



11 May 2023

[Redacted]

Reference: OIA-2022/23-0702

Dear [Redacted]

**Official Information Act request relating to meeting minutes of the National Public Education Reference Group**

Thank you for your Official Information Act 1982 (the Act) request received on 22 March 2023. You requested:

*"I noted, <https://www.civildefence.govt.nz/cdem-sector/public-education/national-public-education-reference-group/>*

*"4.2. The Reference Group shall meet in Wellington as needed and on times agreed as determined by the Director."*

*May I kindly request the full meeting minutes of this group since establishment.*

*Also, "5.2. The project leader will circulate meeting notes and action points to members of the Group as soon after the meeting as practicable, and within three weeks of the meeting, and ensure that the information is available on the website once finalised"*

*I have not seem any available on your website, as per your term of reference and to ensure transparency, I encourage you make these information available on the website as soon as possible."*

**Information being released**

I have decided to release the documents listed below, subject to information being withheld as noted. The relevant grounds under which information has been withheld are:

1. section 9(2)(a), to protect the privacy of individuals
2. section 9(2)(f)(iv), to maintain the confidentiality of advice tendered by or to Ministers and officials
3. section 9(2)(g)(i), to maintain the effective conduct of public affairs through the free and frank expression of opinion
4. section 9(2)(j), to enable negotiations to be carried on without prejudice or disadvantage

Item	Date	Document Description/Subject
1.	6 March 2015	National Public Education Reference Group Minutes
2.	25-25 February 2016	National Public Education Reference Group Minutes
3.	26 March 2018	National Public Education Reference Group Minutes
4.	18 November 2018	National Public Education Reference Group Minutes
5.	12 February 2020	National Public Education Reference Group Minutes

6.	18 November 2020	National Public Education Reference Group Minutes
7.	19 January 2021	National Public Education Reference Group Minutes
8.	17 February 2021	National Public Education Reference Group Minutes
9.	15 March 2021	National Public Education Reference Group Minutes
10.	21 April 2021	National Public Education Reference Group Minutes
11.	19 May 2021	National Public Education Reference Group Minutes
12.	16 June 2021	National Public Education Reference Group Minutes
13.	15 September 2021	National Public Education Reference Group Minutes
14.	20 October 2021	National Public Education Reference Group Minutes
15.	17 November 2021	National Public Education Reference Group Minutes
16.	15 February 2022	National Public Education Reference Group Minutes
17.	15 March 2022	National Public Education Reference Group Minutes
18.	21 May 2022	National Public Education Reference Group Minutes
19.	16 August 2022	National Public Education Reference Group Minutes
20.	20 September 2022	National Public Education Reference Group Minutes
21.	12 October 2022	National Public Education Reference Group Minutes
22.	15 November 2022	National Public Education Reference Group Minutes
23.	17 January 2023	National Public Education Reference Group Minutes
24.	21 March 2023	National Public Education Reference Group Minutes

I note that all relevant minutes that officials were able to locate in the Department of the Prime Minister and Cabinet's document management system are listed. As such, other minutes (if any) that may have been generated will be refused under the following grounds of the Act:

1. section 18(e): the document alleged to contain the information requested does not exist or, despite reasonable efforts to locate it, cannot be found

In making my decision, I have taken the public interest considerations in section 9(1) of the Act into account.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on the Department of the Prime Minister and Cabinet's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



**Anthony Richards**  
**Chief Advisor to the Deputy Chief Executive, Emergency Management**



# National Public Education Reference Group meeting minutes

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**Date** Friday 6 March 2015  
**Time** 0900-1600  
**Location** MCDEM, Level 17 Bowen House (corner of Lambton Quay and Bowen House), Wellington

## Attendees

Name	Region	Email
Anita Walker	MCDEM	s 9(2)(a)
Ben Ingram	Taranaki	
Bridget Cheesman	MCDEM	
Craig Sinclair	Southland	
Gary Spence	Marlborough	
Helen Shea	Hawke's Bay	
Jamie Richards	Auckland	
Jamie Shaw	MCDEM	
Jessica Petersen	Canterbury	
Keith Evans	MCDEM	
Kim Abbott	Northland	
Lauren Stockbridge	Nelson/Tasman	
Matt Pryor	Waikato	
Matthew Smith	Manawatu/Wanganui	
Naomi Lockett	Bay of Plenty	
Rana Solomon	Chathams	
Sarah Stuart-Black	MCDEM	
Vince Cholewa	MCDEM	
Wendy Valois	Waikato	

## Apologies:

Kerry McSaveney	Wellington	s 9(2)(a)
Richard Steele	Gisborne	
Roger Ball	Nelson-Tasman	
Peter Taylor	Otago	

<b>Welcome from MCDEM Director, Sarah Stuart-Black</b>	<b>Action</b>
<p>MCDEM's move to DPMC, which was finalised in December, has meant public education is a different space. We are in a broader national security space and have more influence and ability to persuade Cabinet, and raise the profile of CDEM. We also have the ability to work more collaboratively with others.</p> <p>Our Minister is enthusiastic and motivated; she wants to see progress with her Civil Defence portfolio. She is hugely committed to public education. Changes to the National CDEM Strategy will mean more opportunities to collaborate with local government, agencies. With pressure on our resources, we need to share great ideas, be smarter with our resources and technology. Look at overseas initiatives, make campaigns compelling and appealing. Private sector partnerships could allow us to leverage their channels and reach their customer base. We are developing a MoU with Neighbourhood Support, which will give us access to their networks. Jamie and Bridget have joined MCDEM to provide a fresh look at public education.</p> <p>Our challenge for ShakeOut is to have 1.5 million people sign up, so we need to make it so energising it sells itself. Be creative, with no boundaries. Think about "What does the future of public education look like?"</p>	
<p><b>Q&amp;A with Norm</b></p>	
<p>Jamie R said CDEM's role is often seen as the ambulance at the bottom of the cliff, public education doesn't get much of a profile - we need to change the mindset.</p> <p>Norm agreed we need to make public education relevant, she is meeting with CEG Chairs and Group Managers and will reinforce the importance of public education. Our aim is for a resilient New Zealand, we should feed back to Norm if we need to her speak to stakeholders.</p> <p>Kim asked whether we can talk to CDOs, the next generation.</p> <p>Norm agreed, she is meeting with groups to get a sense of where everyone is at, meeting with group chairs and controllers emphasising the importance of CDEM public education and keeping it at the forefront of their minds, and having discussions with their teams. Meetings are being set up by REMAs.</p> <p>Naomi asked whether the group could meet more than once a year. It was agreed we could if it was needed, particularly if groups were able to fund their own representatives to attend.</p> <p>Gary asked whether MCDEM was intending to continue to use Peter Elliott.</p> <p>Norm said there is merit in continuing with a campaign that is working, but we should look at other opportunities to compliment the campaign. The initial campaign cost \$2.1 million in the first year and we don't have the resource to create a new campaign now. Bridget will look at whether we can circulate the GRGT review requested by the Minister.</p>	<p>Bridget to check whether the GRGT review requested by the Minister can be shared.</p>
<p><b>Terms of Reference review</b></p>	

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<p>Suggested changes were made to the Terms of Reference, see attachment.</p> <p>Discussions arising from TOR Review</p> <ul style="list-style-type: none"> <li>• Can we meet more than once a year?</li> <li>• Would groups pay for their own travel and accommodation if we met twice a year? Most representatives agreed their groups would probably be willing to pay.</li> <li>• Would we be able to meet virtually twice a year? Do we have to meet in Wellington? Is it more cost effective to meet in Wellington for people travelling from the South Island?</li> <li>• Could we tie in with other Ministry meetings so travel costs could be reduced? Look at MCDEM calendar for other dates.</li> <li>• Can we meet for two days at a time?</li> <li>• Can we use other forums to share information? Would people be willing to use EMIS?</li> <li>• Can we meet a couple of months before ShakeOut?</li> <li>• Who is the Chair of NPERG? Should it be the same as the Project Leader (MCDEM Public Education Advisor)? Does the Director want to remain as the Chair?</li> </ul>	
<p><b>Monthly Themes</b></p>	
<p>Bridget presented a draft calendar of monthly themes which the group discussed. The focus was more on current resources and gaps than the actual dates themselves, Bridget reiterated if the dates didn't work for groups, they could shift them to suit their own needs, similarly if themes weren't as relevant, groups didn't have to include them in their calendars. If we worked on getting the resources together for the start of the financial year, then they would be available for use when groups need them.</p> <p>The group worked on a list of current resources for each theme and discussed the gaps (see Appendix). Everyone was willing to share their resources with the group.</p> <p>We looked at ways of sharing the resources, include the Resilience Toolbox, Facebook and EMIS. Given that most of us will be using EMIS in an emergency, the group agreed to give EMIS a try as our virtual workspace. Once that has been set up we will share resources, create a calendar, post minutes, work on documents together, etc. We also looked at ways other agencies can be used as channels.</p>	<p>Bridget to set up EMIS site for NPERG and get log in details for everyone</p>
<p><b>Group projects and other resources</b></p>	
<p>Ben Ingram, Taranaki, presented three video clips, produced from the Resilience Fund featuring Pio Terei. Originally designed as a resource for Māori, the clips have universal appeal. Ben is happy for everyone to use the resource once it has been launched locally.</p> <p>Helen Shea, Hawke's Bay, presented the resilience fund resource Ruaūmoko's Walk, developed for Māori schools and preschools. The resource includes a book, magnets and a household plan (with colouring in section), e-book, infosheet, stickers. Helen is happy for the resource to be shared by the Groups and nationally, but she pointed out it is in Ngāti Kaungunu dialect, so will nationalising or regionalising.</p>	<p>Ben to advise when launched and include links on EMIS site.</p>

<p>Craig Sinclair, Southland, presented a series of radio advertisements, including jingles, developed with NZME (formally Radio Network), which everyone is welcome to use.</p> <p>Southland has lots of low cost resources, including business cards, fridge magnets with shopping lists, stickers.</p> <p>Kim Abbott, Northland, has a programme for business continuity, which includes a number of resources. She also showed the group a Vulnerable Communities document.</p>	
<p><b>Developing resources to fill gaps in themes</b></p>	
<p>MCDEM to develop some guidelines/advice for the use of GRGT and WTPS logos etc. Included in this should be some information to articulate to EMOs the importance of branding.</p> <p>We talked about each NPERG member adopting a monthly theme, preferably one they are/have been working on, to ensure we have resources for each theme and share the resources.</p> <p>Jamie R talked about ways to ‘subliminally’ push CDEM public education messages. For example, school exams could include questions about how much energy a magnitude x earthquake would release.</p>	<p>Jamie Shaw to work on logo guidelines and ways of sharing</p> <p>Members to let Bridget know if they are able to take on a theme.</p>
<p><b>ShakeOut 2015</b></p>	
<p>Bridget provided an update on plans for New Zealand ShakeOut 2015, On the topic of what worked last time the representatives said timely information from MCDEM, having all the resources in one place and not having to think too much about what to produce were appreciated.</p> <p>Matthew Pryor asked whether an email signature would be produced to be used by CDEM staff, this will be available post launch.</p> <p>Vince talked about what worked well for the last Get Ready Week, an intense period of 5-10 days of advertising and promotion across the regions. The last minute prompts were instrumental in driving registration numbers up.</p> <p>Kim asked whether we could include an extra tick box for CDEMs to contact registrants, particularly for identifying businesses. Some members said it would add expectations and pressure to their workloads. We agreed the wording could be “Are you happy for your information to be passed to your local CDEM group.”</p> <p>It would be good to produce some post-drill resources, such as “I survived” certificates, stickers, badges, etc.</p>	<p>Bridget to send Email signature to group post launch</p> <p>Bridget to look at adding tick box to registration page</p> <p>Group to feed back ideas on post-shakeout resources</p>

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<p>Matthew suggested developing a powerpoint presentation that the group could present to CDEMs and other stakeholders to generate interest in ShakeOut.</p> <p>The group looked at possible promotional products and the general feeling was to focus on 2-3 low cost options, such as stickers, bag tags and smart wallets for phones. MCDEM will buy a range of products, based on feedback from NPERG and the ShakeOut planning group, which will be used by MCDEM and sent to regions on a population-percentage/demand basis and regions will be able to order additional stock.</p> <p>Groups can check the number of people who signed up in their region, by organisation type, at <a href="http://www.shakeout.govt.nz/whoisparticipating/">http://www.shakeout.govt.nz/whoisparticipating/</a>.</p>	<p>Bridget to develop powerpoint for group.</p> <p>Bridget to confirm which products will be ordered, what quantities will be sent to groups and how groups can order more.</p>
<p><b>Other business</b></p>	
<p>Fieldays – Wendy asked whether other groups/MCDEM would contribute to a cost of the stand, given that people come from all over the country. Bridget suggested a Resilience Fund application.</p> <p>Vince gave an update on the public alerting project, following a discussion on the cost of Auckland’s apps to other groups.</p> <p>The group talked about working with existing channels, such as Federated Farmers, at a national and regional level to reach target audiences.</p>	<p>Members to consider applying for resilience fund when producing public education material.</p>

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Monthly themes suggested for 2015/16

