

## **NEMA Resilience Fund**

### **Tauranga City Council Digital Content for Public Education**

#### **Purpose**

This is the final report of Tauranga City Council's NEMA Resilience Fund for the completed digital content for public education project. The fund which was sought to develop a suite of modern and interactive digital products to support community resilience education. Our public education approach focuses on supplementing the information already available through NEMA reframing the conversation (focusing more on relevant and directly relatable impacts/ consequences rather than hazards themselves e.g. no power, no water, no internet, no shelter etc.) by using imagery and a fun animated design to appeal to our rangitahi and the wider community.

#### **Objectives**

This project supports the achievement of an objective of the BoP CDEM Group Plan:

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

It directly contributes to the What Can I Do elements of the National Disaster Resilience Strategy including:

- understand your risk;
- reduce your risk factors;
- prepare yourself and your household;
- plan for disruption;
- make a plan

Thinking about the impacts that could occur and what households may need to have prepared to be able to withstand these impacts. Also included is the reminder to think about family pets and ensuring there is a plan for them as well.

#### **Method of Engagement**

Tauranga City Council's Emergency Management Community Resilience Advisor and a Tauranga City Council Strategic Communications Advisor met with the content director to discuss the project and the community demographics we were trying to reach. This covered the diverse nature of the community including CALD, Older Persons, Youth, Families and People living with disabilities. At a Rangitahi event earlier in the year, it was noted we wanted some modern fun interactive collateral to support the available collateral showing the impacts of emergencies.

It was important to keep consistent key messaging of the National Emergency Management Agency and reframing it in a fun and interactive way.

With this information the content designer came up with a concept and they also engaged two separate independent digital media specialists to help refine the approach and media strategy to ensure it would be fit for purpose.

## Product Design

Product design, development and delivery was managed through the engagement of a local communication company.

Digital public education products have been tailored for all members of the community and as these products are not hazard centric, they can be used by other cities and regions in NZ. They have been produced in a way that is easy to understand in a fun and informal manner.

By applying a '**social marketing**' lens to this public education project, transforming people's perception and behaviour around readiness and emergencies, will be less "Civil Defence" and more people orientated, fun and relevant; in turn creating more buy in from the public to have preparedness conversations and take readiness actions.

## Content

Brief content snap shots are below to outline the look and feel of the project. There are four short six second animated videos outlining the "oh no" moments of the impacts and an interactive quiz to outline some simple things you can consider to mitigate the impacts



The creation of an online interactive quiz is a fun way to raise awareness of the impacts which may affect you during an emergency and some steps you can take to help you feel more prepared.

The online quiz acts as an informal way to present a quick survey and lead people to becoming more prepared with links to the National website [www.getready.govt.nz](http://www.getready.govt.nz). The idea is to keep consistent with NEMA's messaging, reframing it in a modern interactive way. While the answers are important as we can collect this data to analyse personal preparedness, asking the questions is raising awareness and giving people the opportunity to consider how prepared they are for an emergency.

The quiz link is on EmergencySuperstar which is a landing page – not a website, after completion of the quiz, you receive “results” (each with some animation)

1. Ok, looks like you haven't really thought about this stuff yet  
It's time to commence your training: <https://getready.govt.nz/>
2. Nice, you've obviously put some thought into this stuff. There's a bit more you can do to keep you and your peeps safe, so why not visit <https://getready.govt.nz/> and check out how you could be even better emergency superstar
3. Wow, you my friend are a genuine emergency superstar! Use your gift to teach others in the way of Preparedness so they too can keep themselves and their peeps safe! The idea is for these people to share the quiz to lead others to the national website too.

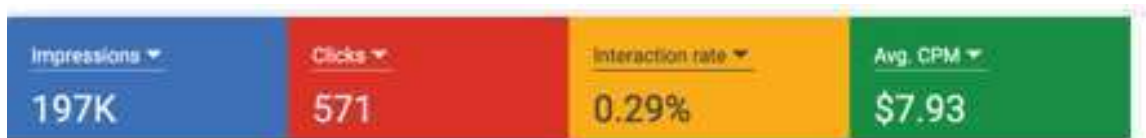
Quiz below

[Are you an emergency superstar? Click here](#)

### Marketing Schedule

The marketing schedule has seen this delivered digitally via youtube, google advertising, local media digital billboard advertising, via social media on facebook and on back of the local public buses, talking preparation of the impacts of an emergency – not the “disaster” itself, as this is not the key message, it is about the “what ifs” and impacts and simple ways to aid in preparedness.

Google Display and Video Pre Roll



Digital Billboards



**TR8200**  
Cameron Road, Tauranga

DTV: 30,704  
Pedestrians: 9,346  
Size: 9m x 3m

Slot Duration: 8 Seconds. Situated at the major intersection of Cameron Road and Eleventh Ave, this site captures traffic heading out of the CBD into surrounding suburbs.



**TR8300**  
Bayfair, Tauranga

DTV: 31,727  
Pedestrians: 2,016  
Size: 9m x 3m

Slot Duration: 5 Minutes. Situated outside Bayfair shopping centre in Mt Maunganui, this digital site captures traffic heading into the mall and also along this major arterial out of the city.



