



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Development of Digital Content for use in Public Education Programmes
Date of application	February 2013
Details on application	
Lead local authority	Environment Canterbury
CDEM Group	Canterbury CDEM Group
Other local authorities or Groups supporting the proposal	This project will benefit all other CDEM Groups in New Zealand
Project description	
<p>Executive summary</p> <p>This Resilience Fund application is to develop a stock of digital images and videos that can be used when engaging with the public on individual preparedness and community resilience. The videos and images will be real life case studies of the things people involved in the earthquakes did that helped them survive the disaster. The content will be base around themes such as preparing for a disaster, vulnerable groups such as disability and CALD communities, and "how to" instructional videos. Each item, video or image, will be designed to communicate one key CDEM message, thus they will be short and to the point.</p> <p>This stock of digital content will form a digital library to be used by the entire CDEM sector for public education programmes, especially those that use social media as the mechanism for connecting to the public. The content can also be used in presentations and printed material and will be invaluable in raising the profile of the CDEM message in the community.</p> <p>This project will be invaluable in addressing a gap in our ability to reach the public, will benefit the whole sector and is cost effective in its approach.</p>	
<p>Problem/opportunity</p> <p>In purely public education terms the Canterbury Earthquakes are a relevant and poignant real life case study of what happens to New Zealanders in a disaster. Thousands of images and stories of people and buildings have been produced with which CDEM personnel can use to illustrate their message when engaging with the public. Despite this very little digital information has been produced that is directly relevant to the preparedness and resilience messaging that CDEM needs to promote.</p> <p>We know that personal stories are a compelling method for motivating people to take action to prepare, especially when the audience can relate to the story teller as a normal kiwi, and not "an expert" or someone from a different country. Questions such as "What advice would you give someone about preparing for a disaster" and "what was your plan, how did it work" are simple stories that we can gather in the form of videos and images to use to promote the CDEM message.</p> <p>There is a time limit on our ability to collect this data, we are now two years out from the quakes and these stories will soon fade from people's memories.</p>	
<p>Alignment with identified goals and objectives</p> <p>This project will tangibly increase the sectors ability to achieve goal one of the national</p>	

strategy – Increasing community awareness, understanding preparedness and participation in CDEM through the establishment of a digital “library” of material to draw from in developing public education programmes.

It also addresses a major gap in our capability to engage through social media due to the lack of good quality learning content as it costly and time intensive to develop this for each individual campaign. Developing “stock” material in this way is more cost effective and will help fill this gap for the entire sector.

Dissemination of benefits to sector

The data for this project will be collected digitally – in the form of video and photos, and will be available to the entire CDEM sector for use in their public education work. Open source databases such as You Tube and UC CEISMIC – www.ceismic.org.nz will enable the data to be accessed freely by anybody wishing to use it.

On receiving the Resilience Fund grant the Canterbury Group will write to all other CDEM Groups about the project to inform them that the project is going ahead and develop content in consultation with these groups.

Project design

Project manager	Jessica Petersen – Group Community Resilience Coordinator Canterbury Group
Other project members	Janelle Mackie – Group Training Coordinator
External providers/contractors	UC CEISMIC and Tandem Studios

Deliverables

Milestone	Date for completion	Cost
Topic identification and development of script outline	July 2013	
Engagement of production company	July 2013	
Filming, editing, mastering	August 2013	\$40, 000
Uploading of content	January 2014	

Identified risks

Risk	Suggested management
Digital content will be developed and not used by the CDEM sector or the public	The Canterbury Group is working with UC CEISMIC to store content online where it can be accessed by any CDEM partner or the public.
The material developed will be irrelevant to the public	The Canterbury CDEM Group will engage with individual communities to ensure the relevance of the material, for example a sign language video will be developed in partnership with the Deaf Community.

Funding request and use

CDEM resilience fund contribution	\$40, 000
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Local authority contribution	Nil
Other sources of funding	Nil
Expenditure	\$2000 for 10 minutes worth of finished video. From each video, photos, podcasts, and a transcribed script will also be produced for this price. The Canterbury Group intends to develop 200 minutes worth of recording.
	Total \$40, 000
Application confirmation	
Approval of Chief Executive	
CDEM Group comment	
Comment	The Canterbury Group endorses this project as it significantly enhances its ability to engage with the public through social media.
Approval of Coordinating Executive Group Chair	

