



## **New Zealand Red Cross**

### **Good and Ready Bay of Plenty Project 2021**

#### **Purpose**

Good and Ready Bay of Plenty 2021 is a project aimed at building a network of community-based volunteers who can help promote disaster readiness, and champion community disaster resilience across the Bay of Plenty Region. It is a phased programme, with the first phase that this application applies to focusing on community connectedness, risk awareness, household resilience/ readiness and increasing community cooperation.

Good and Ready is assisting communities in Gate Pā and Greerton (two wards within Tauranga with increased socioeconomic vulnerabilities) to be supported and empowered to prepare for, cope with, and recover from emergencies through increasing community connectedness, risk awareness and household readiness.

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With 3066 occupied dwellings in Gate Pā and Greerton, NZ Red Cross Bay of Plenty is currently working with 12 local community organisations who are committed to promoting risk awareness and household resilience/ readiness. This is a reach of almost 50% of the households in Gate Pā and Greerton. Additional to these partnerships are nine active community volunteers working with 119 households in their own (Greerton and Gate Pā) communities.

This project directly supports the achievement of two objectives of the BoP CDEM Group Plan:

Reduction 1 – Build the community’s knowledge and understanding of their hazards and risks so they can make informed decisions.

Readiness 1 – Build and improve knowledge and skills within communities to prepare for, get through and recover from emergencies.

#### **Method of Community Engagement**

The Good and Ready project Greerton / Gate Pā has focused on encouraging trusted leaders/ community representatives to work collaboratively with programme partners to develop meaningful connections within vulnerable communities, increase awareness and value of organisations which include local service groups.

With an increase in New Zealand Red Cross Bay of Plenty Community Activator hours there has been an increase in capacity for facilitation on this project which has enabled conversations to be held with an increased number of stakeholders working in the Greerton and Gate Pā communities and with residents in these communities including those from CALD (culturally and linguistically diverse) communities. It has also enabled the creation of necessary training resources to support these volunteers to help support their communities to be Good and Ready. Community engagement has included building new, and strengthening existing relationships with key stakeholders within Greerton and Gate Pā.



Five community hui took place sharing some information on the project and educating community on what resilience and readiness means and why it is important.

Four hui have taken place with volunteers/mentors/staff from Accessible Properties (New Zealand's largest non-government registered and accredited community housing provider and owners of 40% of properties in Gate Pā area), Pacific Island Community Tauranga Trust, Age Concern, and the Executive Leadership Team at Gate Pā school to incorporate the kaupapa of Good and Ready into their existing workstreams. This will have a large impact reaching households from various backgrounds in Greerton, Gate Pā and across Tauranga and this model of outreach will be repeated with other programme partners.

Other partners with New Zealand Red Cross Bay of Plenty in this programme include:

- Accessible Properties (Greerton and Gate Pa)
- Greerton Lions
- Te Tuinga Whanau Support Services Trust
- Te Manu Toroa
- Tauranga Budget Advisory Services
- Tauranga Mosque
- TrustPower
- Pacific Island Community Tauranga Trust
- Multicultural Tauranga
- English Language Partners
- Age Concern
- Gate Pā School

These partnerships committed to Good and Ready work will reach approximately **1500** households.

Through engaging with these groups New Zealand Red Cross Bay of Plenty have recruited volunteers to enable them to sustainably spread the key messages of Good and Ready and raised the profile of NZRC in the community.



Early engagement with the community attending a community event in the area, demonstrating CPR and some basic first aid to some of the attendees.

### **Building capacity within the Community**

There are currently nine 'Community Champion' volunteers active in their Greerton and Gate Pā communities reaching 119 households to be better prepared for disasters and emergencies.

These volunteers have all been trained including in having discussions about personal, household and community emergency preparedness, first aid, encouraging others to identify Good and Ready Buddy's and to have household preparedness plans.

Further First Aid courses have taken place for community members including 19 Pasifika community leaders along and twenty students at Gate Pa school, to further increase resilience and to build capacity in the area. A further 20 community leaders are confirmed and booked into a Comprehensive First Aid course and 20 on a Psychological First Aid course.



Community Champion volunteers working with members of their community to get Good and Ready by identifying a 'Good and Ready Buddy' and making a household plan using their Good and Ready Bag.

### Communication and awareness

Video is being used to directly engage with three target groups ( Pasifika, Neighbourhood Volunteers, Overview of the programme in the Bay of Plenty including collaborating with diverse Communities and Community Leaders) to show the specific actions that households and communities need to take to increase emergency preparedness in their own homes and to support members of their community that may require additional support. Stage One forms part of this project with Tauranga City Council committed to funding to the second and final stage.