**TR8100**  
The Mount, Tauranga

DTV: 27,336  
Pedestrians: 0  
Size: 9m x 3m

Slot Duration: 8 Seconds. This premium digital site captures traffic heading out of Mt Maunganui into central Tauranga and beyond. A well known holiday hot spot, this main arterial is busy all year round.



Social media reach and click through numbers

Round 1	People Reach	Link Clicks
No Power	64,318	571
No Internet	14,395	601
No Water	22,725	988
Have to Evacuate	24,944	967
Round 2		
No Power	24,728	572
No Internet	26,281	521
Have to Evacuate	8,744	284

**Bus Skins**



Target Audience Reach: 36%  
Unique Population Reach: 41,000



Frequency:  
Average of 8.5 views per person



Total Campaign Views:  
348,500



## Interactive Quiz

These stats below are for the quiz for the entire campaign period:

50.6% of all responders haven't really thought much about being prepared at all,

15.2% have thought about it somewhat

34.2% of responders having really thought about being prepared.

The questions with the highest positive score for preparedness were:

- having a transport plan for pets (47.1%)
- having emergency food supplies stashed away (49.4%)
- having emergency lighting (49.1%)

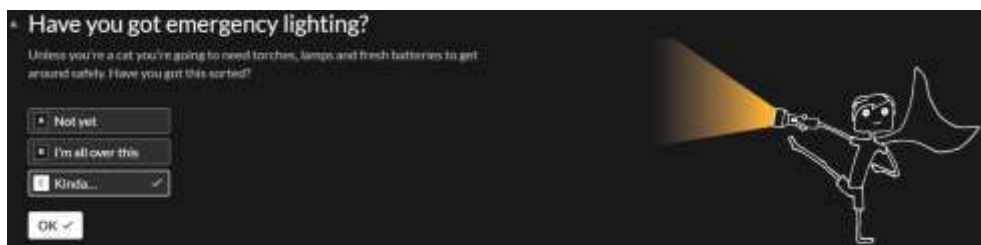
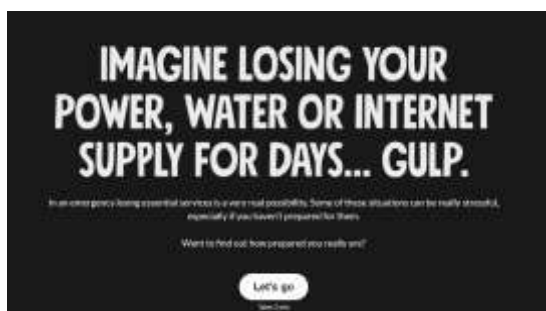
The three questions with the lowest score for preparedness were:

- no emergency 'go-bag' (62.9%)
- no meet up place for family/friends (58.4%)
- no stored water supply for cooking/cleaning (50.1%)

Total responses 1,054.

- Mobile devices out-perform any other device in response amount (816 – mobile, 135 – tablet, 103 – desktop)
- Quiz is completed faster by tablet than any other device at 2:37

Completion rate is highest on mobile than any other device



• Got some emergency food supplies stashed away?

Do you have a stash of emergency food supplies tucked away?  
And a way to cook if you can't use any electrical stuff?

A Kinda...

B Not yet

C I'm all over this




• You've got a radio and a way to charge your phone?

Do you have a battery powered radio so you can listen to emergency updates, and a fully charged battery bank for your mobile?

A Kinda...

B Not yet

C I'm all over this




• Have you got at least a 3 days (5.5L - 7L per adult) supply of fresh drinking water for everyone at your place safely stored?

A few days without a shower isn't a biggie, but you gotta have fresh drinking water. Have you got your supply sorted?

A I'm all over this

B Not yet

C Kinda...



• And have you also got a stored supply of water for cooking and cleaning?

As gross as it sounds, cleanliness has to come second to hydration and nutrition so don't be tempted to use your drinking or cooking water for cleaning. Sorted?

A I'm all over this

B Kinda...

C Not yet



• Do you have a little battery powered radio?

Yup, there it is again – that radio, it's a highly important source of information in a lot of emergency scenarios. That's why you got one stashed away right?

A Kinda...

B I'm all over this

C Not yet

EMERGENCY UPDATE!



Have you planned a meet-up place in the event you lose contact with your friends and family?


You and your family members all know where to meet in an emergency if you lose contact with each other, yes?

Not yet

I'm all over this

Kinda...

OK <




Emergency Mobile Updates

Ok this one's sorted for you - information about emergencies in your area will be sent to your mobile, without needing to sign up or download an app.

All taken care of thanks!

OK ✓



Is your emergency 'go-bag' packed and ready?


Have you got a bag pre-packed with warm clothes, food, water, medications, important documents, as well as first aid supplies, a torch, radio and batteries?

Not yet

I'm all over this

Kinda...

OK ✓



Do you know where to evacuate to?

Do you, your family and friends know where to meet up if you all had to evacuate and couldn't make contact?

Kinda...

I'm all over this

Not yet

OK ✓



Furry friends transport plan?

Have you made preparations to transport your pets and their food supplies so you can take them with you to the safe zone?

Kinda...

Not yet

I'm all over this

Submit

