

(22) New

7863710B TMR



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Whanau Resilience Project
Date of application	27 February 2012
Details on application	
Lead territorial authority	Taranaki Regional Council
CDEM Group	Taranaki CDEM
Other TAs or Groups supporting the proposal	Welfare Advisory Group, Red Cross, and Te Puni Kokiri
Project description	
<p>Executive summary</p> <p>This project has been developed to support better communication of Civil Defence messages to local Taranaki Maori communities, and to integrate Civil Defence Emergency Management messages into the work being undertaken by Kaupapa Maori providers.</p> <p>Maori community are over represented in low decile communities, with on average lower incomes, higher rates of disease and disability, and therefore more vulnerable as a group. Good emergency risk communication principles targets vulnerable communities directly and engages communities of interest to develop resilience through community based activities.</p> <p>This project has two parts</p> <ol style="list-style-type: none"> 1) The development of material for staff working with Maori whanau to enable them to communicate the importance of whanau preparedness for emergencies. This would include working with a Maori provider to develop pamphlets, DVD, and other communication materials which are developed by Maori for Maori. The participation of Maori whanau ensures the relevance of material addressing emergency preparedness for this particular group. 2) Kaupapa Maori providers, who are working in the homes of vulnerable whanau developing resiliency in the boarder determinants of health and well being for whanau, will be trained in the delivery of the material to those vulnerable communities. 	

Problem/opportunity

Currently the Civil Defence community education and training material, which is developed to inform and increase community resilience through information, is generic and lacks a focus on specific communities of interest. The Taranaki Civil Defence Group through the Welfare Advisory Group has begun to target communities of interest starting with the most vulnerable, including the aged, the infirm, and the disabled through partnerships with the NGO sector and the Taranaki District Health Board.

To date there is no concerted targeting of Maori communities to support them to become more aware of the civil defence messages and become more prepared for an emergency. This community is known to experience a higher level of vulnerability, which is associated with low levels of emergency preparedness and awareness of public education material. This is an opportunity to work with these communities and develop projects which engage them in the design through to the implementation.

This project will create an opportunity to provide Kaupapa Maori providers with training material for staff, and communication material for Maori whanau which is educational, effective, and suitable for the target audience.

Alignment with identified goals and objectives

<i>National CDEM Strategy</i>	<i>CDEM Group Plan</i>	<i>Alignment with project</i>
Increasing community awareness, understanding, preparedness and participation in civil defence emergency management	Improve implementation of community preparedness measures, through community based planning and engagement.	Engaging Maori communities effectively through a Maori provider, and using development principles of community participation and ownership. The outcome is integration of emergency preparedness into the community discourse and community based activities.
Enhancing New Zealand's capability to manage civil defence emergencies	Enhance the CDEM's and the community's capability and capacity to respond to and manage civil defence emergencies, with or without a declaration	In using a Maori provider to develop material associated with emergencies, Maori communities become aware of the hazards and how they can manage on their own.

Enhancing New Zealand's capability to recover from civil defence emergencies	To encourage the strengthening of recovery capability and capacity across the wider community and within CDEM.	Maori Communities are given appropriate information which enables them to become more prepared and therefore recover better from an emergency within their whanau and hapu.
Dissemination of benefits to sector		
Developed resources could be used in other Group areas with minor tailoring.		
Links into Taranaki Marae Emergency response plan project.		
Work can be shared with Waikato CDEM Group's Marae Preparedness Strategy project which supports cross boundary relationships.		
Project design		
Project manager	Taranaki Emergency Management Office	
Other project members	Red Cross, and Te Puni Kokiri	
External providers/contractors	Maori provider to be sought if funding is approved	
Deliverables		
Milestone	Date for completion	Cost
1. Development and delivery of material for Kaupapa Maori providers.		\$10,000
2. Communication material for Maori whanau including DVD and pamphlet development		\$15,000
3. Three CDEM whanau open days which include sustainable living and health homes to be held at key Taranaki Marae.		\$10,000
Identified risks		
Risk	Suggested management	
Budget over run	\$20,000 contingency fund from Te Puni Kokiri	
Funding request and use		
CDEM resilience fund contribution	\$23,000	
Territorial authority contribution	\$14,000	
Other sources of funding	\$20,000 - Te Puni Kokiri	
Expenditure		
Application confirmation		
Approval of Chief Executive	N/A - CDEM Group proposal	

CDEM Group comment	
Comment	
Approval of Coordinating Executive Group Chair	<i>AK Kemp</i> Anne Kemp 27/2/12