Month	Main theme	Ties in with	Other events, days and anniversaries	Current resources
July	Severe weather – floods, storms, snow and power cuts	Winter		<ul style="list-style-type: none"> <li>Flood bookmarks – Hawke’s Bay</li> <li>Email to NS Groups/Sector Managers – Marlborough</li> <li>Photos of snow, floods, roads affected - Southland</li> <li>Hazard guides and video – Auckland</li> <li>Floodwatch</li> </ul>
August	Pets and livestock	28 August 1992, Canterbury 'Big Snow' killed more than 1 million sheep	<b>3-9/8 Heart awareness week</b> <b>9/8 International day of indigenous people</b> <b>12/8 International youth day</b> <b>16/8 International Homeless Animals Day</b> 29/8 Cancer society daffodil day	<ul style="list-style-type: none"> <li>Get your pets through – Taranaki</li> <li>Photos of livestock – Southland</li> <li>Dairy NZ has good resources</li> </ul>
September	Te Reo/Maori resources	14 September – Maori language day	1/9 Random act of kindness day 22-28/9 Deaf awareness week 28/9 Daylight savings time change 27/9-05/10 Age concern awareness week Anniversary of 1995 Mt Ruapehu eruptions	<ul style="list-style-type: none"> <li>Ruaumoko’s walk, book, magnets, household plan – Hawke’s Bay</li> <li>What’s the Plan Stan in Te Reo – MCDEM</li> <li>Pio project – Taranaki</li> <li>Marae preparedness planning – BOP/Northland</li> </ul>
October	ShakeOut	15 October – New Zealand ShakeOut and Global ShakeOut 11-17/10 Get Ready Week	27/9-05/10 Age concern awareness week 1/10 International day of older persons 5/10 World teachers day	<ul style="list-style-type: none"> <li>Resources provided for MCDEM in 2012</li> </ul>

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			6-12/10 Mental health awareness week 14/10 International Day for Natural Disaster Reduction 16/10 World food day 28/10-3/11 RNZFB Blind week	
November	Volcanic eruptions		28/10-3/11 RNZFB Blind week 11-17/11 Diabetes awareness week	<ul style="list-style-type: none"> <li>• Guidelines on preparedness – before, during and after – Taranaki</li> <li>• Hazard fact sheet White Island – BOP</li> <li>• Hazard guide videos – Auckland</li> <li>• You tube clips - GNS</li> </ul>
December	Vulnerable communities	3 December 2015, International Day of Persons with Disabilities	2/12 National jandal day 3/12 International day of disabled persons 5/12 World volunteers day 18/12 International Migrants Day 25/12 Christmas Day 26/12 Boxing Day (anniversary of tsunami)	<ul style="list-style-type: none"> <li>• Deaf/hearing impaired video – MCDEM</li> <li>• Disaster preparedness for people with disabilities – BOP</li> <li>• Vulnerable groups – Northland</li> <li>• Disability assist dog factsheet – BOP</li> <li>• Pictorial resource – Wellington CC</li> <li>• Shaken not stirred booklet IHC and video clips – Christchurch</li> <li>• Altogether Autism has lots of prep resources</li> </ul>

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January	Kids – schools, preschools, interacting with kids in the community (eg Stan, community fairs, hand outs)	School holidays, new year, preparing for back to school	1/1 New Year’s Day	<ul style="list-style-type: none"> <li>• Stan xmas parade float – Auckland</li> <li>• Lollipops w stickers – Southland</li> <li>• Stickers – Southland</li> <li>• What’s the Plan activity booklet – Auckland/Southland</li> <li>• Ruamoko’s walk – Hawke’s Bay</li> <li>• Clued up kids workshops – Marlborough</li> <li>• Let’s Get Ready – Ben</li> <li>• What’s the Plan Stan website, stories, school resource, CD rom – MCDEM</li> <li>• Turtle safe – National</li> <li>• Stan suit – 5 regions</li> <li>• Down the back paddock (Joint agency Waimakariri) – Canterbury</li> <li>• Stan’s land – Auckland</li> <li>• Lollipops – Northland</li> <li>• Tattoos – Northland</li> <li>• Jelly bean bags – Northland</li> <li>• Balloons – Northland</li> <li>• Museum – Auckland</li> <li>• Drink bottles – MCDEM</li> <li>• St John Preparedness Module – lifeskills</li> <li>• Stan’s Land game links website – Auckland</li> <li>• Stan on vehicles</li> </ul>
February	Earthquakes and tsunamis	Hawke’s Bay and Christchurch earthquake anniversaries	National bike wise month 6/2 Waitangi Day 13/2 World radio day 14/2 Valentines day 11-17/2 Lifeline Annual Awareness Week	<ul style="list-style-type: none"> <li>• Hazard guides and video – Auckland</li> <li>• Pio project – Taranaki</li> <li>• Christchurch experiences videos – Christchurch</li> <li>• Tsunami video – Southland</li> <li>• Earthquake simulator – Southland</li> </ul>

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				<ul style="list-style-type: none"> <li>• Tsunami 3-fold brochure – Hawke’s Bay</li> <li>• Shakey house – Canterbury</li> <li>• Tsunami survive – Bay of Plenty</li> </ul>
March	Communities – neighbours, older people	28-29 March 2015, <b>Neighbours Day Aotearoa</b>	1/3 Start of Autumn 3/3 Childrens Day 8/8 International Womens Day 20/3 International day of happiness 22/3 World water day 23/3 World Meteorological Day	<ul style="list-style-type: none"> <li>• Pio project – Taranaki</li> <li>• Shakey house blueprints</li> <li>• WCC pictorial resource in draft - Wellington</li> <li>• Photos of older woman doing DCH – Christchurch</li> <li>• Vulnerable groups booklet – Kim</li> </ul>
April	Businesses and workplaces inc making plans for when you’re not at home	<b>28 April 2015 World Day on Safety and Health at Work</b>	<b>1/4 Pet day</b> 5/4 Daylight savings time change <b>5/4 Easter Sunday</b> <b>7/4 World Health Day</b> <b>25/4 Anzac Day</b> <b>28/4 ShakeOut launch</b>	<ul style="list-style-type: none"> <li>• Shut Happens – Resilient Organisations</li> <li>• Business continuity package – Northland</li> </ul>
May	Families, households and individuals (Getting ready for winter)	15 May 2015, International Day of Families	6-12/5 Asthma awareness week 10/5 Mothers’ Day	<ul style="list-style-type: none"> <li>• Get Ready – Auckland</li> <li>• GRGT – MCDEM</li> <li>• It’s Easy – WREMO</li> <li>• Pio project – Taranaki</li> <li>• Prep water and food video - ???</li> <li>• GRGT Checklist – MCDEM</li> <li>• GRGT brochure – MCDEM</li> </ul>
June	Volunteering	21-27 June 2015 National Volunteer week	1/6 Start of Winter 5/6 World Environment Day 8/6 World Oceans Day	<ul style="list-style-type: none"> <li>• Volunteer resilience fund project – Southland</li> <li>• Annual forum – Northland</li> <li>• Ambassadors – Auckland</li> </ul>

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OTHER	Non-English speakers			<ul style="list-style-type: none"> <li>• Induction presentations to migrant groups - Marlborough</li> <li>• Wellington City Council pictorial resource</li> <li>• Get Ready Get Thru in 10 languages – MCDEM</li> <li>• Get Thru radio ads – MCDEM</li> <li>• It's Easy in 6 languages – Wellington</li> <li>• Get Ready in ESL schools</li> <li>• Migrant resource centre</li> </ul>
	General			<ul style="list-style-type: none"> <li>• Academic research – Auckland</li> <li>• Fridge magnets and shopping lists – Southland</li> <li>• Business cards – Southland</li> <li>• Stickers – Southland</li> <li>• Vehicle signage – Southland</li> <li>• CDC signs – Southland</li> <li>• GRGT Radio ads and jingles – Southland</li> <li>• GRGT TVCs – MCDEM</li> <li>• GRGT website – MCDEM</li> <li>• CD App – Auckland</li> </ul>

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## MINUTES

**National Public Education Reference Group**

**Thursday 25 and Friday 26 February**

**MCDEM, Bowen House, Lambton Quay, Wellington**

### Attendees

Name	Region
Kim Abbott	Northland
Adam Maggs (standing in for Jamie Richards)	Auckland
Matthew Pryor	Waikato
Naomi Lockett	BOP
Paul Stuart	Gisborne
Jae Sutherland	Hawke's Bay
Ben Ingram	Taranaki
Anthony Edwards (standing in for Matthew Smith)	Whanganui/Manawatu
Kerry McSaveney	Wellington
Michelle Griffiths	Nelson
Gary Spence	Marlborough
Allan Wilson (standing in for Chris Raine)	West Coast
Jessica Petersen	Canterbury
Craig Sinclair	Southland
<b>Apologies</b>	
Rana Solomon	Chatham Islands
<b>Not in attendance</b>	
Peter Taylor	Otago

### Thursday 25 February

Item	Action
<p><b>Introduction and welcome from MCDEM Director Sarah Stuart-Black (Norm)</b></p> <p>Norm set the scene for the day, welcoming everyone and stressing the importance of the session. She congratulated the group on the creativity of ShakeOut and talked about the Minister's focus on public education and desire to see innovation and creativity in this space. She talked about the need to redevelop the public education programme (PEP) since it was last created 10 years ago encouraging the group to use their knowledge and that of the region they represent. The redevelopment is a chance to take a step back and have a fresh look, be ambitious, thought provoking and leave boundaries for later. Use this as a chance to set a legacy around resilience.</p>	

<p>Bridget outlined the objectives and required outcomes for the meeting, which were agreed by the group:</p> <ul style="list-style-type: none"> <li>• Get to know each other</li> <li>• Share ideas, resources, etc</li> <li>• Discuss trends, messaging, funding</li> <li>• Agree the theme for Get Ready Week</li> <li>• Work on our public education redevelopment plan</li> <li>• Identify the needs of our key audiences (least prepared)</li> <li>• Discuss what time and resource we can commit to PEP</li> </ul>	
<p><b>Regional round up</b></p> <p><b>Kerry – Wellington</b>  Lots of activity for ShakeOut  Facebook over 50k likes – minimum 3 weekly posts  Reducing number of visits, eg to schools, holding symposiums for groups to deliver on their behalf, eg principals, retirement homes, people who support people in their own homes, SME business continuity workshop,  Working with community constables  Used to spend time on volunteer training, now all community/unofficial volunteers, building capacity in the community.  It's Easy has been translated into 8 languages, everyone is welcome to use and add their own logos (see action) PDF on website, not printed  200l tanks mean an extra 2 million litres of water in wellington, sold through council and at community centres.  In talks with billsticking company to explore possible uses for their bollards around the city  Sponsored a zombie run, handed out preparedness plans with Zombie Survival Guide stickers on front.</p> <p><b>Adam – Auckland</b>  Akld has new emergency manager, looking at how operations team works, Adam looking after volunteers and public education, capability.  CE is keen to do better  Community need to be more engaged and resilient – now over 185 different cultures  Keen to get into schools, build into the curriculum,  Need more resource for community resilience, 2 events each week  Good approach with training framework – can be shared across all CD teams  Group plan out for consultation on Have Your Say Auckland website  Community resilience is seen as a big issue for Auckland  Apartment dwellers being targeted with “Connect 4” messaging – get to know 4 people in your building/neighbourhood.  Partnerin with police, fire, ambulance, how to do more, use resources? In talks with Life Education who have 9 education buses in Auckland, aimed at 6-13 year olds, have trained educators.  Graduates working on gamification, preparing for tsunami</p> <p><b>Discussion around App</b>  (Craig - talked about common alerting protocols project)</p>	<p>Kerry - Add “It's Easy” in all languages on EMIS</p> <p>Adam – add training framework to EMIS</p> <p>Bridget and Anthony to contact Life Education to explore national opportunities</p>

