

Public Information and Education Strategy

Introduction

As outlined in the resilience fund application the purpose of this project is to increase existing community and stakeholder engagement, awareness, understanding and participation in the Civil Defence Emergency Management arrangements in the region. The Ministry of Civil Defence & Emergency Management, Northland Capability assessment report of 2014 highlighted opportunities for improvement in the delivery of the Public Information Management role.

This resilience funded project has enabled the Northland CDEM Group to recruit and appoint a qualified and experienced Public Information Manager as part of the project delivery.

Project Execution

The project timeline outlined in the application was modified, due to the appointment of the Public Information Manager occurring in early 2016, rather than as scheduled in the project timeline as July 2015. The timing of the appointment may have delayed the timeliness of the deliverables identified, but on the positive side it has enabled enhancement and modification to more closely align with the group work programme, particularly focused on Exercise Tangaroa readiness and response and closer alignment with the Northland CDEM Group plan and work programme.

Outcomes

- Existing public education and information tools have been reviewed.
- New initiatives have been identified for real time public information messaging resulting
- Implementation at the regional level of real time public alerting technology
- On-going development of appropriate messaging and utilisation of appropriate networks and technology for delivery.
- Enhanced partnerships and strategic networks to enable delivery of credible messages to targeted audiences.
- Intangible benefits not considered related to this PIM project

Benefit Realisation Assessment

The project application identified a number of benefits that have now been delivered. As a direct result of this resilience funded project the Northland CDEM Group now has a dedicated Public Information Manager.

Further funding has been set aside to sustain the position and to ensure that the benefits accrued to date continue to be built upon. The appointment has already had a significant bearing upon a number of projects in the region, particularly in regards to public education and community engagement.

The PIM has featured in the coordination and delivery of the following projects:

- Northland Marae Preparedness
- Youth and Emergency Services programme (Bream Bay and Hokianga)
- Exercise Tangaroa readiness phase – PIM Plan
- Tsunami public education programme key messages and signage (Get Ready Get Thru).
- Community engagement in response planning and e Community Response Plans
- Technology research and development - Red Cross app, KOBO Assessment toolbox training and implementation programmes,
- Warnings and alerting mechanisms

- Review of Warning Plan
- Engagement at a national level

Budget and costs

In addition to the resilience fund commitment the CDEM Group has committed funding to sustain the appointment of the PIM for at least the next 12 months.

Maintaining the impetus from the initial project through the next 12 months will enable the group to build upon the benefits already realised.

Summary

This funding is allowing the Group to enjoy a higher profile for its work and to effectively reach a wider range of audiences. Excellent progress is also being made in enhancing and developing relations with communications/PIM staff in other agencies and implementing the strategy.