



9:30am, Thursday
18 October 2018

www.shakeout.govt.nz



New Zealand ShakeOut 2018 overview

Background

New Zealand ShakeOut, our national earthquake drill and tsunami hīkoi, is taking place at 9.30am on Thursday 18 October 2018.

ShakeOut drills are held across the world to remind people of the right action to take during an earthquake – Drop, Cover and Hold.

Over 1.34 million people took part in the last New Zealand ShakeOut, held in 2015. The campaign to encourage people to take part in the drill is co-ordinated by the Ministry of Civil Defence & Emergency Management, and shared by Civil Defence Emergency Management Groups, Government agencies and partner organisations across the country.

Research carried out by GNS Science after the New Zealand ShakeOut drills held in 2012 and 2015 found overwhelming support for holding ShakeOut drills every year. Research also shows that the greater frequency of an annual exercise will improve message retention. However, the resource and time investment required by the Ministry and partner organisations has prevented ShakeOut from becoming an annual event.

New approach for 2018

We are taking a different approach for the 2018 campaign, which we hope will see New Zealand ShakeOut become an annual event that is easy to participate in, coordinate and promote.

By focusing our efforts on encouraging all early childhood centres, schools and tertiary organisations to sign up, working closely with the Ministry of Education, we will achieve a significant number of sign-ups with significantly reduced effort and cost. This approach will also enable us to promote What's the Plan, Stan? our primary school resource.

We will use our existing databases and relationships to encourage Government agencies, partner organisations, businesses and households to sign up for and share the drill as well.

Our advertising and promotion focus on teacher, principal and school resources, and there will also be a small scale national campaign aimed at the public (mainly using online channels and social media). There will be opportunities for schools who take part to win prizes. We will develop a range of teaching and take-home resources to ensure children learn about preparedness, earthquakes and tsunami, and share what they learn with their families.

We will be encouraging everyone in coastal areas to include a tsunami hīkoi as part of their ShakeOut drill, using resources created by East Coast Labs.

Schools were advised in April to "Save the Date" for ShakeOut and will be able to sign up from the start of June. We will contact everyone who took part in past drills to sign up again at the start of June.

What's MCDEM doing?

- Working with the Ministry of Education to contact all early childhood centres, schools and tertiary organisations, via letters, newsletters, websites and publications.
- Partnering with EQC to run a New Zealand ShakeOut Schools Challenge to encourage students to teach their families about natural hazards and take steps to be prepared, and win prizes for themselves and their school.
- Holding a colouring competition for early childhood and a video competition for secondary schools.
- Developing a range of campaign resources, including posters, flyers, factsheets, and sharing these with CDEM Groups and partner agencies so they can use them to promote the campaign too.
- Contacting everyone who took part in previous New Zealand ShakeOut drills and encouraging them to sign up and take part again.
- Contacting partner agencies and encouraging them to sign up and share our resources.
- Developing a national digital and social media campaign.
- Producing clear instructions on how to hold a drill – what to do before, during and after.
- Encouraging everyone who signs up to take emergency preparedness steps.
- Promoting Drop, Cover and Hold and Long or Strong, Get Gone as the right action to take for earthquake and tsunami.
- Identifying media opportunities to promote the campaign, including a launch event for the Minister, milestone media releases and "drill day" coverage.
- Sharing resources and guides with CDEM Groups and other partner organisations, to enable them to share the campaign.

- Updating the existing shakeout.govt.nz website to make finding information and signing up easier.

What CDEM Groups can do

- Use the resources created for New Zealand ShakeOut 2018 to promote the campaign in their region. We are adding them as they are developed to www.shakeout.govt.nz
- Contact local schools, ECEs and tertiary organisations, businesses, groups and organisations and encourage them to sign up and take part.
- Promote the campaign on digital platforms and social media, in public spaces, in publications, mail outs, etc.
- Look for opportunities to promote regional activity in local media.
- Contact partner agencies – eg Neighbourhood Support, lifelines, and emergency services – and encouraging them to share the campaign.
- Let us know what else you're doing so we can share with other CDEM groups.
- Sign up and do the drill, encourage Council and partner organisations to sign up too.

What can Government agencies and other partner organisations do?

- Use the resources created for New Zealand ShakeOut 2018 to promote the campaign to staff and stakeholders. We are adding them as they are developed to www.shakeout.govt.nz
- Promote the campaign on digital platforms and social media.
- Look for opportunities to promote the campaign, in newsletters, public spaces, etc.
- Sign up and do the drill.

If you have any questions or need any help, please email shakeout@dpmc.govt.nz