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<p>(Libby - an app needs a purpose, information needs to be relevant, useful, correct)  (Kerry – using red cross app, has alerting software)  (Paul – need to be more clear on responsibility)  (Allan – need to work on tourism strategy, Geozone, Campermate)</p> <p><b>Ben – Taranaki</b>  Conducted public awareness survey of 800 people, analysis of 20 years of data shows not much has changed  Working on resilience strategy – how to measure, influence resilience, psychological preparedness.  Need more than 3 days of food, especially in non-urban areas (and lots of farmers won't ask for help)  4 x AMP shows, 1 x SPCA open day. 1 x Rescue Helicopter open day  Stan is always popular. They have an inflatable, 4x4m tent, which other regions might be able to borrow.  Developing a social media strategy  Held a workshop for teachers for ShakeOut  Held workshops for rest home managers  Upcoming review of structures and responsibilities  Developing CDC strategy, 2 x community plans</p> <p><b>Matt – Waikato</b>  Growing social media capability – Facebook saw 1500% growth and Twitter grew by 2000%  Developed social media strategy  Connections with Waikato Police, sharing social media  Giveaways with Blunt Umbrellas  Community response planning includes case studies, eg Port Waikato sharing social media  Creative boundary pushing includes Save yourself Sav and Panic Free Pinot wine bottles  Developing a 3-fold picture book  Developing a Pasifika preparedness strategy with the Samoan Methodist church, workshops in Hamilton, with council engagement advisors  Already have a marae preparedness plan  Developing an easy read document for people with learning difficulties  Social media activity has resulted in more engaged community, who share photos, posts, etc  Emergency services open day</p> <p><b>Paul – Gisborne</b>  Shakeout had 85% of schools sign up, used an email list, followed up  Held public presentations, have tsunami component, bit of fear around tsunami  Have info boards at council offices, share event photos  Using Ruaumoko's Walk as an interactive roadshow around primary schools  Keen to move down the Facebook route, but resistance from council comms  Using the Wellington City Council pictorial resource  Have a double-sided home plan for families, aimed at low socio-economic households</p>	<p>Ben – add CDC strategy/2 community plans to EMIS</p> <p>Matt – add social media strategy to EMIS</p> <p>Matt to share picture book when finished (add to EMIS)</p> <p>Paul – add double-sided home plan for families to EMIS</p> <p>Bridget – add WCC pictorial resource to EMIS</p>
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<p><b>Allan – West Coast</b>  Have a good relationship with local New World  Website and Facebook pages coming  Visiting schools and helping with evacuation plans, including bus companies to help  Talks with aged care and ethnic groups  Resilience workshops, CDC volunteer training  Talks with rotary service clubs and elected council members  YES – youth in emergency services programme run with Ministry of Youth Affairs  Group plan in production  PEP trainer</p> <p><b>Gary – Marlborough</b>  Have Twitter, trying to get own stand alone website  Working with community groups, rotary and lions, neighbourhood support, police, St Johnm, fire service.  Held Meat your neighbours competition with More FM on neighbours day  Events – set up response team equipment at NMIT, community colleges  Working with migrant workers – Vanuatuan, Thai  Tsunami roadshow in regions  Clued up Kids – held every November, with 8 agencies, ACC have just pulled funding, held at historic home grounds, train takes kids around each of the agencies including CD (Stan), Fire, quad bike safety  (Tasman is looking at running similar, as is Southland, Northland has application for resilience fund project, ACC has offered to fund in Northland, Red Cross leading in Tasman, ACC funding in Waikato)  Rural communities have a fragmented agency response  (Keith said Northland fire service used to check emergency supplies when fitting smoke alarms)  Brian FM have provided them with a microphone in their EOC so they can cut into music programming during an emergency.  Involved in youth in emergency services (YES) programme</p> <p><b>Anthony – Whanganui/Manawatu</b>  Work on an in-your-face approach, people want them to door knock  Working with community groups – Kohanga, rest homes,  13 CDCs – most of them are schools, so work with schools have assemblies each term wit police and fire  Presence at Fieldays at Fielding  Working on tsunami funding in low-income areas, signage and community meetings</p> <p><b>Kim – Northland</b>  Marare preparedness now run by TPK  Community response plans are online  Holding business continuity workshops, DHBs and medical centres as well  Catching up with farmers to check their emergency management plans,  Beach signage – test signs up, rolling out 78 signs  Using Facebook, have a good following, conservative approach</p>	<p>Allan to send Bridget survey results</p> <p>Kerry to look at translating It's Easy into Vanuatuan – share on EMIS</p> <p>Bridget talk to Red Cross, ACC about national Clued Up Kids</p> <p>Kim – add business continuity workshop resources to EMIS</p>
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<p>Vulnerable communities often don't have broadband ShakeOut provided good engagement – 100% of schools signed up in some areas</p> <p><b>Michelle – Nelson/Tasman</b> Staff changes mean more PEP time for Michelle Schools have been involved in mini exercises Facebook has 1 person contributing. Need a website Community response plans are online – community can log in Community engagement plan being developed for May Working with real estate agents to provide information for home owners Presentations for international students at NMIT, using a translator.</p> <p><b>Jae – Hawke's Bay</b> Four new staff Safer Hawke's Bay programme, with police, ACC, fire, elder care, CYFs, meet four times a year East Coast Lab established an "ask a scientist" facility for kids, with GNS, Auckland University, making science accessible for the public and an interactive platform for kids Ruaumoko's Walk bilingual resource with online component YouTube, written in Kahungunu dialect, but everyone is able to use, TPK has approved – if you make changes to text, writers want to be able to approve it. (Naomi – Māori advisors at BOP council want their own version, would not use) Working with school group – 100 kids per session – using emergency preparedness for learning – eg if a step is this big and you need to be this far away from the coast, how many steps would you need to take – have some worksheets Working on "what do you love about your area" aspect of community response plan – challenging people to think about what they want to protect Mobile signage for tourists, used during rapid onset events Has been approached about stuffed toys with safety messages in Māori and English. Instagram selfie with stan competition ideas</p> <p><b>Craig – Southland</b> Biennial survey shows preparedness is dropping off Have an earthquake simulator, only used within school context, teachers use Whats the plan stan first, suitable for preschool to year 8. Magnetic message pads with shopping lists still popular – promoting sign up to receive messages and alerts (by Run the Red) Fieldays have a shared site with Rural Support Trust, talk rural business continuity planning. Hand out lollipops, shopping bags Hold business continuity workshops (Northland's resource)</p> <p><b>Naomi – Bay of Plenty</b> Undergoing a restructure, more like WREMO model, 17 in team Presence at A&amp;P show, multicultural festival raising profile of civil defence Developing text and email alerting platform</p>	<p>Jae to add Ruaumoko's walk files to EMIS Everyone – if you use Ruaumoko and make changes, check with Jae Jae to add worksheets to EMIS</p> <p>Craig – share rural business continuity plan on EMIS</p>
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<p>Community response planning toolkit provides template to allow communities to create their own via a digital portal.</p> <p>Developed factsheets for communities – redacted version of plan</p> <p>Local lions keen to be involved in response</p> <p>DHB has an emergency planning coordinator for hospices, retirement homes, etc</p> <p>Need resources for elderly</p> <p>Pushing connectedness</p> <p>Hold regular Facebook 1 hour Q&amp;A sessions</p> <p>Work with advisory groups – safe city, disability</p> <p>Marae preparedness toolkit developed with resilience fund – June/July roll out, protocol, Māori engagement</p> <p>Trailer, magnets and phone wallets all popular resources</p> <p>Developed a disaster preparedness plan for people with disabilities – OK for all to swap out logos and share</p> <p>Using Wellington Council pictorial resource</p> <p>Recommended reading <a href="#">Beyond the metropolises: The Asian presence in small city New Zealand.</a></p> <p>And Exploring Community resilience (UK resource)</p>	<p>Naomi to add Disaster plan for people with disabilities files on EMIS</p> <p>Naomi do you have a link for UK community resource?</p>
<p><b>Social Media Trends – Amy Stewart-Badger, DOC</b></p> <p>Amy is senior social media advisor at DOC, she says their challenge is establishing relationships with new people, aiming to woo in audiences and increase awareness, with little to no money.</p> <p>Social media moves from passive to active engagement</p> <p>Two people run DoC's social media full time, responding to comments and building rapport</p> <p>Last year their posts reached 10 million and engaged with 800,000. Difficult to measure reach, so look at engagement levels.</p> <p>DoC has 36 active Facebook pages, Facebook is still a big channel (1.5 million mobile users in NZ each day)</p> <p>Also use Twitter and Instagram, have a ranger on Snapchat, Pinterest pages and conservation blogs, as well as Linked In and You Tube.</p> <p>Sirocce Kakapo is their edgier Facebook site</p> <p>Wildside NZ is a Facebook page encouraging photo sharing.</p> <p>Key trend for 2016 is influencers – use people respected by their peers to spread messages, may have lots of followers, 70% more trusted than businesses and often create their own content. Relevance, reach and resonance.</p> <p>Trend for Facebook is people locking down their privacy, using private groups and messenger more than public posts, sponsored posts/paid advertising ignored.</p> <p>Instagram is taking off with over 19k followers, fastest growing channel in New Zealand, Instagram have just started allowing sponsored posts/advertising.</p> <p>Lacking formal education opportunities for social media in NZ. How do we bring everyone up to speed?</p> <p>Twitter is on a downward trend, its value in getting emergency information out to the media and influential sharers.</p> <p>Group discussion</p>	<p>Bridget – add presentation to EMIS</p>

<p>Libby and Iona - offered to share posts to Get Ready Facebook and Twitter for any groups that don't have their own pages – they regularly share content from groups.</p> <p>Naomi - We love Tauranga has over 100k followers, compared to Tauranga Council's 1,000.</p> <p>Discussion around use of names on posts – good way to personalise content, make the information authentic</p> <p>Amy - story aspect of Facebook is coming through on Instagram, there is merit in longer posts on both mediums if they resonate.</p> <p>Anthony - Facebook was key communication tool in recent floods, for some communities this was their only link</p> <p>Kerry - WREMO only uses Twitter in events. Can outsource social media monitoring/intel during an event.</p> <p>Libby – need to have a conversation around social media in events, would be useful during conference.</p> <p><b>Amy – other trends for 2016</b>          Messenger for businesses (Facebook)          #slack internal comms tool          Emojis (wrote an entire post on drunk driving during world cup in emojis, when working for Police)          Snapchat with custom filters          Authenticated Facebook mentions, live streams.</p>	
<p><b>Get Ready Week</b></p> <p>Bridget – suggest week beginning 10 October, to coincide with International Day of Disasters, with a “Prepared Kids” theme.</p> <p>Group talked about what had happened in past Get Ready weeks and what resource were needed – graphics for web, social media and posters would be useful.</p> <p>It is difficult for EMOs in some regions to get out and around all audiences.</p> <p>Ruaumoko’s walk has a colouring in family plan, useful resources</p> <p>Talked about possibility of working with McDonalds (unhealthy?), Warehouse – mailers and end of isle displays, Pak n Save.</p> <p>Look at economic and psychological preparedness</p> <p>Teach preparedness to kids to embed in family</p> <p>Kids as educators</p> <p>Preschool to intermediate (yr 8)</p> <p>Have a plan – families and schools</p> <p>“I’m going to be OK – this is my plan”</p> <p>Sub group for Get Ready week agreed, working with MCDEM</p> <p>Ben, Matt, Kim, Michele, Jae, Gary, Naomi and Adam.</p>	<p>Bridget to check dates with Ministry of Education</p> <p>Bridget to set up shared space and start discussions with sub group</p>
<p><b>Resilience Fund – Shane Bailey</b></p> <p>The resilience fund is currently \$889k per year, but we don't often see the results of the projects being shared nationwide.</p>	

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<p>After speaking to 2014/15 project managers the guidance has been redrafted proposed changes are out for consultation. Changes include opening the applications up beyond CDEM sector to anyone who has a bright idea.</p> <p>Preference for a smaller number or large projects over a large number of small projects. Keith Evans has been appointed resilience fund coordinator, projects will be evaluated by MCDEM throughout the year and most of them will be paid on completion, although tangible progress payments may be agreed at the start of a project.</p> <p>Preference for projects with a focus on consistency, sharing data, filling gaps in capability assessment, designing courses.</p>	<p>Talk to Keith if you have ideas for resilience fund projects – work across regions if you have all have the same idea for a large project</p>
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Friday 26 February

Item	Action
<p>The Research Agency (TRA) topline findings – Luke Procter</p> <p>TRA has been contracted to help MCDEM understand most vulnerable audiences.</p> <p>Objective: Identification of behaviours, needs and interventions at key points in the Stages of Change Model DEBRIEF AND PRESENTATION STYLE REPORT</p> <p>20 x 1hr in-depth interviews in Auckland, Wellington and Dunedin</p> <ul style="list-style-type: none"> <li>• 6 x Millennials (aged 18&lt;30)</li> <li>• 6 x low personal income (&lt;\$30,000)</li> <li>• 8 x new migrants to New Zealand in the last 10 years</li> </ul> <p>Key findings</p> <ul style="list-style-type: none"> <li>• No fear and no personal frame of reference</li> <li>• Optimism and overconfidence in ability to survive</li> <li>• Lack of understanding of what disasters are really like and what kind of disasters they face</li> <li>• Heroes will save us Vs The apocalypse</li> <li>• There is complete faith in the ability of existing services to save the day</li> <li>• But civil defence does not spring to mind when our audience thinks of a disaster scenario</li> <li>• The benefits of being prepared are not obvious</li> <li>• Optimism and overconfidence in ability to survive (new migrants “I’ll just get in my car”)</li> <li>• Risk of loss feels low compared to things like drink driving and not having smoke alarms</li> <li>• There is surprise at how easy it is to be <i>partially</i> prepared</li> <li>• A basic level of readiness can be cheap and relatively easy.</li> <li>• Small steps are appealing – it feels like an easy transition from completely unprepared to partially prepared</li> </ul>	<p>Bridget add presentation to EMIS</p>

- Opportunity to dial up the emotional, reward for being prepared. Be a hero – help somebody to survive. Or You’ve just added 3 days worth of food to your disaster kit? Your families chance of survival just increased by 35%
- Next steps – Fieldwork Finishes today, Analysis and Interpretation, Presentation 11th March

Discussion about findings

Paul – young people more reliant on technology, can’t understand why phone and power can’t be fixed straight away

Jessica – feeling in Christchurch was Civil Defence didn’t come and save us

Luke – people don’t think about Civil Defence

Keith – before 2000 was called Emergency Management, then changed back to Civil Defence again

Anthony – we don’t wear a uniform, all our logos are different

Allan – supposed to be like an emergency service, but don’t act like a professional body

Matthew Smith (Whanganui/Manawatu) sent Anthony in his place as he couldn’t make it, but Bridget read out his email at this point

“One of the main impediments I see to shifting public awareness from : ‘There is a CD/Government/Military/Police ‘Army’ somewhere who will come and save me’ to a ‘self prepared, managing my local hazards’ mind-set is our brand – Civil Defence.

Civil = relating to ordinary citizens and their concerns, as distinct from military or ecclesiastical matters.

Defence = the action of defending from or resisting attack.

