CIVIL DEFENCE MULTILINGUAL EMERGENCY MESSAGING FOR RADIO

A RESOURCE GUIDE FOR THE CIVIL DEFENCE EMERGENGY MANAGEMENT SECTOR AND COMMUNITY ACCESS MEDIA

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Christchurch Civil Defence Emergency Management

PLAINS FM 96.9

Emergency Management Canterbury

Christchurch City Council

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BACKGROUND TO THIS PROJECT

This has been a collaborative project undertaken by Christchurch City Council Civil Defence Emergency Management (CDEM) and Plains FM 96.9 (a Christchurch-based Community Access Radio Station), with support from the Canterbury CDEM Group. The project was made possible thanks to a CDEM Resilience Fund grant from the Ministry of Civil Defence and Emergency Management (MCDEM) and the staff time of the agencies involved in the development of these resources.

Emergency preparedness and response messages have been translated and recorded in several languages over the course of this project and are available for the CDEM sector to be delivered across Community Access Media in New Zealand Aotearoa.

The aims of the project have been to:

- Provide CDEM messages in New Zealand Aotearoa's official languages te reo Māori and New Zealand Sign Language (NZSL), as well as other languages spoken by our culturally and linguistically diverse (CALD) communities

- Encourage communities to prepare for emergencies and make information on how to do so more accessible, especially to linguistically diverse and deaf communities

- Provide a tool to enhance engagement and communication between our diverse communities and the CDEM sector

- Pre-record emergency response messages in different languages that can be broadcast via Community Access Radio Stations during an emergency response.

WHAT IS THIS GUIDE?

The purpose of this guide is to give a brief overview of the project and provide further information on how the produced resources can be used. This guide is primarily intended for practitioners within the CDEM sector and Community Access Radio broadcasters and station managers to engage with each other to utilise the resources.

Further stakeholders to be considered that might benefit from this guide are:

- Local and regional government staff working in the Public Information Management function of an Emergency Operations Centre during an emergency response
- Council staff working in roles that involve communications, community development or engaging with CALD communities.

WHO IS WHO?

About Civil Defence Emergency Management

Local authorities (city, district and regional councils or unitary authorities performing the function of city, district, and regional councils) are the primary agents responsible for civil defence emergency management (CDEM). Local authorities within a particular region come together to form a CDEM Group. In the case of unitary authorities, the unitary authority itself may form the CDEM Group. As CDEM Groups, local authorities work with each other and with emergency services and other agencies to reduce risks, be ready for emergencies, respond when needed, and lead the recovery afterwards.

The vast majority of emergencies are managed at the local level. This means the local council – or potentially other lead agencies, such as Police for an armed offender emergency – are in charge. CDEM Groups, representing a collective of local councils and emergency services within a particular region, closely monitor local emergencies and may assist, provide resources, or become the lead agency if the situation requires it.

This project was led at the local level. The Christchurch City Council Civil Defence Emergency Management Team collaborated with the Christchurch-based Community Access Radio Station Plains FM 96.9, and was supported by the Canterbury Civil Defence Emergency Management Group Office.

About Community Access Broadcasting

Community Access Broadcasting is by, for, and about the community. Community Access Radio Stations provide a platform for people to get their voices heard. Diverse people and groups, who are not traditionally given a large amount of coverage by mainstream media make the programmes. There are 12 Community Access Radio Stations in New Zealand Aotearoa, which are nationally represented by the Community Access Media Alliance, as detailed on their website www.cama.nz.

These stations primarily broadcast content under section 36c and 36ca of Broadcasting Act (1989), "to ensure that a range of broadcasts is available to provide for the interests of women, youth, children, persons with disabilities, minorities in the community including ethnic minorities and to encourage a range of broadcasts that reflects the diverse religious and ethical beliefs of New Zealanders." They thus provide a great platform to promote and make emergency preparedness information accessible for all of New Zealand Aotearoa's diverse communities.

WHAT RESOURCES HAVE BEEN PRODUCED?

The primary outputs of this project include translated audio messaging for radio and online delivery, as well as New Zealand Sign Language (NZSL) videos. The content of this material falls into two categories; emergency preparedness messages and emergency response messages.

