

Get Ready Week Guide for CDEM Groups

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

All resources will be available on www.civildefence.govt.nz

Resources

Resources will be available at www.civildefence.govt.nz for everyone to share. We will also put them on EMIS and have files in a Dropbox.

- 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 CDEM Groups do?

We've worked with representatives from the National Public Education Representatives Group (NPERG) to develop this guide. Below are their suggestions for how CDEM Groups can get involved in Get Ready Week. What you do in your region will depend on your resources and priorities.

Contact councils

Share resources and encourage the following groups to promote Stay Safe, Stay Informed with

- CDEM staff
- Council staff
- Council Comms teams
- Council facilities – libraries, pools, community centres, iSites
- Council controlled organisations, migrant and other forums
- Community development staff
- Council newsletters, publications

Involve partner agencies

Share resources and encourage your networks to promote Stay Safe, Stay Informed via your contacts, e.g.

- DHBs, MPI, Welfare groups, Emergency services, Ministry of Education offices,
- Lifeline utilities
- Churches, community groups,
- CDEM staff, council staff
- Marae, runanga and iwi representatives/organisations

Neighbourhood Support are partnering with us for Get Ready Week, and have been invited to be involved with Bunnings during the week as well. If you have an established relationship already contact Neighbourhood Support and work out how you can help each other to promote getting to know your neighbours during Get Ready Week. Remember they have over 200,000 households as members, so they have the ability to get our messages out to the community.



Engage with businesses and other organisations

- Retail - Contact large retail networks and encourage them to promote Stay Safe, Stay Informed, via posters, social media, flyers, web banners, staff newsletters/intranets, end of aisle displays.
- Workplaces – contact large businesses, business associations and chambers of commerce to encourage them to promote Stay Safe, Stay Informed, via posters, social media, flyers, web banners, staff newsletters/intranets.
- Bunnings – make contact with your local Bunnings stores and arrange for CDEM presence in store during Get Ready Week. You could set up a table to hand out information and talk to people, help with the DIY workshops, bring Stan along to meet the families.

Use our resources

- We'll have poster, flyers, digital and social media graphics. Use them on your online channels and share them with your partners.
- We can provide you with the design files so you can tailor the resources for your region. Email bridget.cheesman@dpmc.govt.nz
- We're producing content for newsletters for schools and businesses, intranets and newsletters. Use them to send to organisations in your region.
- Share your resources with other CDEM Groups, and check out what other Groups are producing in the EMIS shared space cdem.emis.govt.nz/GlobalDocuments/PubEd

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 National Public Education Representative Group (NPERG) representative:

NPERG team

Northland	Kim Abbott	KimAb@nrc.govt.nz
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National advertising schedule

Media	Format	October
Radio		Get Ready Week - 9-15th Oct
MediaWorks - B2B- (Breeze, Edge, More, Mai, Live, Sound, Rock, Magic, Tarana, Radio Dunedin)	15"	9-13th
NZME - Mix, Radio Sport, Flava	15"	9-15th
Digital Banners		
Google Display Network - targeting 18+	300x250	9-15th
Estimated Performance		
Google Display - 1,000,000 impressions		
NZME Radio - 1+21.7%, 3+ 5.4%, Average Frequency 2.1 times		