Civil Defence translated = ‘the community’ and ‘protection from something’.

i.e. back in the days of Air Raid wardens and 1950’s Welfare Centres with nuclear bomb protection measures the Civil Defence organisation (largely ex WWII military types) came to your rescue. The public still believes a ‘Government’ (i.e. ‘them’ not ‘me’) knight on a white horse is going to save them so they, personally, have to do nothing.”

Bridget then changed the line of discussion, noting it wasn’t NPERG’s role to rebrand civil defence.

Luke – benefits of being prepared are not obvious, people are more motivated by loss. Feeling that you can’t control nature, several people interviewed referenced smoke alarms as a measure to control environments.

“Save your family or your mate” would work as a strategy. Are you going to be able to help your family/neighbours

Low-socio economic interviewees has a view of “I’ll help Nan next door, then my other neighbour, then the rest of the street”. More community minded.

Asian interviewees were less trusting of their neighbours, more likely to live in apartments.

“Save yourself” won’t resonate, but “Save your family, community, pride” elements would work.

People were surprised how easy it was to be prepared, basic levels of preparation seemed easy, easy transition between unprepared and prepared.

Ben/Kerry – talk about explaining why you might need “x”

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<p>Jessica said important to focus not on money side of preparedness, but easy things like storing water – people in Canterbury have largely stopped again. Anthony – in places like Raetahi nobody had stored water.</p> <p>Keith – LA has a stages of preparedness campaign - 2 minutes, 2 hours, 2 days, 2 weeks</p> <p>Luke – opportunity to dial up emotion, everyone wants to be able to help, be a hero, instant feedback or emotional reward element.</p> <p>One interviewee went to a Porirua gym and had been given a civil defence newsletter, list of things to get, more motivated and engaged.</p> <p>General discussion around preparedness messages – some points raised  Preparedness is generational – people who have been through it more prepared  Drink driving ads were effective, but have moved on, shock tactics don't work for disasters, hazard anxiety stops people being prepared.  Focus on benefits of preparedness – ideas not stuff!  How do we make emergency preparedness part of the curriculum  Promote a tech-free two hours to show results of power outages  Talk impacts, not hazards  CD logo has relevance for older people  Need to change behaviour to make a difference  Death from not being prepared, having emergency/getaway kit fairly low, stress management  Why should we? Always element of people who won't/can't  Most vulnerable are often least prepared and that's who CD have to spend most time on  Create a continuum of preparedness, some people will be all, but most people need to move through stages - awareness, understanding, commitment, action</p> <p>Jessica – has a student working on generic messages infographics  Allan suggested approaching the local polytech for help  Would be good to commission and share one resource so we have a cohesive look.</p>	<p>Jessica – can we all use these? Add to EMIS?</p>
<p><b>Redeveloping our public education programme – Maren Scheibe-Beinersdorf (Celmenger BBDO), Jake Firman (OMD)</b></p> <p>Jake and Maren introduced themselves, here to get ideas and have some questions for the group.</p> <p><b>Maren asked what is working well</b></p> <p>Matt – Waikato social media working well, more noticeable, public know we are people, building engagement and trust. Use weather updates as daily engagement tool and to get people talking about civil defence</p>	

<p>Jake said not everyone will attend a public presentation, just as not everyone is on Facebook, aim for the overlap. Asked who else has facebook.</p> <p>Jessica – Canterbury audience loves science posts</p> <p>Jake asked how Christchurch engaged after the recent quake</p> <p>Jessica – Have 4-5 different facebook pages where they can get information, not one source of truth</p> <p>Ben – Unofficial facebook pages are a pain in the but</p> <p><b>Jake asked what other resources were working</b></p> <p>Jae – Bilingual resources for kura, marae, workshops</p> <p>Jessica – Shakey house, Satn, community radio</p> <p>Michele – Photos, and handouts, civil defence trailer</p> <p>Gary – 3 radio campaigns, interview every fortnight on mediaworks</p> <p>Kerry – Monthly interview on the Breeze</p> <p>Alan – weekly spot in local paper, banner</p> <p>Michele – community paper regular tips</p> <p>Kim – locals read death notices, so we advertise near this area, hints in classifieds</p> <p>Paul – advertising what about talking disaster case studies</p> <p>Jessica – EQCs earlier shock tactics advertising has not worked in Canterbury where people have been thoroughly destroyed psycho-socially</p> <p>Paul – talk about positive things people did to get them through, case studies from people in recent earthquake and flood events</p> <p>Jessica – there are videos on You Tube Ecan made “What would you tell the rest of the country?”</p> <p>Craig – talk about the things that people value</p> <p>Matt – shouldn’t people know what Civil Defence is?</p> <p>Kerry – WREMO has case studies from real people “this is what I need from my school”</p> <p>Kim – feeling in low socio-economic areas that “nobody cares about us” so added CD logos to all emergency vehicles (including police, fire)</p> <p>Anthony – people expect CD to knock on the door in an emergency</p> <p><b>Maren asked who is best prepared</b></p> <p>Discussion about measuring preparedness, flaws in current national survey, only contacting people with landlines</p> <p>Jessica – in Canterbury we surveyed people by phone and in shopping malls. Findings showed people in Canterbury kept Yellow Pages and looked at it after the major earthquakes</p> <p>Kim – decision makers in CD are often older, male, response-focused. How do we show them new ways of working, which they’ll be paying for? Bridget suggested inviting Kerry and Matt P to your regions to talk with CEG Chairs/decision makers about engaging with people in new ways.</p> <p>Naomi – in Bay of Plenty have resources for people with disabilities promote through council’s advisory groups, accessible NZ.</p>	<p>Michele – can you add photos of CD trailer to EMIS</p> <p>Bridget look at community papers, national approach</p> <p>Jessica add video/links to EMIS</p> <p>Kerry add case studies/links to EMIS</p> <p>Naomi add disability resources to EMIS</p>
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<p>Matt – Aimed at needs assessment providers, need focus on families and caregivers, especially people with learning difficulties.</p> <p><b>Maren asked “What is the problem we are trying to solve? “</b>  We agreed with the following:  Problem: People are not prepared, there is a “she’ll be right” attitude</p> <p><b>What are our mission and vision?</b>  Bridget facilitated a session to get the group to think about what it is we really need and want from our public education programme. There was a lot of discussion and the following themes came through  Need to about educating people about Civil Defence – what we do  You are civil defence – you are responsible for yourself/family/community/employees  Protect what’s important to you  It’s common sense, doesn’t have to be hard/expensive, cut it into manageable steps  Promote ideas/plans over “stuff” and kits.</p> <p>We came up with the following:</p> <p>Mission: Empower people to manage their own risk through ownership and responsibility</p> <p>Vision: Preparedness is part of everyday lives.</p>	
<p><b>Engaging with our most vulnerable/least prepared communities</b></p> <p>Target groups identified in colmar brunton research:</p> <ul style="list-style-type: none"> <li>▪ People with English as their second language</li> <li>▪ New migrants, Asian communities</li> <li>▪ Low income earners</li> <li>▪ Young people (over 18, under 30)</li> </ul> <p>The group also identified the following groups being vulnerable and needing specific resources/approaches:</p> <ul style="list-style-type: none"> <li>▪ Apartment dwellers</li> <li>▪ Rural people</li> <li>▪ Māori</li> <li>▪ Tourists</li> <li>▪ Elderly</li> </ul> <p>The group worked in pairs to identify the needs of each group – see Appendix 1</p>	
<p><b>Consistent messaging – Anthony Frith</b></p> <p>Discussion around how the document is used, whether it is relevant, useful  Jessica – took years to put together, lot of scientists involved  Naomi – bible for PIM</p>	

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<p>Kerry – needs consistency – farm out power advice to power companies, ensure information about consequences are consistent in hazard sections. Make it less hazard specific, more impact specific, consequence-based.          Jessica – only been five years since it was ratified.          Anthony – suggested sending any changes or suggestions to him for update in future</p>	<p>Send feedback, changes, to consistent messaging to Anthony</p>
<p><b>General discussion</b>  <b>What other resources produced nationally do/could you use?</b>          Paul - DL brochure is over the top, we call it the gold standard, but accept most people won't do everything. Needs to be simpler</p> <p>Kim – need more templates and images</p> <p>Iona talked about the work she's doing</p> <ul style="list-style-type: none"> <li>- Historic events social media template</li> <li>- Workplace plan</li> <li>- Social media sharing templates</li> <li>- Advice during and event</li> </ul> <p>Group talked about</p> <ul style="list-style-type: none"> <li>- Image library</li> <li>- Folders</li> <li>- Clothing</li> <li>- Infographics</li> </ul> <p><b>When can/should we meet again?</b>          Bridget - There isn't budget for travel to meetings for NPERG going forward. How often should we meet?          Group would like to meet more often.          National conference – agreed we should have a meeting or use the workshop session          Bridget – offered to travel to regions to hold “regional public education catch ups”</p>	<p>Everyone let Bridget know if you're going to conference          Bridget to update terms of reference          Bridget organise regional catch ups</p>
<p><b>Exercise Tangaroa – Jo Guard</b></p> <p>Jo Guard talked to the group about Exercise Tangaroa taking place 31 Aug, 14 Sept, 28 Sept          Webpage set up to host documents          Not advocating public involvement as part of exercise, but groups welcome to use exercise for public education - General public not well educated about tsunami, opportunity for education          Tsunami working group meeting regularly, produce videos “This is tsunami – what it can do, impact, different types”          Graeme Leonard tsunami video          Ministers will play          Comms plan being developed, how we interact with media and other stakeholders</p>	

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<p>Group guidance includes welfare, lifelines, etc Speakers on specialist subjects Sit Reps and action plans on EMIS Naomi – keen to see resilience fund application for national tsunami public education plan Matt – held tsunami open days in Thames/Coromandel Allan – running community workshop Jessica – have run roadshows Meeting with tsunami working group did not happen with NPERG as they were running late, but MCDEM Comms team and Kerry (WREMO) called in to their meeting. Agreed to have comms presence on their working group.</p>	<p>Bridget talk to Naomi about Race for the waves public run</p>
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## Appendix 1

### Māori

(Paul and Anthony)

#### **Who**

Māori people, culture, family oriented, urban v rural. Some connected with marae, whanau connection.

#### **Know**

Responsible for looking after whanau's welfare no matter the situation.

#### **Think**

They can take steps, responsible and capable for looking after whanau. It's not impossible but there are steps you have to take.

- Whanaungatanga (being connected)
- Kotahitanga (working together)
- Manaakitanga (looking after people)

#### **Feel**

Capable and responsible

#### **Do**

Connect with marae, whanau, community. Use networks. Plan with your whanau.

#### **Champions**

### Resources

#### **Already in use**

#### **Need to develop**

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## Under 30

### **Who**

Over school age, 18 and over. Millenials, single, no kids, not home owners.

### **Know**

Know everything

Communication and power not fail safe

Consequences of emergencies

Shit happens

### **Think**

Social responsibility

Able to take on leadership

Small acts make for big impacts

### **Feel**

Life will continue without communication

Valuable asset to response/recovery

You can help – be the hero

### **Do**

Plan includes backing up contacts, have alternatives.

### **Champions**

Kate Wilson East Coast Lab (Jae)

## Resources

### **Already in use**

### **Need to develop**

Connections with/resources for University halls of residence, tertiary institutes, banks (student loans), MSD student loans, Study Link

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## Low income

(Kim, Jessica)

### Who

Beneficiaries, working poor

### Know

Getting prepared doesn't have to cost a lot – lots of free options make a difference  
Community and people around you can help you be prepared  
Know what could come/hazardscape

### Think

Now powerless, can be self-sufficient,  
Empowered  
Confident in selves  
Asset-based community development.

### Feel

Not alone, equally important as everyone else  
Ownership of response and recovery (minimize authority issues)

### Do

Plan, get connected, take action.

### Champions

MSD, Salvation Army

## Resources

### Already in use

### Need to develop

Focus on rural people on low incomes too

It's easy – staged preparedness

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## Tourists

(Craig, Jae)

### Who

Campervanners, backpackers, cruise passengers, non-english speaking, no connections in New Zealand, here for a short time.

### Know

NZ has multiple hazards  
You could be isolated (cut off by rivers, etc)  
There is no army coming to help you  
You are responsible for themselves

### Think

NZ has hazards you need to be prepared for

### Feel

Confident they are prepared  
Able to look after themselves

### Do

Have a plan

### Champions

Tourist operators, Apps

## Resources

### Already in use

### Need to develop

Resources for airports, tourist centres, iSites

Maps, guides for tourists

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## Rural

(Matt, Michelle, Ben)

### Who

Farmers, lifestylers, agri, horti, smaller rural communities

### Know

They are responsible for their own stuff – business, family, community, staff, stock

Can be isolated

Good business sense to be prepared -

History repeats, local knowledge – share

### Think

Think about everything they need to look after

Longer than a week on your own – be self-sufficient

### Feel

Sense of responsibility

Ready

### Do

Your situation is different, plan for the things that are important for your lifestyle, business, community.