Emergency preparedness messages

Messages aimed at encouraging emergency preparedness include:

- Why is it important to prepare for emergencies?
- What to do during an earthquake
- Plan Ahead – Evacuate
- Plan Ahead – School
- Plan Ahead – Water and emergency supplies
- Connect – Neighbours
- Tsunami – Plan and prepare
- Tsunami – Long or strong, get gone
    - One version advising for *All Tsunami Evacuation Zones* to evacuate
    - One version advising for *Required Tsunami Evacuation Zones* to evacuate

NZSL videos aimed at encouraging emergency preparedness include:

- Make an emergency plan today
- Stay informed
- Emergency supplies
- Tsunami
- Earthquakes
- Floods
- Storms and severe weather
- Volcano

Emergency response messages

Emergency response messages have been developed for broadcasting during, or immediately after the following situations:

- Earthquake
- Evacuations
- Tsunami – Regional or distant source
- Flooding
- Major Storm

The intent of these response messages is to provide translated information in the initial stages of a response in a rapid manner. The content of the messages is generic so that they can be used in a range of contexts and areas. These messages have not been developed to provide detailed, area-specific instructions or updates.

What languages have been translated?

The process of selecting which languages to include in this project involved an assessment of local, regional and national census data, a review of several CALD resources and guidelines and consultation with CALD community leaders. The languages selected were:

- Chinese*
- Farsi
- Hindi
- Japanese
- Korean
- Nepali
- Samoan
- Tagalog
- Te reo Māori **
- English ⁑
- New Zealand Sign Language

*Written transcripts have been translated in both Traditional Chinese and Simplified Chinese. Audio recordings were spoken in Mandarin.

**Only emergency preparedness messages.

⁑ Messages were also recorded in English to cater for communities that do not speak any of the selected languages.

HOW TO USE THESE RESOURCES?

Review the messaging

The scripts developed for this project are based on the content of the *Working from the Same Page: Consistent messaging for CDEM* resource and the key messaging of the national *Get Ready* and *Happens* campaigns.

However, it is particularly difficult to develop messaging that is clear, concise and informative for audiences, while ensuring consistency with the plans and arrangements of each CDEM Group around the country. For this reason, it is extremely important that you familiarise yourself with the content of these messages and ensure they align with the CDEM plans and arrangements in the area within which they will be broadcast.

The respective audio files have been produced in two formats to allow for flexible use of the messages. The messages have been recorded as a short message on a specific topic (e.g. a preparedness message about what to do during an earthquake), but also as single lines containing the individual sentences that make up a message. This way it is possible for you to put the pre-recorded sentences together into a message that is relevant for your specific situation and purpose.

Connect

The connections made between the local CDEM team and the local Community Access Radio Station over the course of this project have proven to be of immense value. Similarly, close relationships between other CDEM and the local Community Access Radio Stations already exist throughout the country. For those looking to establish or further the connections between the respective CDEM team and Community Access Radio Station in your local area, it could be of benefit to consider the following:

- For radio stations – Who are the appropriate CDEM representatives for your local area?
- For CDEM teams – Is there a local Community Access Radio Station in your area, and what is its geographical broadcasting reach?
    - Radio broadcasting does not mirror the same boundaries as local authorities and CDEM Groups, so ensure that key parties are involved at the right time and level.
    - From a CDEM perspective, it may be beneficial to collaborate with the neighbouring CDEM authority/authorities, if the broadcasting will air within their area.
- What foreign language programming does the local Community Access Radio Station broadcast?
- How often do these programmes air and at what time?
- Consider time and effort:
    - Many of the staff and programme hosts of Community Access Radio Stations work either on a part-time or voluntary basis and they may not be able to commit a significant amount of time to plan or promote these messages
    - Keep in mind that programme hosts may in fact pay for the time they have on air, so it may not be feasible for the Community Access Radio Station to broadcast

these messages without charge. A reduced advertising rate due to the public good associated with this kaupapa might be more reasonable.

There is a wide range of other people, networks and organisations that could help spread emergency preparedness messages amongst diverse communities. It is of great benefit to connect with, and seek input from, these groups prior to the use of these resources if you have not already done so.

