



CDEM Resilience Fund project application form

This form provides the minimum of information for the application; a detailed project plan should be developed to inform this application and may be attached.

Project title	Strengthening CALD Communities – Foreign Language Emergency Messaging for Radio
Date of application	29 September 2017

Details on application

Applicant	Christchurch City Council/Plains FM 96.9
CDEM Group/s affected	All CDEM Groups within NZ
Other local authorities, Groups or organisations supporting this proposal	Canterbury CDEM Group Plains FM Community Access Radio Christchurch Multicultural Council Wellington Regional Emergency Management Group Auckland Emergency Management

Project description

Executive summary

Not everyone is affected equally in a disaster or emergency, and it is widely known that people with English as a second language are considered to be in a more vulnerable position when dealing with the effects of an event. CALD communities need to be hearing accurate information on how to prepare for and cope with an event before it happens, and during the event itself. This information needs to take into account literacy levels as well as cultural and language barriers.

We are applying for funds to script, translate, record and promote foreign language audio messages for emergency preparedness and response, to be aired across community access radio nationwide. Due to the diversity of New Zealand's population, community access radio stations are in a unique position to deliver preparedness public service announcements to a range of CALD communities via their weekly radio programmes presented in languages other than English. The messages will be developed with a national application in mind, so that they can be transmitted across all community radio networks with minimal need for modifications.

A small pilot project has been developed by Plains FM 96.9 and Christchurch CDEM with funding support from the Strengthening Communities Fund administered by Christchurch City Council. This program aims to ensure a sample of communities with English as a second language (Hindi, Samoan and Filipino) feel included, catered for, informed and better able to respond if, and when, an emergency arises. The messages will air on Plains FM 96.9 Community Access Radio from September to November 2017.

Challenge/opportunity

We hold a unique position in Canterbury in that the local CALD community wishes to share their experiences from recent events for the greater good of their community, particularly to assist those individuals and families who are yet to experience a disaster. New Zealand's Community Access Radio comprises 12 radio stations broadcasting 105,120 hours of local radio on air, of which 35,000 hours are community-based content. Tens of thousands of volunteer hours are contributed by citizens willing to make their own communications in the absence of other services addressing their needs.

The current Plains FM 96.9 project is limited to emergency preparedness messages in three languages only. We would like to expand the project to include seven additional languages (to be determined after consultation with local CALD community stakeholders), plus New Zealand Sign Language. We would also like to formulate scripts that could be live broadcast across the community access network during a response.

We will work in partnership with the station managers and programme presenters to schedule and air the messages whilst encouraging them to discuss emergency preparedness on their programmes at the same time. We will ask them to provide feedback to us on the response of their listeners after the campaigns are completed.

Currently there is no structured plan in place in New Zealand for rapid and functional engagement with CALD communities in the event of a disaster. This needs to be remedied and this project is hopefully a small step to improve awareness and develop some strategic community preparedness.

Alignment with identified goals and objectives identified in the CDEM sector

The project aligns with the objectives of the Public Education Programme Strategy 2016-2019, particularly in terms of the community-based interventions at Local level:

Reframe the question	Thinking of new methods of engagement, tailored specifically to non-English speakers.
Target the most vulnerable	Listener demographics of community access radio are broad and diverse. Non-English speakers, migrant worker families, millennials and transient visitors are all included as part of the target demographics.
Encourage ownership	The resources will be developed by stakeholders from across the country, to maximise collaboration. The resources will be transferrable across all CDEM regions.
Make preparedness easy, relevant and real	This would be achieved by repeatedly delivering messages in the native language of those communities to increase uptake of information, and encouraging two-way conversations about preparedness by way of listener calls.
Be positive and empowering	Being proactive, giving CALD communities the tools with which they can self-educate and giving them the power to help themselves.

This project also aligns with the goals of the National CDEM Strategy:

1A. Increasing the level of community awareness and understanding of the risk from hazards	Targeting vulnerable communities who may not have previously experienced a disaster and who may be unaware of the hazardscape and risks posed by hazards in New Zealand. Using communication methods specifically directed at non-English speakers who are both long-term and transient.
1B. Improving individual, community and business preparedness	The target demographic is quite broad, and the program will be designed to reach as many people as possible within this demographic, plus the key stakeholders working with these groups.
3B. Enhancing the ability of CDEM groups to prepare for and manage civil defence emergencies	Forming an established point of communication with CALD communities through which CDEM can provide updates and information throughout response and into recovery.

The project fits into both the Resilient Greater Christchurch Strategy, the Wellington Resilience Strategy and the Auckland Emergency Management Group Plan 2016-2021:

Greater Christchurch Resilience Strategy: Resilience goals: Connect, Participate, Prosper, Understand	Connect people locally, build participation and trust in decision making, foster a culture of innovation and improve community understanding and acceptance of risk.
Wellington Resilience Strategy: Connected and empowered communities	Building on existing strengths to develop innovative programmes that connect and empower communities to improve their wellbeing.
Auckland Emergency Management Group Plan 2016-2021 – Working together to build a resilient Auckland	Be Inclusive: - See diversity as an asset and strength - Identification of vulnerable groups is vital for their recovery after a disaster - Understanding our differences will help to remove any barriers to participation

Dissemination of benefits to sector

Increasing community engagement:

Development of digital audio files and a programming guide for all EMO's and community access broadcasters to access, thereby encouraging collaboration across CDEM authorities and ensuring consistent messaging for CALD communities.

Community participation and awareness:

All scripted messages will be voiced by active members of the CALD community, which will give them a sense of ownership of the project. It will reinforce that they and their broadcasting group have an important role to play as a community broadcaster in disseminating accurate and useful information. The messages will give them and their listeners a solid foundation of knowledge and confidence in preparing for and dealing with an emergency.

Enhance community and neighbourhood safety:

Community access radio broadcasters can play an important role in disaster risk reduction, especially in pre-disaster preparedness and mitigation efforts through raising awareness and sharing CDEM information. Through these messages general knowledge on best practice activities in the event of an emergency will spread through the community and increase the chance of better survival and health outcomes. Migrant communities have a strong desire to help out and feel part of the wider community when dealing with an emergency. This project will help build their capacity to do so and help them feel more connected into the CDEM structure as citizens.

Project design

Project manager	Kate Oliver
Other project members	Nicki Reece (Plains FM 96.9)
External providers/contractors	TBC

Deliverables

Milestones	Date for completion	Cost
Pilot program – currently underway	31 December 2017	\$7500 (Strengthening Communities Fund, Christchurch City Council)
Evaluation and monitoring of pilot program	31 March 2018	In-kind staff time (Plains FM and Christchurch CDEM)
Discussion on content of messages	31 July 2018	In-kind staff time (all participating CDEM Groups, community access radio stations and CALD stakeholders)
Development of scripts in English	30 September 2018	In-kind staff time (all participating CDEM Groups and community access radio stations)
Development of guide for programmers and community stakeholders to facilitate preparedness discussions with listeners	31 October 2018	\$1,000
Confirm script content meets CDEM and Council messaging guidelines	31 October 2018	In-kind staff time using Communications team at CCC
Translation into foreign languages	30 November 2018	\$15,000
Translation into NZSL	30 November 2018	\$3,000
Peer review of translations	15 December 2018	\$2,500
Hire of voice and NZSL actors	31 January 2019	\$3,000
Audio recording/editing/scheduling	31 January 2019	\$2,000
Video recording/editing/scheduling	31 February 2019	\$2,000
Promotion and marketing – development and airtime	31 March 2018	\$15,000