### Champions/guidance

ACC Worksafe, MPI, Rural support trust

## Resources

### Already in use

### Need to develop

North Island Fieldays presence, rural resources

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## Elderly

(Gary, Naomi)

### Who

Elderly people, living at home, feel selfless, infirm, mobility issues

Aged care facilities, retirement villages

Aged living with family

### Know

They have something to offer

It is easy

Can be valuable assets in the community

Ask for help

### Think

Connections

Support networks

### Feel

Confident, capable, safe

### Do

Understand and manage risks, plan, take part in plans

## Resources

### Already in use

### Need to develop

Resources for aged communities

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## Apartment dwellers

(Kerry, Adam)

### **Who**

Isolated entity with lot of people, exit and access issues, Asian people, non-native speakers, ESOL, communication within like a hotel, often nowhere else to go (only here for a year study)

### **Know**

Apartment is your neighbourhood – get to know people on your floor, in your lift  
Things that impact your building affect everyone

### **Think**

Consider the collective, use the body corporate, something already exists, tap into  
Impact will affect everyone  
Work out somewhere else to go – red zone

### **Feel**

Responsible for themselves and others (connect 4),  
I'm ok, check on others

### **Do**

Plan, connect, act

### **Champions**

University foreign student officers

## Resources

**Already in use**

**Need to develop**

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## New migrants/Asian/Non-English speakers

(Gary, Naomi)

### **Who**

Issues with isolation, apathy, don't know local risks, lack of sense of belonging

### **Know**

Up to them, have to act

Understand hazards and risks

### **Think**

Part of Kiwi lifestyle to be prepared.

### **Feel**

Feel informed, able, responsible,

### **Do**

Act, take action, get involved as a community

Right action to take in NZ

### **Champions**

International student bodies, migrant centres, Red Cross for refugees, Settlement Support, newcomers networks, estate agents, service clubs.

## Resources

### **Already in use**

Community preparedness training (Kerry)

Be Prepared in 8 languages (Kerry)

Samoan preparedness plan, workshop (Waikato)

Household checklists in 8 languages

### **Need to develop**

Vanuatu resource (Kerry)

Links with and resources for ESOL schools

Resources for Chinese New Year

Content for Chinese Herald, CTV, Asia Pacific Times

Connect with Asian business networks

Connect with international airports

Work with Immigration, Newcomers Network, CAB (settlement support)

## Other resources we have/need

**Please add yours to EMIS**

### Have

Disabilities pictorial resource (Wgtn Council)

Easy reading for learning difficulties (Waikato)

Disaster preparedness one pager for people with low literacy levels (Naomi)

Social media strategies (Wellington and Waikato)

Disaster preparedness for people with disabilities (BOP)

Calm your farm mugs (rural)

Look after your pets (Hawke's Bay and Taranaki)

### Need

Fun, funky, keepable items

Plain English

Ideas, not stuff focus

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## Kids

**(Ben, Matt, Gary)**

### **Who**

3 – 12 year olds

### **Know**

It's important but not scary, preparing can be fun

Part of life

### **Think**

Can make a difference

Trust older people

Have responsibility for themselves

### **Feel**

Feel special, engaged

Responsible and important

Safe and protected

### **Do**

Make it part of everyday life.

Right action to take in specific emergencies

## Resources

**Already in use**

**Need to develop**

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## Kids

### Get Ready Week theme for 2016

#### Resources – we have

- Bookmarks, hazard specific, with Stan and friends
- Picture book, whanau activity sheet, Magnets, CD, bookmarks – Ruauumoko's walk
- Shakey House in West Coast and Southland
- Lollipops (Southland)
- Thunderbirds ads – for social media, TV, online advertising
- Get Reddy – picture brochure
- Turtlesafe DVD
- Clued up kids in several regions – Hawke's Bay has resilience fund application
- What's the plan stan teaching resource, website, cd, story book,
- Ana's Jelly (Waikato) colouring in
- Stan colouring in
- Jelly beans, tattoos, balloons, lollipops (Nelson?)
- East Coast LABs
- Earthquake simulator
- Inflatable house (Taranaki)
- Kids plan, drink bottles (Waikato)

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# NPERG 2018 meeting minutes

**Date** Monday 26 March  
**Venue** MCDEM, Bowen House, Wellington  
**Chair** Bridget Cheesman, MCDEM  
**Minutes** Melanie Van der Velde, MCDEM

## Attendees

Jessica Robertson, Auckland  
Angela Reade, Bay of Plenty  
Drew Mehrrens, Waikato  
Paul Stuart, Tairāwhiti  
Katie Hogg, Taranaki  
Jae Sutherland, Hawke's Bay  
Anthony Edwards, Manawatu-Whanganui  
Kerry McSaveney, Wellington  
Gary Spence, Marlborough  
Jessica Petersen, Canterbury  
Erica Andrews, West Coast  
Michele Poole, Otago  
Bridget Cheesman, MCDEM  
Kate Boersen, East Coast Labs  
Melanie Van der Velde, MCDEM  
Bridget Vercoe, MCDEM

## Apologies

Kim Abbott, Northland  
Michelle Griffiths, Nelson/Tasman  
Della Riley, Southland  
Rana Solomon, Chatham Islands

Agenda	Action
<b>Welcome, coffee, introductions, housekeeping</b>	
<b>Drew</b> - Timing of NPERG meeting not fitting in with calendars/work programme, November or end of October suggested as possible new time, ShakeOut has not been given enough time	Bridget – confirm timing of next meeting to be end of October 2018
<b>Bridget C</b> – Are you the right person to represent PE in your region?	Bridget – invite speakers to part of next session from Red Cross, Neighbourhood Support

<p><b>Jae Sutherland</b> – Can we talk about bi- culturalism/multi language use in our public education</p> <p><b>Michelle Poole</b> – can we look at reaching out within sector via Conferences?</p> <p><b>Mel</b> –We are having Promotional Displays at Conference this year were you can showcase and talk about what you are working on.</p> <p><b>Group discussion</b> on consistent messaging and use of resources throughout groups and relevant agencies (red cross, neighbourhood support) should these organisations be in the room)</p> <p>Michelle Poole suggests fire, police, etc other organisations with Public education. Agreed MCDEM has conversations with these organisations outside of NPERG meeting and then report back to group.</p>	<p>Bridget – report to next NPERG on meetings with other national organisations Fire, Police, etc</p>
<p><b><u>What are we working on?</u></b></p> <p><b>Kerry</b></p> <ul style="list-style-type: none"> <li>- Earthquake planning guide, having this translated into 20 different languages,</li> <li>- tsunami walkout, adding more blue tsunami safe line,</li> <li>- Wellington 7 days water store message</li> <li>- have sold many 200l water tanks, emergency hub (new resources, events in community)</li> <li>- training new volunteers</li> </ul> <p><b>Erica</b></p> <ul style="list-style-type: none"> <li>- Advised she is new to the space and excited to learn</li> </ul> <p><b>Jae</b></p> <ul style="list-style-type: none"> <li>- Talked about Tsunami Hikoi, new campaign and resources</li> <li>- has created email to go out from Ministry Ed about Tsunami education,</li> <li>- Nurses doing before school checks giving resources about preparedness to households (98% reach to under 4 year olds)</li> <li>- Make a plan book on enrolment to schools,</li> <li>- Lets get ready' (with Red Cross) goes to schools and gives presentation and sends resources home.</li> </ul> <p><b>Group Discussion</b> on rolling out Red Cross in school programme nationally. On use of paid resources for schools, product is good – however issues around misrepresentation CD wants, needs, timing</p> <p><b>Michelle P</b></p> <ul style="list-style-type: none"> <li>- Tsunami evacuation mapping,</li> <li>- EMOs are now working local communities,</li> <li>- Project AF8 about to begin to impact Groups</li> <li>- Survey for communities' online survey, 1700 participants, wanting to see if communities are aware of their communities response plans, this initial survey will act as a baseline. Questions may include hazard</li> </ul>	<ul style="list-style-type: none"> <li>- NB Talk to Rebekah</li> <li>- NB MCDEM develop a Maori language policy to maintain consistency???</li> <li>- 9(2)(g)(i)</li> <li>- NB Some people don't like dogs</li> <li>- Send out analytics of field trips</li> </ul>

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awareness, do they think that should a 'hazard' happens how it will impact their families, and are they prepared?)

- Jae – suggests a 'how many people do you know in your community?' question

**Jess R**

- Creating website
- What's the Plan Stan App (like pokemon Go), for schools, possible ready in June,
- Updated 'What's the plan Stan' holiday programme with a booklet to accompany,
- Swim safe – digital signs with tsunami warnings that are able to be taken over in emergencies at beaches.
- EMA – when people called up for EMA they have an EMA messaging on hold line, possibly worthwhile for other Groups?
- Working on recovery strategy, going around councils talking about recovery.
- BAU changing drastically, learning from stressors and insights.

**Katie**

- Created a 'Prep pack social media post', easy ideas with little money, e.g. 1. Old juice bottle with water, 2. Extra can of food per week, 3. Download red cross app, 4. Take photos of documents and email to self
- Have created a range of infographics for before storms
- After water crisis pushed reuse old water bottles for future emergencies

**Jessica Petersen**

- Moved into new building, have had open days to public,
- Had the Extreme Happens videos on screen, building/event is a great representation of recovery – community seems pleased.

**Angela**

- Launched new website
- Difficulty with use of consistent messaging/branding of emergency response plans, but as they are done by different people/organisations its tricky
- Wanting to update posters – all Pub Ed poster resources on Happens website
- Presentation on beach to lifesaving, really keen to do train the trainer
- Youth jam, working with regional council, theme is CDEM, two students from each school to participate and to become ambassadors

**Paul**

- Moved into new council building, setting up new plans for ECC, had open day, 500 people came through
- Took PDF versions of tsunami maps as well radio stations to tune into, another page with LSGG and online stay informed

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- Has been doing presentations on tsunami safe zones and LSGG to council staff and youth
- Facebook page is a really great tool
- Having inundation modelling reviewed

**Drew**

- Took part in A&P show, interactive children's game
- Community response planning and PIM, has great relationship with comms teams, PIM relationship have been key to Public Education
- Community outreach advisory group, reports to CEG, member from comms channels
- Word Press site, made to take pressure off EMOs, easy collaborations and information sharing for comms group. Sending stories and videos fortnightly
- Has created a new brand to help with misbranding of CD logo, for passionate members of the community, with a brand package
- Looking at Disney fan club type thing for community champions, changing the attitudes and behaviours of a few community leaders to influence a wider community.

**Anthony E**

- Planning Tsunami Hikoi on world tsunami day
- Using radio channels to talk about hazards
- Whanganui rocks game hide a Stan the dog rock, win a first aid kit
- Bunnings carrying on with Get Ready Week still handing out civil defence bags
- 'Yes' programme
- Schools visits
- Neighbourhood support awards

**Gary**

- Cheer up kids programme with Kaikora kids, part of safer communities programme (other communities looking into this programme) asking sectors to come up with their own hazard specific resources, creating consistent plans
- Tsunami inundation mapping
- Working with harcourts for new people buying homes and promoting preparedness and awareness for new people coming into the area
- Getting information to new migrants coming to working into the area
- Has found there has been misinformation about earthquake response so going back to basics to actions, also around CD response i.e. not being able to come save people individually
- Brian fm, using this for 5second snip-its about emergency preparedness and response
- Yes programme

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**Bridget C**

- Continuing with Happens campaign, focusing on vulnerable people/least prepared, this year focus on non-English speakers and new migrants, call for any research, much will be focus on Auckland
  - o Drew - Hamilton
  - o Jess R - Red Cross
- We are working on a new Public Education website to combine Stan, ShakeOut, Happens and Get Thru
- We won a Plain English award for Happens website
- There is not a new test for EMA coming in May will be moving it to later in the year while we fix some bugs – group discussion, there are some issues
- Consistent messaging updates happening
- Promoting What's the plan Stan to schools via facebook teachers groups
- Updating multi lingual resources
  - o Consideration into maori language sensitivity and consistency
- Chat with St John, red cross and neighbourhood support
- New social media tactic
- Virtual field trips

**ShakeOut**

**Bridget C**

- Making it really easy, using past participants
- Aiming most of our effort at schools, pre-schools and tertiary
- It's not a numbers objective but a way of promoting public education resources and making it easily accessible, annual thing
- You can be as involved as you want/or not
- We have a new website for easy website
- National social media and digital advertising campaign
- We are starting to promote to schools at the end of term
- Will be linking in with tsunami drills and resources
- Linking in with regional manages meeting to get more involvement and opportunities for promotion and resources
- **Michelle P** - we should normalise an earthquake drill along with fire drills – could this be brought into legislation? We have regular talks with Min Ed to get them to do this and they have not agreed yet.
- **Group Discussion** - on linking to tsunami resources – via links on email to pre-existing resources
- Request for representative ShakeOut working group
- What can NPERG do? Share MCDEM resources
- Advertising 'what to do after'
- Keen to develop a take home resource with rewards

**Group agreed**

Bridget - Talk to SJ about tsunami maps being all in one place for easy linking access s 9(2)(g)(i)

Kate - Tsunami safer schools shared in July, share with group

Provide information to NPERG group, timelines etc.