### Background to video use

A participatory approach is being used to produce three 3–4-minute video products that will help to engage and empower target communities in Gate Pa and Greerton to be prepared for disasters and emergencies.

These three video products have been designed and produced in a way that enables these communities to understand:

- a) Why they should help their most vulnerable community members to be prepared for disasters and emergencies;
- b) What they can do to help their vulnerable community members to be prepared for disasters and emergencies;
- c) How their community can help to support one another to adopt specific behaviours that will help to increase disaster preparedness and connectedness across their communities;
- d) How their community can benefit from increased connectedness and mobilizing its own resources for the benefit of their most vulnerable members
- e) Engage and encourage householders to adopt the following key behaviours:
  - a. Choose one trusted person who lives nearby to be your "Good & Ready Buddy" who can provide a safe space for your family if a disaster strikes.
  - b. Use the Good & Ready/Emergency Essentials Bag to discuss your personal preparedness plans and how you will help each other in the event of an emergency.
  - c. How we can encourage householders to either
    - i. Agree the most important documents/personal items to keep stored in your water-resistant pouch.

- ii. Take specific actions to make their homes safer and more resilient.

#### How will these video products be used?

The video products will be used to:

- a) Celebrate and reinforce the work undertaken by the target communities to help increase emergency and disaster preparedness among their most vulnerable members.
- b) Directly promote the community connectedness benefits of participating in the Good & Ready programme.
- c) Provide a highly engaging means of promoting the Good & Ready work to increase disaster preparedness across relevant media and social media channels in the BOP.
- d) Create awareness and education products that can be used to support the adoption of effective household and community emergency preparedness plans across the BOP region.
- e) Be used as standalone products by community groups that are wanting to increase emergency preparedness in their own communities.
- f) Highlight the key role of those community champions who have worked to support this initiative and helped to increase a greater sense of connectedness across their community.
- g) Support public events to help increase emergency preparedness and to recruit communities and volunteers to participate in the Good & Ready programme
- h) Encourage community groups to create their own Good & Ready Facebook pages to help reinforce key preparedness actions and refresher activities to help maintain community interest and connectedness.
- i) Help community leaders (and new Red Cross volunteers from within these communities) to host screenings and initiation workshops in other communities that want to participate in the Good & Ready programme.
- j) Support enhancements to the Good & Ready programme at a national level.

#### Dissemination

The videos will primarily be designed for screening at community events, workshops and on community-based Facebook and social media pages. These video products may also be shared with other groups working to increase disaster preparedness among their communities and will be a series of useful communication products to be available to the wider CDEM sector.

#### **Household readiness enablement**

New Zealand Red Cross Bay of Plenty have redesigned what is being called the 'Good and Ready Bag' (a waterproof bag to store important personal documents). These are a key piece of collateral for the 'Community Champion' volunteers and partnering stakeholders using them within their own community to further conversations and to create household plans. The design has been the result of consultation with Tauranga Emergency Management, Accessible Properties and Greerton and Gate Pā residents. These 2000 Good and Ready Bags supplement other readiness products including first aid kits and earthquake strapping to further build resilience in some of the vulnerable households.



**Education within local school**

Through New Zealand Red Cross engaging with Gate Pā Primary ( a decile 2 school with a roll of 350 students ), the school is committed to include teaching and activities around disaster preparedness into their curriculum during Good and Ready week October 25th – 29<sup>th</sup> and the whole of term four. CDEM and Kia Pakari (New Zealand Red Cross Schools resilience programme) resources have been shared with the school to incorporate into classrooms in addition to the support of a whānau night on the Friday afternoon. 20 students from Gate Pa school have been trained in first aid to further build capacity and resilience within the community.

**Challenges**

1. Finding suitable volunteers to champion disaster preparedness activities in residential neighbourhoods and streets where there is no neighbourhood support to link in with existing networks.

Red Cross NZ Bay of Plenty overcame this by partnering with stakeholders including Pacific Island Community Trust and Accessible properties who work with families in the same area and linked the project with their volunteers.

2. Disaster preparedness not being the main priority for the Gate Pā community Red Cross NZ Bay of Plenty are working in due to socio-economic vulnerabilities.

Red Cross NZ Bay of Plenty overcame this by consulting with the community to identify what aspects of community resilience are important to them and have identified two key areas that are important for the holistic wellbeing of family’s community connectedness, taking care of more vulnerable family members and neighbours. This informed their approach of how volunteers engage with their communities.

**Future**

This project will continue to be nurtured and grow in Gate Pā and Greerton with more volunteers coming on board continually building capacity and strengthening resilience within neighbourhoods. The longer-term plan for New Zealand Red Cross Bay of Plenty is to take their learnings and experience and develop this programme into other communities across our region with a focus on those who are most vulnerable in disasters.