

Get Ready Week 2017 Campaign Guide

What is Get Ready Week?

Get Ready Week is held every year to mark the International Day for Natural Disaster Reduction (13 October).

The week, which starts 9 October this year, is an opportunity for the Ministry of Civil Defence & Emergency Management (MCDEM), Civil Defence Emergency Management (CDEM) Groups, partner agencies and other organisations, to focus on public education and preparedness activities.

This year's theme is Stay Safe, Stay Informed.

We'll be promoting the different ways people can stay informed during an emergency – which radio stations to listen to, which website and social media to follow, the importance of getting to know your neighbours and checking if you can receive Emergency Mobile Alerts.



What is MCDEM doing?

We're developing simple, engaging creative to encourage people to plan/think/talk about staying informed in an emergency, which we'll use and share with CDEM, partners and organisations to use for their stakeholders.

We're working with key influencers, public sector partners and organisations to promote key messages and resources using their channels. This includes:

- Countdown having posters in store and promoting in their mailers
- DIA including flyers with every passport issued
- Neighborhood Support will help deliver flyers to their 200,000 member households

We're also partnering with Bunnings again to run instore activity throughout the week, including Kids' DIY Workshops, product display tables, posters, booklets, flyers (see page 3 for how your Group can be involved with your local Bunnings store).

We're developing resources and working closely with the National Public Education Representatives Group (NPERG) from each CDEM Group (see list of representatives at the end of this guide) to encourage Groups to promote Get Ready Week.

We're using our existing channels to promote Get Ready Week, including our website and social media. We are also running a week-long radio and digital advertising campaign. (Details at the end of this guide).

We're develop communications for schools, businesses, etc and create content they can use for their channels (web content, newsletter, digital, intranets, etc).



Resources

Resources will be available at www.civildefence.govt.nz for everyone to share.

- Flyer (DL)
- Posters x5
- Email signature
- Digital banners x3
- Twitter banner and Facebook cover images and post images
- Pull up banner graphics
- Intranet content
- Website and newsletter content
- eNewsletter for businesses
- eNewsletter for schools
- eNewsletter for individuals/families
- Campaign guide for CDEM
- Emails for key influencers
- Recorded radio advertisements for NZME and MediaWorks
- Radio advertisement scripts



What can your organisation do?

CUSTOMER CHANNELS

Use your existing customer-facing channels - flyers, mailers, websites, social media, etc to share our campaign resources.

PUBLIC SPACES

If you have a public space, you could share these resources (available at www.civildefence.govt.nz) to help ensure Kiwis know how to stay informed in an emergency:

- Stay Safe, Stay Informed DL flyer
- Stay Safe, Stay Informed posters (one generic, and one for each of the calls to action - radio, online, neighbours and Emergency Mobile Alerts)
- Stay Safe, Stay Informed digital banners (animated GIFs) perfect for waiting rooms

ONLINE

If you have websites and social media accounts, you can help promote Get Ready week by:

- Following and sharing posts from our Facebook and Twitter accounts (facebook.com/nzcivildefence and twitter.com/nzgetthru)
- Downloading web banners to use on your websites www.civildefence.govt.nz/get-ready-week.

STAFF RESOURCES

Help your staff to be more prepared by encouraging them to make plans with their families and sharing these resources (available at www.civildefence.govt.nz):



- Stay Safe, Stay Informed DL flyer - print them out for each staff member
- Stay Safe, Stay Informed posters (one generic, and one for each of the calls to action radio, online, neighbours and Emergency Mobile Alerts) for meeting and break rooms
- Stay Safe, Stay Informed digital banners (animated GIFs) perfect for intranets
- Share the intranet, website and newsletter content and graphics

Encourage your staff to make their own plans

- Personal workplace plan (for employees) at www.happens.nz/helpful-resources
- Household plan www.happens.nz/make-a-plan

ADAPT OUR RESOURCES

We can provide you with the design files so you can tailor the resources for your region. Email bridget.cheesman@dpmc.govt.nz

Need help?

For information on MCDEM's activity and resources, please email bridget.cheesman@dpmc.govt.nz

If you want to find out more about Get Ready Week activity in your region, please contact your Civil Defence Emergency Management Group's National Public Education Group representative:

Northland	Kim Abbott	KimAb@nrc.govt.nz
Auckland	Adam Maggs	adam.maggs@aucklandcouncil.govt.nz
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