Bridget – set expectations for CDEM involvement that Norm can socialise with GMs

**NPERG reps on ShakeOut working group are Kate B and Drew**

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<ul style="list-style-type: none"> <li>- Date of drill 18 October, 9.30am</li> <li>- Focus on schools, pre-schools and tertiary</li> <li>- MCDEM keep NPERG updated when sending information to schools</li> <li>- MCDEM set expectations for CDEM involvement that Norm can socialise with Group Managers</li> <li>- Promote ShakeOut as our “national earthquake drill and tsunami hikoi”</li> </ul>	
<p><b><u>What are we working on continued....</u></b></p> <p><b>Jae</b></p> <ul style="list-style-type: none"> <li>- proposal for a project focusing on having Maori language integrated into everyday resources</li> <li>- Do we have resources for injured or disabled people, or inside/outside</li> <li>- Can we animate something about Drop, Cover, Hold being the right action to take not triangle of life</li> </ul> <p>Kate B – Minecraft and lego for hazard learning , citizen science</p>	
<p><b><u>AF8</u></b></p> <p>Michelle P</p> <ul style="list-style-type: none"> <li>- SAFER framework – scientist have create most likely scenario and from that the response plan has been developed</li> <li>- Series of videos available, describes business resilience etc. – will be released with Radio NZ (all media) but launched an hosted on Radio NZ youtube channel</li> <li>- Modelling has been done on social impacts, however there are questions surrounding releasing this to the public due to not want to cause alarm (valid reasons to create research and predictions however it is how much of that is presented to the public, and how it is communicated)</li> <li>- What public education messaging is being produced? <ul style="list-style-type: none"> <li>o Videos are for those who are interested</li> <li>o The AF8 website is being redone</li> <li>o Aimed at stakeholders about the plan</li> </ul> </li> </ul> <p><b>Kate b</b> – working on Hikurangi response plan</p>	
<p><b><u>Tsunmai safer schools</u></b></p> <p>Kate B</p> <ul style="list-style-type: none"> <li>- Working with researches nationally and internationally and Ministry of Education</li> <li>- Lots of public education working on risk reduction, Tsunami Hikoi</li> <li>- Tsunami Safer Schools started with teachers discussing tsunami plans <ul style="list-style-type: none"> <li>o Developing a tool box/set of guidelines for CD staff to use for schools on tsunami safety, ‘schools should be planning for all hazards’ but is focused on tsunami</li> <li>o Suggestions how CDEM staff can engage with and help schools</li> <li>o Also basic tsunami facts/ help sheets</li> </ul> </li> </ul>	<p>Bridget and Kate – look at how we can this resource to with ShakeOut</p> <p>Bridget – develop Public education around different risks in different regions on World Tsunami Day</p>

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- o Asking schools for feedback to continue development
- o Hopefully will become a national resource
- o Much discussion of duty of care, also who sets the standards for evacuation supply lists?????
- o Looking at schools plans and emergency kit guidelines etc

Tsunami hikoi, started as a citizen science project, developed a guideline around how community can create their own tsunami walk out

- Created basic campaign for this year, comms plan + resources
- **Bridget**- to combined ShakeOut and WalkOut???
- **Group Discussion**- group tends to agree this is a good idea however Jess from Canterbury raised concerns about wanting tsunami and earthquake drills separated due to differing need of that region. Drew proposes alternative information design
  - o **Bridget** - a vote was proposed, it is decided to do the earthquake drill and tsunami hikoi together in ShakeOut

**Working together**

- Sharing resources
  - o Possibly a drop box
  - o Facebook page to share projects and resources
  - o EMIS Public Education Shared Place
- Calendar - Public education resources based around international days
  - o Neighbours Day - march
  - o Day lights saving starts and ends – april/September
  - o GRW – October
  - o World tsunami day – November
  - o Maori language week
  - o NZSL week
  - o Canterbury EQ anniversary
- Bulk buying, can we have two set dates for ordering each year, mid May and November
  - o Shopping bags
  - o Foam wallets
  - o Stan tattoos
  - o Happens pens
  - o Magnet Torches
  - o Magnets shopping lists
  - o Water containers – contact Lisa
  - o Happens booklets
  - o First aid kits – contact Lisa
  - o USB sticks – contact Lisa
  - o Drink bottles – contact Lisa
  - o Campaign specific car magnets

Bridget – confirm whether we can share design files on EMIS.

Bridget – put together shopping list for promotional resources orders in May and November.

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<ul style="list-style-type: none"> <li>- Teaching sector on how to go out to go and teach public education</li> <li>- IAP training, run through local government</li> </ul>	Contact Angela
<p><b>Norm</b></p> <ul style="list-style-type: none"> <li>- Minister is very committed to public education and to see this as an opportunity, he is very keen in promoting messages,</li> <li>- Make sure you pick weeks the house is not sit to invite him out to communities</li> <li>- TAG - Minister is understanding what those recommendations mean to different stakeholders, person leading this work is Claire Ward, is currently just a report the current work is looking at how these recommendations could possible work in practice</li> <li>- EMA, the accidental message actually worked in our favour, since then being used 3 times showing its value</li> <li>- Norm discussed meeting the major media outlets last year regarding the MOU, it has worked very well to form a working partnership, practically in not sensationalising stories when it is not helpful from a public safely/education point of view.</li> </ul> <p><b>Anthony F</b></p> <ul style="list-style-type: none"> <li>- Media now understand better how we work e.g. not to approach MCDEM when it is a local issue, the next step is to open discussion to Stuff and the herald to not have sensationalised stories and practically without public information messages.</li> <li>- Has had first-hand feedback on the ground from reporters about the positive aspects of the MOU (to ask questions but not to ask question during a response</li> </ul> <p><b>Jess P-</b></p> <ul style="list-style-type: none"> <li>- what can we do as regional public ED? Norm – we need to help them if we want them to work with us, let them know about events ahead of time, how can we include the media, how can we look effective, joined up and efficient? <ul style="list-style-type: none"> <li>o <b>Bridget C</b> –ShakeOut 'light'- Norm managing group managers expectations so the they know it's not shakeout 2015 and down play 2018,</li> <li><b>Angela</b> – Get the group managers on board so that everyone is on the same page, Norm suggests telling CEG chairs too.</li> </ul> </li> </ul>	<p>Bridget - Send link of house sitting days to NPERG group  UPDATE – it's here  <a href="https://www.parliament.nz/media/4603/j005132-ooc-2018-a4-calendar_m111217_english.pdf">https://www.parliament.nz/media/4603/j005132-ooc-2018-a4-calendar_m111217_english.pdf</a></p>
<p><b>Next Meeting:</b>  <b>Late October 2018</b></p>	<p>Bridget to confirm date and send invitations</p>

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## NPERG 2018 meeting minutes

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**Date** Tuesday 6 November  
**Venue** MCDEM, Bowen House, Wellington  
**Chair** Bridget Cheesman, MCDEM  
**Minutes** Melanie Van der Velde, MCDEM

### Attendees

Kim Abbott, Northland  
Jessica Robertson, Auckland  
Angela Reade, Bay of Plenty  
Drew Mehrtens, Waikato  
Paul Stuart, Tairāwhiti  
Katie Hogg, Taranaki  
Karl Wairama, Hawke's Bay  
Anthony Edwards, Manawatu-Whanganui  
Kerry McSaveney, Wellington  
Michelle de la Bertauche, Wellington  
Glyn Walters, Marlborough  
Sonali Chandratilake, Canterbury  
Erica Andrews, West Coast  
Michele Poole, Otago  
Kate Boersen, East Coast Labs  
Bridget Cheesman, MCDEM  
Melanie Van der Velde, MCDEM  
Andy Hammond-Tooke, MCDEM

### Apologies

Michelle Griffiths, Nelson/Tasman  
Delia Riley, Southland  
Rana Solomon, Chatham Islands

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Agenda item	Actions
<p>Welcome and agenda</p> <p>Apologies from Delia and Rana, who attempted to teleconference in, but weren't able to due to technical difficulties.</p>	
<p>Bridget provided an update on MCDEM's main public education work. ShakeOut went well and there is huge support for having an annual, sustainable event.</p> <p>Campaign planned for EMA, resources and guide available for Groups and partner organisations to use.</p> <p>Bridget and Andy updated the group on their Culturally and Linguistically Diverse (CALD) communities work, a summit was held in Auckland in August with ethnic media, MCDEM and Auckland Council attended, organised by the Super Diversity Centre's Mai Chen. Very worthwhile for building relationships and understanding channels and their reach.</p> <p>Public education website is in early stages of development, aim to launch before the end of this financial year, will bring together ShakeOut, What's the Plan, Stan? as well as content from Get Thru and Happens. Discussion around trademarking and buying all website addresses.</p>	<p>Send group social media posts and link to all resources for EMA - done</p> <p>Talk to Min Ed about date for annual ShakeOut</p> <p>Send CALD media list to group - Andy</p> <p>Send EMA advertising schedule - done</p>
<p>Director's welcome</p> <p>Sarah Stuart-Black popped in to thank everyone for coming, she talked about the importance of their work. She also talked about the TAG review and development opportunities for the Fly In Teams</p>	<p>Link to cabinet paper on TAG review  <a href="https://dpmc.govt.nz/our-business-units/ministry-civil-defence-emergency-management/ministerial-review-better-responses">https://dpmc.govt.nz/our-business-units/ministry-civil-defence-emergency-management/ministerial-review-better-responses</a></p>

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<p><b>Regional update</b></p> <p><b>Canterbury – Sonali</b>  All TAs participated in Shakeout and loved it. Wamakariri running their Down the Back Paddock with schools. Developed tsunami school 1 page guide – work with Kate to find out more about tsunami safer schools. Sirens – are there guidelines from MCDEM on using with two tone announcement. Waimate found shakeout registration a lot lower, because targeted at schools. More lead time on when public education campaigns being rolled out. Recruiting pub ed person.</p> <p><b>Bay of Plenty – Nick</b>  Wide range of tools to alert people, messaging for Kermadec situation.  Developed quiz on CDEM – sending to EM inbox  Youth Jam – ambassadors policing social media, educating people who comment. Ambassadors run drills, 3 day workshop on being prepared, running programme in March and NPERG invited, will send report. Working with cadets as they have knowledge with radios etc. The idea is to connect the cadets with community response teams.</p> <p><b>Marlborough – Glyn</b>  GSN talking to communities about hazards. Allows members of the public to ask any questions and to see this related/relevant to the person on the street. Handing out flyers about preparedness to both visitors and people and transport operators that live there – Glyn to send posters. When to a meeting ( ? ) and highlighted how thin on the ground some places are for the PIM resource. FENZ will now in theory provide support should there be a rural fire however there is concern about there not being enough PIM support should there be a rural fire.</p> <p><b>Otago – Michele</b>  Get Ready Week in Otago  Flood walkabouts in Queenstown and Wanaka CBDs  Queenstown airport safety week talk and earthquake simulator  Bunnings displays and giveaways in Dunedin  Siren test in Waitaki  Clutha school students observe CIMS4, organise ShakeOut Survey  AF8 - Alice Lake-Hammond appointed as new project manager, with focus on community engagement  Intending a “curious minds” roadshow around South Island secondary schools to bring the science to students in low-decile schools  Amazing Race concept – in early discussions with video production company based in Queenstown  Talking to FENZ Region Five about how we can work together as they look to do more community resilience work</p>	<p>Bridget – another public education resources order for end of November - done.</p> <p>Glyn – send posters (add to google drive)</p> <p>All – send questions for tsunami working group to Bridget</p> <p>Kim – write short article on branding in emergencies for eBulletin</p> <p>Bridget/Kate – touch base with STAR board of trustees ahead of May induction</p>
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**All**

Discussion around sirens and a recent eBulletin article. MCDEM has guidelines but it's up to regions to do what works best for them. Kerry will send link to wording on WREMO websites re sirens. Showed earthquake preparedness resources.

**Northland – Kim**

Need to be clear that regional messaging states that the messages are for that region. In Northland, long or strong not as applicable. Kim has been working on increasing civil defence visibility in an emergency, CD magnets for emergency vehicles. Changing the way they manage contacts and distribute information, by encouraging people to go straight to the source (metservice, GNS).

**East Coast LABs – Kate**

BAU public education sharing science stories through website and social media

We have continued to improve Life at the Boundary focused at primary & high schools.

New resources around Hikurangi subduction zone & slow slip events available on the East Coast LAB website

Natural hazards theme three day science camps involving GNS & Tairāwhiti CDEM

Science talks by leading scientists – larger talk to be held in Napier & a series of smaller talks Gisborne

World Tsunami Awareness Day social media action-focused campaign over the last couple of days

Will promote tsunami hikoi in March to coincide with the anniversary of the Japan 2011 tsunami as a result from feedback from schools

HBCDEM has applied for funding for a project around 'Know your zone' and East Coast LAB will be leading research around this project

Holding a risk communication workshop to explore how we can communicate the Hikurangi Response Plan to the community and use it as a public education tool

**Note:** Quake CoRE have developed QuakeScape is an interactive learning workshop that combines a puzzle based game with scenario based learning. Industry and community leaders are placed inside a puzzle room, similar to the global phenomenon Escape Rooms, and use teamwork to solve the earthquake resilience related puzzles.

Each puzzle solved will win the team one lifeline. There are five lifelines in total which together allow the team to leave the room.

Each lifeline (drinking water, waste water, communication, transportation and energy) will then be placed onto a choice of six resilience themes. A facilitator will ask five scenario based open-ended questions based on the team's combination of lifelines and resilience themes

**Waikato – Drew**

Has been doing presentations on EMA to advisory groups. GNS report meeting with EMOs discussing the messaging used for the last 10

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years. Using blue is 'wet' as a marketing layer is a good way of translating the message but does not replace other tsunami maps. Drew is about to start his own comms channel/campaign ...'don't do stupid'.

