have a high degree of disruption:
 - 98% electricity
 - 93% land line phones
 - 91% water
 - 90% roading
 - 88% sewerage
 - 84% medical, and
 - 72% mobile phones

Executive Summary (8)

What to do during/after an earthquake and for a tsunami:

- When asked what they should do **during/after an earthquake**, nearly half (49%) spontaneously mentioned checking on family, friends and neighbours. This reaction slipped to third place for a tsunami (10%).
- Moving to a safe place (41%) and taking shelter under a desk/doorway (30%) are the next highest reactions to an earthquake. "Drop, cover, and hold" was only mentioned by 9%.
- **For a tsunami**, moving to higher ground (86%) and moving inland (17%) are the main reactions before checking on family, friends and neighbours (10%). Preparing to be evacuated is only mentioned by 7%.



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Conclusions




Conclusions (1)

- ❑ There are no major differences between the three districts on the West Coast though some concerns re health services for Westland
- ❑ Where differences are shown, they mainly relate to “life stages” e.g. age, income, and household size
- ❑ While residents are highly aware of the types of disasters which are most likely to happen on the West Coast, there is a gap between this awareness and the level of preparedness
- ❑ Also, residents believe there will be “someone to help them” in the form of various emergency services as well as family and neighbours, but they also recognise that vital services will sustain major disruption and, with an earthquake, have no warning
- ❑ A similar gap as between being aware of the dangers and how prepared they are

Conclusions (2)

- ❑ With any advertising campaign and any disaster, ‘messages’ and the ‘impetus to take precautions’ diminish over time
- ❑ One of the spontaneous responses to why residents made preparations was “*habit/always done it*” – a ‘top of the mind’ response to be worked on and increased. Not easy, but worth aiming for
- ❑ A commitment to regular Civil Defence workshops and flyers as reminders would be of benefit – flyers achieved a high recall of the main message “be prepared”
- ❑ As with changing the batteries on smoke alarms, designate a day on which emergency supplies should be checked
- ❑ Also keep an up-to-date register of local Civil Defence trained wardens and centres which are easily accessible on websites, at libraries, etc.

Conclusions (3)

- The District and Regional Councils all have websites with a section devoted to Civil Defence but with varying information
- All have links to the official website  and other related sites
- Buller DC has an extra list of radio stations with frequencies for different areas
- Grey DC has an extra list of emergency items and preparations
- Correlation of all the West Coast website sections on Civil Defence would be useful
- For the West Coast, it's not a question of "if" but "when" a major earthquake will happen
- Though there is a high level of self-reliance and ingenuity on the West Coast, more preparation is always needed plus strategically timed reminders

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21



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