



## CDEM Resilience Fund project application form

| Application for CDEM Resilience Collaborative fund approval  |  |
|--|--|
| Project title  | Public Information and Education Strategy          |
| Date of application  | 24 September 2014                                  |
| Details on application   |  |
| Lead local authority   | Northland Regional Council                         |
| CDEM Group   | Northland  |
| Other local authorities or Groups supporting the proposal  | Whangarei, Kaipara and Far North District Councils |
| Project description  |  |
| <p><b>Executive summary</b></p> <p>The Northland CDEM Group has developed over the past decade a comprehensive suite of effective reduction, readiness, response and recovery arrangements all aimed at "Building Resilient Communities." At the fore front of the Northland arrangements have been projects focused directly at ensuring capability and capacity, particularly around community readiness and response. Recent events in Northland have highlighted and tested the importance of having in place comprehensive arrangements.</p> <p>The Group recognises the value in developing a comprehensive Public Education Strategy that aims to further increase existing community and stakeholder engagement, awareness, understanding and participation in the Civil Defence Emergency Management arrangements in the region. The strategy will also provide for a community resilience measure in a manner that enables a benchmark to be established for future years.</p> <p>The purpose of this project is to resource, research, develop and progressively implement a Northland wide Public Education Strategy that is aligned with and compliments existing arrangements.</p> <p>This project will act to further enhance the coordinated and cohesive approach to CDEM in the region, whilst complementing and building upon existing arrangements and technologies.</p> |  |
| <p><b>Problem/opportunity</b></p> <p>In developing comprehensive emergency management arrangements in the region the Northland CDEM Group has invested in Community Response Planning, Business Continuity Programmes, Visitor Action Planning, a Tsunami Warning System, Vulnerable Groups Project and community level Welfare training. All these programmes have contributed to enhancing and ensuring that communities and stakeholders have in place good levels of CDEM preparedness and capability to respond. The region has also invested in technology to further enhance readiness and response capability, with things such as a river web camera to provide live images of the Kaeo catchment. Innovative use of technology has enhanced readiness and response arrangements by providing real time information to the public.</p> <p>In developing the various programmes there is a recognition that the grass roots support for disaster preparedness is often difficult to sustain. The challenge for the Northland CDEM Group is to have a programme that maintains and enhances the existing community based arrangements in a sustainable manner.</p> <p>Across the various programmes there are opportunities through a targeted Public Education Strategy to overcome the indifference and complacency that may develop.</p>   |  |



**Alignment with Identified goals and objectives**

Achieving the vision of a Resilient New Zealand requires that communities are aware of New Zealand's wide range of hazards and how these might affect them. Awareness by itself, however, is only the first step. New Zealanders must also understand the risks from hazards, ie, "what can this hazard do to me?" if they are to understand how they might need to respond to a hazard. A solid understanding of CDEM will build upon awareness and understanding of hazards and risks and encourage communities to actively participate in CDEM, through increased self-responsibility and involvement in such activities as risk planning decision-making.

Increasing both awareness and understanding can be accomplished through various forms of education – in the case of the Northland region the approach has been to utilise the various existing networks and to support and leverage national campaigns ie MCDEM Get Ready Week.

'Education', however, is a complex task and there are challenges to both traditional CD public education strategies and with the wider concept of public education that impact on the effectiveness of CD education programmes. Through Community Response planning good levels of community engagement and public education have been established across Northland. The challenge is to build upon existing public education arrangements and to benchmark public education efficacy. The Northland CDEM Group recognises that partnerships and strategic networks are essential in building message credibility and targeting audiences. The development and sustainability of strategic relationships is integral to delivering robust, effective community engagement now and into the future.

**Dissemination of benefits to sector**

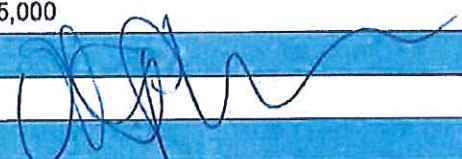
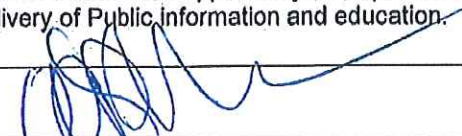
In-direct benefits to the wider CDEM sector will be generated through this project including the development of a community based evaluation tool to benchmark resilience, learning from on-going community engagement and messaging efficacy, particularly with small rural communities (including Maori marae based planning and isolated communities). The Northland CDEM Group has in the past demonstrated a willingness and a commitment to promulgate benefits from projects to the wider CDEM sector i.e. Visitor Action Plans, Business Continuity Planning and e-Community Response Plans.

**Project design**

|                                |   |
|--------------------------------|---|
| Project manager                | Northland CDEM Group Public Information Manager |
| Other project members          | Coordinating Executive Group                    |
| External providers/contractors | Nil   |

**Deliverables**

| Milestone  | Date for completion                            | Cost            |
|--|--|-----------------|
| Review existing Northland CDEM Public Education tools and messaging with a view to establishing methodology and areas for improvement. | July – September 2015                          | \$3000 (25 hrs) |
| Align and develop a Northland Public Education Strategy to meet the on-going community needs.  | July – September 2015 in parallel with 1 above | \$3000 (25 hrs) |
| Identification and cost benefit analysis of potential new initiatives to enhance real time public information networks and messaging.  | September 2015                                 | \$4000 (32 hrs) |

|   |  |         |
|---|--|---------|
| Delivery of Public Education messaging utilising existing networks, projects and implementation of new initiatives. | October onwards  | \$35000 |
| <b>Identified risks</b>   |  |         |
| Risk  | Suggested management   |         |
| Insufficient resourcing to deliver milestones   | Contract management and oversight  |         |
| Change in local government arrangements   | Transfer of project.   |         |
| <b>Funding request and use</b>  |  |         |
| CDEM resilience fund contribution   | \$45,000   |         |
| Local authority contribution  | Nil  |         |
| Other sources of funding  | Nil  |         |
| Expenditure   | \$45,000   |         |
| <b>Application confirmation</b>   |  |         |
| Approval of Chief Executive   |    |         |
| <b>CDEM Group comment</b>   |  |         |
| Comment   | The Northland CDEM Monitoring and Evaluation 2014 report identifies the opportunity for improvement in the delivery of Public information and education. |         |
| Approval of Coordinating Executive Group Chair  |    |         |