**Tairāwhiti – Paul**

Doing lots of presentations, has been working out tsunami evacuation zones for businesses. First slide 'you are civil defence'. Be aware of your hazards, have a plan, fire + police are also civil defence. **Facebook page that shares resources, send link.** Curious minds project. Working at providing resources with at risk families. Kim action – concern about siren article on WREMO website

**Karl – Hawke's Bay**

was at a kindy for shakeout + lovely photos. Has been doing work with retirement villages in Napier. Common question 'what does civil defence do?'. It's about branding, what is our brand, who are you, what do you do? Community engagement, telling stories, particularly Māori stories, making an ebook out of Ruāumoko's Walk.

**Auckland – Jessica**

Relaunched Auckland website, hazard map. Working on alerting software for website. Working on kids app, works through different types of hazards. Swim safe signs around beaches. Hazards box that show how volcano etc would effect Auckland in the future. Live science talk about Auckland volcanos was very successful.

**Manawatu/Whanganui – Anthony**

Tsunami hikoi was very successful. Talked about routes, zones etc. – Whanganui rocks initiative - find a rock and take a Stan dog home. Regular slot with Brian FM. Neighbourhood support awards. Scouts training to get their civil defence badge.

**Taranaki – Katie**

A & P show, great opportunity to talk to the public about rural preparedness and about getting rural volunteers. Leveraged off Gita to talk about business continuity. Sponsored a business continuity award. Pet preparedness. Local media companies has offered free advertising. Doing a campaign on 'one little thing

**West Coast – Erica**

Increasing social media presence. Working on creating online social media mapping. 6000 across the coast. Writing monthly article talking about basic preparedness.

**Wellington – Kerry**

Doing lots of work with wellington water and creating resources. Everyone is welcome to use the earthquake preparedness resources, but you need to have current branding. Translation of earthquake learning guide available in 17 differences, on WREMO website. 'Long walk home' campaign this weekend. Running plan and prepare

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<p>workshops, talking about personal and community preparedness. Also community preparedness workshops. Long or strong seems to be working, but questions as to how long. Tsunami maps being updated. Looking at rolling out blue line project in kapiti. Summer, neighbours, autumn, water, winter, household planning, spring, fix + fasten. Should fire and emergency be part of our public ed group. ¼ news letters.</p> <p><b>Chatham Islands (by email) – Rana</b>  <u>ShakeOut</u>  Two schools, Hotel staff, council staff contractors and guess took part in the shakeout drill With Kaingaroa school, on the northern end of the island travelling into the marae and taking part in practising their evacuation drill at the same time.  Public brochure on the top hazard for the Chatham islands including planning for an emergency  <u>Tsunami</u>  150<sup>th</sup> anniversary memorial of the 1868 tsunami held on the Chatham islands and chillie to commemorate the loss of life. A magnitude 8.5-9.5 earthquake struck off the coast of Northern Chile generating a large tsunami.  Almost 15 hours later, at 1 am on August 15, an hour before high tide, a large tsunami wave arrived along the eastern and northern coasts. People awoke to a loud roar and water surging through their homes. Ten minutes later, a larger, more destructive wave hit. Then 3-5 minutes later, a third large wave followed and dragged away everything still standing.  The entire Chatham Islands coastline was affected experienced 6-metre waves that flooded up to 6.4 kilometres inland the entire Maori settlement where 70 people lived was destroyed. Three whanau were washed away with their whare and drowned.  <u>Facebook</u>  Updating information on council new web site and looking to revamp CIC Emergency management facebook page in the coming months.</p>	
<p><b>Tsunami Safer Schools &amp; Tsunami Hīkoi</b></p> <p>Kate provided an update - Tsunami safer schools guide has been developed. Topics that schools and early childhood centres were interested in. Fact sheets are available online.  If your CDEM group wants to get involved she is able to send resources. Based around japan tsunami event. Citiizen science, collecting data on how long it takes people to evacuate. Share with EMOs, use as a resource to start discussion – key messages on each fact sheet. Tsunami hikoi 11-16 March, tie in with anniversary of Japan tsunami.  Developing maths activity for high schools.  Many of grey zones that the book doesn't cover largely surrounding duty of care.</p>	<p>Issues around not assembling children before evacuation as it takes up crucial time.</p>

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<p><b>Bringing Stan to life</b></p> <p>Drew – keen to bring Stan to life, give him a platform other than emergency services. MCDEM’s line is that we have very limited budget, if anyone wants to expand Stan’s reach we would encourage it.</p>	
<p><b>Te reo translations</b></p> <p>Karl - Around the country, Māori people in the sector are working together, meeting each other and making connections, looking at mproving preparedness among Māori, exploring what is te reo, what does it really mean what are we trying to do. How to respond as a sector, at the moment they are just trying to get to know each other, but it’s about coming together.</p>	
<p><b>Messaging for schools re civil defence centres</b></p> <p>Leonie Waayer, MCDEM and Lesley Porter, Min Ed led a quick discussion on whether schools could and should be civil defence centres. Primary function is as a school, to educate and provide routine for kids, not CD Centres but community hubs. Working group volunteers – Drew, Kate, Kerry, Nick and Sonali. Leonie and Lesley will touch base to work with them on guidance for schools</p>	
<p>Key dates for 2018/19</p> <p>ShakeOut will be an annual event and Get Ready Week will be ShakeOut focussed for the foreseeable future</p> <p>The group looked at dates that can be used to promote preparedness: Neighbours day – 21 -31 March Tsunami – 11 -16 March Business continuity week - 14 May Day light saving ShakeOut – look at timing re world event, school year. Shortest day Longest day World Tsunami Day – 5 November Kaikoura anniversary EMA test late November</p> <p>-</p>	

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<p><b>Neighbourhood Support – working together</b></p> <p>Kelsey, Tessa and Olivia from Neighbourhood Support spoke with the group and regional relationships and how we can work together better. Most groups had strong existing relationship with NHS.</p> <p>Represent over 200,000 households across the country, MCDEM working closely to ensure our messages are getting out there, provide resources for national distribution.</p> <p>Key areas of work - community safety (work closely with police), community preparedness and resilience (encouraging people to cope within their community), pandemic planning, community connectedness and well being.</p> <p>Talking to communities after sever weather events, talking to communities to ask what did it mean for them? What did they do well? What did they not do so well.</p>	<p>Mel – Send Kelsey map of CDEM Groups and NPERG rep</p>
<p><b>Sharing resources</b></p> <p>Currently trying to phase out emis. Andy has set up a google drive. Discussing new platform and ability to share resources easily. Google drive set up to share files and resources.</p>	<p>Andy - Send link to google drive.</p>
<p>Public education programme 2019 and beyond</p> <ul style="list-style-type: none"> <li>- Māori</li> <li>- Rural</li> <li>- Tourism</li> </ul> <p>Using field days to communicate with rural communities Consensus is to build on current strategy rather than restructure. We do have resources but not the money for exposure - need to share resources.</p> <p>MCDEM working with ethnic media and Super Diversity Centre to reach CALD communities</p> <p>Discussion about lakes and tsunami warning – do we need to do changes nationally or should it be regionally.</p>	<p>Andy to update group on CALD community strategy in the new year</p>
<p>Wrap up, next meeting</p>	<p>Bridget to look at two day meeting for 2019 (November)</p>

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## NPERG Minutes 12.2.20

Present: Jane, Kate, Glen, Alistair, Hamish, Aleisha, Zsenai, Andy, Alice, Caroline, Hannah

Apologies: Nick, Anthony, Gareth, Erica

ShakeOut update from Zsenai:

- Last year nearly 800,000 participants, and this year we're aiming for over 850,000
- This year we're expanding our focus from the education sector to the education sector and businesses
- This year's date will be 15 October, which is still the first Thursday of term and coincides with International ShakeOut Day (and is the day after International Day for Disaster Risk Reduction)
- The time will be 9.30am, which is based on feedback that 1pm did not work for schools, ECEs or businesses, and we will emphasise that if the time doesn't work participants can pick their own time
- The ShakeOut registration form will be changed to include whether people live, work or study in a tsunami evacuation zone so we can better make sense of our tsunami hīkoi stats
- The form will be also be changed to include an option for composite schools based on feedback from last year that composite schools felt they didn't fit it in the primary or secondary categories
- Because of the changes to the registration form, registrations for ShakeOut will have to wait to be opened until these changes have been made by IT, but we expect to open registrations early March at the latest
- Resources will be available both on Get Ready and in the Public Education Google Drive in June/July
- We will introduce a prize draw as an incentive to sign up

It was suggested that there be a dynamic list of schools/businesses that have signed up available on Get Ready but this is not feasible this year due to legal/IT requirements.

The aim is to have the ShakeOut Comms plan finalised next week and then NEMA will be able to share a set timeline with Groups.

Schools challenge will exist again this year, with the help of EQC, but what that involves has not yet been decided.

E-Bulletin update from Alicia:

- Last year's e-bulletin was sporadic but we are aiming for this year to be more regular – fortnightly if the content allows it
- Content can move from just news to incorporating other kinds of stories and can be a good opportunity to get public education to the rest of the sector
- The process will be a monthly email requesting content and outlining the dates of that month's e-bulletins

Update from Hamish from EQC:

- EQC have new public education strategy and are aiming for more localised approach, which will include working closely with NPERG and CDEM to achieve. Key audience: Parents with children.
- EQC are finalising an update to the Quakesafe your home publication and can provide it to NPERG to see before it is finalised.
- They will also be focusing on more video content and exploring avenues for incentivisation or regulation around bigger preparedness steps, e.g. removing chimneys.
- Because of the bigger steps, it is possible EQC will get rid of Fix. Fasten. Don't Forget. as it doesn't necessarily apply to the larger steps.
- An AR Stan Game has been developed with EQC and Auckland CDEM, which will hopefully be launched on mobile in the next month. This includes an EQC level and other levels based around different natural hazards.

East Coast LAB reminder that tsunami hīkoi week is in March and they will have videos in cinemas across the East Coast in March.

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## NPERG meeting minutes

**Date** 18 November 2020  
**Time** 11am  
**Venue** Microsoft Teams  
**Chair** Alicia Main  
**Minutes** Zsenai Logan

**Attendees** [list of attendees]  
**Apologies** [list of people unable to make it]

## Minutes

Agenda item	Notes
1 EQC Public Education (Hamish Armstrong)	<ul style="list-style-type: none"><li>• Currently there is a variety of information on different CDEM Group websites about preparedness and property information relating to EQC. What content would Groups like to be included on their websites, i.e. is it more useful to have content on the website or to link to EQC?</li><li>• There is a new EQC preparedness video that Groups can give feedback on.</li><li>• Printed copies of EQC publications are available for Groups, e.g. the Quake Safe Your Home document is available to print in multiple languages.</li><li>• Request that CDEM Groups follow EQC's social, which will be useful both in public education and in response.</li><li>• There is a new natural disaster response model partnership between EQC and private insurers. This means that anyone with insurance cover will only have to make the one claim with their private insurer rather than a dual claim with both their insurer and EQC. More information on this available on the EQC website: <a href="https://www.eqc.govt.nz/news/ndrm">https://www.eqc.govt.nz/news/ndrm</a></li><li>• s 9(2)(i)</li></ul>

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Agenda Item		Notes
2	ShakeOut Debrief (Zsenai Logan)	<ul style="list-style-type: none"> <li>• Overall, the bulk of participants nationwide came from primary schools, followed by businesses and organisation, with only 1% coming from individuals and households.</li> <li>• When comparing 2020 to 2019, although there were more participants in 2019, there were more registrations in 2020. This is the case when sorting both by user type and by region.</li> <li>• Regional breakdowns have been provided showing percentage makeup of participants by user type, whether people are in a tsunami zone or now and if people said they were doing a tsunami hīkoi. This was the first year gathering tsunami hīkoi and tsunami zone.</li> <li>• The powerpoint presented and the excel spreadsheet with more detailed numbers has been provided.</li> <li>• s 9(2)(g)(i) [Redacted]</li> </ul>
3	EMA Test Cancellation (Alicia Main)	<ul style="list-style-type: none"> <li>• This years' EMA test was cancelled s 9(2)(g)(i) [Redacted]</li> <li>• [Redacted] The decision was made to cancel the test before the advertising campaign kicked off, and instead the COVID-19 team is using these ad spaces.</li> <li>• It was considered to run NEMA's annual Long or Strong campaign instead, but this is getting tweaked slightly before beginning for the Summer holidays.</li> <li>• There was no media interest in the cancellation and very little social media interest.</li> </ul>