The community development, communications and community engagement teams within local authorities typically have a fantastic range of community connections and relationships. Staff in these roles can also provide advice regarding how to maximise the reach of these messages and ensure strong audience engagement with the material.

GETTING PREPAREDNESS MESSAGES ON AIR

Whether you are considering an in-depth campaign or are simply looking to use these messages during a small number of airing slots, there are a few things you could consider to improve the efficacy of these resources.

Get familiar with the programming

The first is to ensure that you tie the translated messages in with existing foreign language programming. The range of foreign language programming will vary between regions and may also change throughout the year. If there is only a limited range of foreign language programming broadcast in your area, you may want to also consider using the messages recorded in English. That way you also ensure even wider reach.

Tie in with events

It can also be useful to time the airing of messages of each language with particular events such as the Pasifika Festival or Te Wiki o te reo Māori. Similarly, messaging promoting earthquake preparedness can be broadcast in the leadup to ShakeOut, and tsunami preparedness messaging can be promoted in the lead up to coastal siren testing in your area.

Talk to the experts

Look to develop an airing schedule with the staff at your local Community Access Radio Station. This will provide an overview of what messages will be aired when, how often and during which programmes. You may also want to discuss other means of promoting these emergency preparedness messages or meet with the presenters of each foreign language programme to discuss how to carry this kaupapa forward. This may help to give presenters the confidence to discuss emergencies and how people can get better prepared.

PLANNING FOR RESPONSE MESSAGES

From a CDEM perspective, it is important to consider how you plan to use the translated response messages prior to an emergency event.

Work with your local Public Information Management (PIM) practitioners to consider how the messages could be broadcast, to which audiences and via which channels. Keep in mind that these audio recordings could be publicised not only on radio, but also via social media channels and websites.

As previously mentioned, the intent of the translated response messages is to provide generic public information in various languages in the initial stages of a response. Due to the difficulty in pre-scripting information, these messages do not include details about specific areas or CDEM arrangements.

If you are planning to broadcast pre-recorded messages in different languages on a Community Access Radio Station during an emergency, it is also important to discuss the plan or process that leads up to the broadcast. Whilst the Community Access Media Alliance voluntarily forms part of a Memorandum of Understanding with MCDEM to provide broadcasts of alerts or warnings, this is subject to studio capacity and capability at the time. Thus, consider discussing what is feasible for the local station and ensure everyone is familiar with the pre-recorded response messages and has an agreed understanding of when and how they will be used.

OTHER USEFUL RESOURCES

- Including CALD Communities - CDEM Best Practice Guideline
  https://www.civildefence.govt.nz/cdem-sector/guidelines/including-culturally-and-linguistically-diverse-cald-communities/
- Engaging with CALD Communities in Times of Disaster, Christchurch City Council
  https://ccc.govt.nz/assets/Documents/Services/Civil-Defence/BestPracticeGuidelinesofDiverseCommunitiesDisasterMarch2012.pdf
- CDEM – A Guide for Media
  https://www.civildefence.govt.nz/assets/Uploads/media/Guides-for-media/Civil-Defence-Guide-for-Media-Final-Draft-2018-07-27-FINAL-WEB.pdf
- Tsunami Warnings – A Guide for Media
  https://www.civildefence.govt.nz/assets/Uploads/media/Guides-for-media/Tsunami-Warnings-A-Guide-for-Media-v1.0-2018-07-27-FINAL-WEB.pdf
- Public Information Management - Director's Guideline for Civil Defence Emergency Management Groups [DGL14/13]
  https://www.civildefence.govt.nz/assets/Uploads/publications/dgl-14-13-public-information-management-V2.pdf
- Community Access Media Alliance
  https://www.cama.nz/
- Memorandum of Understanding between the Ministry of Civil Defence & Emergency Management and Radio Broadcasters
  https://www.civildefence.govt.nz/media/memoranda-of-understanding-mou-with-radio-and-tv-broadcasters/
- Deaf Aotearoa
  https://www.deaf.org.nz/
- Memorandum of Understanding with the Ministry of Civil Defence & Emergency Management and Deaf Aotearoa
  http://deaf.org.nz/info-in-nzsl/memorandum-of-understanding-with-cdem