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4	General Discussion (All)	<ul style="list-style-type: none"><li>• The Public Education Strategy was due to have been reviewed in June of this year, but because of COVID-19 this didn't happen. Instead it was extended for another year. Work has started on this and the review will pick up in full force in the new year. There have been discussions between NEMA and Auckland Emergency Management, and NEMA and EQC around their public education strategies, but no discussion on whether it will span three years like that last one.</li><li>• The Consistent Messages document review is currently in its final internal draft stage before getting ready for external consultation. This may be this year or in the new year.</li><li>• When Happens was an active campaign, there was going to be a push to reach CALD communities as well as tourists and other overseas visitors and migrants. These audiences are still very much on the radar for NEMA and the latest Colmar Brunton results show there is still need to focus on these communities. There is CALD work ongoing at NEMA across the 4Rs and public education will link in with this.</li><li>• NEMA has also been focusing on accessibility, as is WREMO. WREMO has been doing some work in both the CALD and accessibility and would like to link in with NEMA's work. WREMO have been doing some work around flood warnings and have teamed up with MetService to make warnings about swells more understandable.</li><li>• There should be space in the next meeting for people to share their accessibility journey and offer any hints, tips or resources as things are learned and implemented.</li><li>• Taranaki Emergency Management have been working with the University of Canterbury on a project looking at the social and economic effects a full-scale eruption of Taranaki would have. This kicked off after a recent PIM/media conference that Professor Tom Wilson of the University of Canterbury presented at. Officially, the project will launch in March but early media pickup has generated a lot of interest in the project. Coming up, there will be work with local radio so that the Group Controller will be on the air more as they will be face of Taranaki events. Information about the project is available at <a href="https://www.volcanicfutures.co.nz/en">https://www.volcanicfutures.co.nz/en</a></li><li>• There are quarterly meetings of the Plate Boundary Network, a network consisting of large science research programmes that do public education around natural hazards in New Zealand.</li></ul>
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Agenda Item	Notes
	<p>The membership includes: Devora, Eclipse, It's Our Fault, QuakeCore, AF8, East Coast LAB. AF8 and East Coast LAB have also been working together on the A Lot On Our Plates campaign, and the next part of this will be a series of videos launching in December. Then in the new year, they will be hosting roadshows and will be talking to relevant Groups about this. They have also created online learning modules for teachers called What's On Our Plates?, and all feedback is welcome on these.</p> <ul style="list-style-type: none"> <li>• NEMA will be meeting with Kay from the Whakaari / White Island recover team around communications for the one year anniversary. Bay of Plenty will also be attending. NEMA will report back to the group after this meeting.</li> <li>• NEMA is also starting to look at communications around the ten year anniversary of the 2011 Christchurch earthquake.</li> <li>• Is there potential for EMI to be used as a public education readiness space as well as for response? This could replace the google drive, making it both more secure and more accessible for everyone involved in emergency management public education.</li> </ul>

### Action points

Action point	Owner	Status & comment Open / Paused / Closed
<b>New action points</b>		
1	Send new EQC preparedness video to Groups for review and receive feedback from Groups on what form EQC messaging should take on CDEM Group websites.	Hamish Armstrong Open
2	s 9(2)(g)(i)	Alicia Main and Zsenai Logan Open
3	Begin review of public education strategy and set timeframe it will cover.	Andy Hammond-Tooke Open

Action point		Owner	Status & comment <small>Open / In Progress / Closed</small>
4	Find out what stage Consistent Messages is at and whether it will likely go out for external consultation this year.	Alicia Main	Open
5	Confirm status of CALD strategy and work in NEMA	Zsenai Logan	Open
6	Report back on outcome and next steps from Whakaari / White Island communications meeting.	Alicia Main and Zsenai Logan	Open
7	Share plans for communications for ten year anniversary of Christchurch earthquake	Alicia Main	Open
8	Share calendar of events	Zsenai Logan	Open
9	Determine viability of EMI being used as a public education space	Alicia Main and Zsenai Logan	Open

#### Next meeting

**Date** December  
**Time** TBD  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 19 January 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Alicia Main  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 Outstanding action items	<p>2. s 9(2)(g)(i)</p> <p>3. Consistent messages document went out for consultation end of last year.</p> <p>6. NEMA are having an internal session this week to think about how to approach the ten-year anniversary of Christchurch.</p> <p>8. Alicia will be meeting with Jenny from NEMA who runs EMI to see if it can be used in the public education space.</p>
2 Long or Strong, Get Gone summer campaign	<p>NEMA received an initial overview of the campaign from the ad agency this week. While the campaign overall doesn't finish until January 31, the TV placements ended January 16.</p> <p>The TV placements performed better than originally anticipated, and there was a good reach through ethnic media, Pacific media and Māori media. Online and digital placements are still running, but they are going well. Placements on the MetService app have been doing great, and banner ads overall have a good clickthrough rate.</p> <p>NEMA has also been doing organic social media throughout the summer with Long or Strong messaging, accompanied by messaging supporting the COVID and FENZ campaigns.</p> <p>The revised Long or Strong, Get Gone posters are still being updated and will be distributed on the Google Drive when they're done.</p>
3 Merchandise website	<p>s 9(2)(i)</p>

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Auckland Item	Notes
<p>4 What is NEMA planning for this year?</p>	<p>NEMA are funding a Scouts badge as part of Scouts' Better World programme. Each year Scouts can do a series of different activities and get a badge, and each year they'll be able to get a different limited-edition badge. The agreement with Scouts will be for the next three years. NEMA will send out more information on the activities Scouts are being asked to do.</p> <p>NEMA is currently working on a kids colouring/activity book, which will be an additional resource for interacting with ECEs and primary schools.</p> <p>ShakeOut will be happening again this year, but there is not yet a date set. The timing is likely to be similar to other years, and NEMA is keen to do it in another region this year as was done with Bay of Plenty in 2020. s 9(2)(g)(i)</p> <p>Emergency Mobile Alert will happen again. A date hasn't been set yet but NEMA will be in touch when it is.</p> <p>s 9(2)(g)(i)</p> <p>An earthquake lesson plan will be used as an initial test to get feedback from teachers before expanding.</p> <p>Auckland Emergency Management have been working on an education programme – Kia Rite, Kia Mau – that aims to teach youth about natural hazards and encourage emergency preparedness through a Māori worldview. This can be rolled out nationally and could link in with the review of WTPS.</p> <p>NEMA is currently looking at public education videos to refresh them. Some licenses have expired, some need a general update.</p> <p>DPMC have given funding to enhance Get Ready in the accessibility and multilingual space that will let Get Ready have versions in multiple languages. Groups would like to know what each language would say in English so they know what exactly they are passing on.</p> <p>The current Public Education Strategy is due to be renewed. While things haven't changed that much, especially when looking at survey data from Colmar Brunton, there needs to be a review of the national strategy. Who is prepared and who isn't has remained pretty static, so it is likely there won't be any major changes. And when looking at what Auckland have done with their strategy, it will likely be similar to that.</p>

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Agenda Item	Notes
	<p>The strategy should also define the difference between public education, community engagement, and community resilience. These terms are used interchangeably by people but shouldn't. NEMA is getting a new community resilience team that is still being built, but it isn't clear yet what their remit will be and how the public education team will work with them.</p> <p>s 9(2)(g)(i)</p> <p>_____ should we instead raise awareness of preparedness instead of raising motivation. Often, we tell people to do things they know they don't need to do, e.g. store water, but in practice they've seen that water has been supplied in an emergency for them. Without a national strategy, everyone is doing their own thing, uncoordinated. A national strategy gives consistency, direction and a centralised goal – so Groups can amplify.</p>
5 General discussion	<p>This year, Alicia Main will be the main point of contact in NEMA for NPERG.</p> <p>NEMA will share schedules of future advertising to ethnic media and Māori media to Groups. Advertising to these groups is now a standard part of NEMAs advertising strategy.</p> <p>We will have consistent monthly NPERG meetings this year as well as an NPERG face-to-face.</p> <p>We will build the key dates documents into an overview of the year so that everyone can build into it. National campaigns will also be broken down into a separate column.</p> <p>Conversation hasn't started at NEMA yet about the CD rebranding.</p>

### Action points

Action point	Owner	Status & comment Open / Paused / Closed
Previous action points		
1	Send new EQC preparedness video to Groups for review and receive feedback from Groups on what form EQC messaging should take on CDEM Group websites.	Hamish Armstrong Open
2	Check whether there is work underway to enforce earthquake drills as a requirement for businesses.	Alicia Main and Zsenai Logan Open

Action point		Owner	Status & comment <small>Open   Pending   Closed</small>
3	Begin review of public education strategy and set timeframe it will cover.	Andy Hammond-Tooke	Open
4	Find out what stage Consistent Messages is at and whether it will likely go out for external consultation this year.	Alicia Main	Closed
5	Confirm status of CALD strategy and work in NEMA	Zsenai Logan	Open
6	Share plans for communications for ten-year anniversary of Christchurch earthquake	Alicia Main	Open
7	Share calendar of events	Zsenai Logan	Closed
8	Determine viability of EMI being used as a public education space	Alicia Main and Zsenai Logan	Open
<b>New action points</b>			
9	Revise and distribute updated Long Strong collateral	Zsenai Logan and Alicia Main	Open
10	Distribute Scouts activity information	Zsenai Logan	Open
11	Design and distribute 2021 overview for everyone to contribute to	Zsenai Logan	Open
12	Distribute ethnic, Māori and Pacific media schedules from national campaigns	Alicia Main	Open

#### Next meeting

**Date** 17 February  
**Time** 10:30-11:30am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 17 February 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Alicia Main  
**Minutes** Zsenai Logan

### Minutes

Agenda item	Notes
1 Review action points	<ol style="list-style-type: none"><li>1. Action still open – NEMA are looking to start an effective public education working relationship with WorkSafe.</li><li>2. Action still open – Discussed further in agenda item 6.</li><li>3. Action still open – Katherine Rock in the Communications team at NEMA has been working on a CALD strategy and is set to share this with the rest of the Communications team for review. After that, NEMA will be able to report back to NPERG.</li><li>4. Discussed further in agenda item 2</li><li>5. Action still open</li><li>6. Action closed – LSGG posters have been updated with the image of a family and are available on the Google Drive. Also available is a new NZSL Long or Strong video.</li><li>7. Action closed – Scouts information was sent round after the last meeting and feedback incorporated. This is currently sitting with Scouts NZ.</li><li>8. Action closed – The 2021 calendar has been distributed and is open for everyone to add into. NEMA has started contributing to it and will continue to do so as more public education activities and campaigns are fleshed out.</li></ol>
2 Share Christchurch Quake Anniversary plans	<p>NEMA had planned to build social media posts with accompanying graphics for the 10 year anniversary of the Christchurch earthquake. But the graphics have fallen through. Instead NEMA will use images from GNS' photo library.</p> <p>The posts will still go ahead as planned. The themes for these are: Looking back at Civil Defence Emergency Management over the last ten years, Looking to the future (with a focus on community resilience) and an acknowledgement of the event (remembering those who died and who were affected).</p> <p>The content of these posts should be reviewed and finalised today. They will then be sent out to NPERG, ideally by the end of the day.</p>
3 Update on ShakeOut 2021	<p>The first iteration of the ShakeOut 2021 Communications Plan has been completed and is waiting on feedback from the NEMA Communications team.</p>

Agenda Item	Notes
	<p>The usual day that ShakeOut is held (aligning with the week of International Day for Disaster Risk Reduction) is actually in the school holidays in 2021. NEMA will be meeting with the Ministry of Education next week to discuss an alternative date.</p> <p>The date should be finalised by the end of next week, which will inform the Communications plan. NPERG will be informed of the date and sent the Communications plan when these are final.</p> <p>Like last year, ShakeOut will be held in a region. If any Groups are keen for their region to host, please let NEMA know. This year, it is hoped we can hold ShakeOut in the South Island.</p> <p>For 2021, the LEARNZ virtual field trip will be split off from ShakeOut. This spreads out contact with schools across the year and reduces the burden on the Group hosting the ShakeOut official drill. Instead this year's virtual fieldtrip will be focused on severe weather in June.</p> <p>The 2021 ShakeOut registration form will ask for an area/district as well as a region. This way Groups can have more detailed information of where people are registering in their region. Alicia previously sent out a spreadsheet of locations that will be used. Please review for any inaccuracies or let Alicia know if there are any other areas you'd like captured.</p>
4	<p>Discuss merchandise store</p> <p>s 9(2)(i)</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>
5	<p>Auckland EM – Girl Guides partnership</p> <p>Hannah Reynolds will email out an update on Auckland Emergency Management's partnership with Girl Guides.</p>
6	<p>Agenda for March NPERG Hui in Wellington</p> <p>Alicia is currently finalising a contract with Rydges to be the venue and accommodation location for the upcoming NPERG hui. This should be sorted by the end of the week and itineraries provided to those who need them by the end of next week.</p> <p>NEMA are keen to run the hui as an opportunity for workshopping and discussion. NEMA has reached out to EQC and Neighbourhood</p>

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Agenda Item	Notes
	<p>Support to attend to discuss who we can work together regionally and nationally.</p> <p>The hui will also be an opportunity to discuss the review of the public education strategy, so that it can focus on what everyone thinks is important. NEMA is keen to focus on people disproportionately affected by emergencies.</p> <p>It would be good to include a roundtable of what everyone is doing as in previous hui. But previously, this has gone on quite long. An option could be for everyone to prepare a brief 3-5 minute presentation covering things like: who we are, what we're doing, two wins, two challenges.</p> <p>The hui agenda will be sent out before the end of the month. MS Teams will be available on the day for people who can't attend in person.</p>
7 General discussion	<p>Alicia has set up an NPERG MS Teams site. This could be a good place for people to share information and resources instead of continual emailing. If everyone is interested, this can be initially set up with shared files, etc. If it doesn't work for people or there are tech difficulties, this approach can be reviewed,</p> <p>The COVID-19 website links to MSD's Family Services Directory for assistance with food and essential supplies and services. There needs to be accurate information on this directory for each region.  <a href="https://www.familyservices.govt.nz/directory/">https://www.familyservices.govt.nz/directory/</a></p> <p>Two Emergency Mobile Alert messages have been sent out this week. One to all of New Zealand for COVID-19 and another in Invercargill. There is a feedback form available for people to fill in if they didn't receive an Alert. NEMA has found this to be a good way to collect feedback when there is an influx of comments and queries after an Alert.  <a href="https://www.research.net/r/alert-feedback">https://www.research.net/r/alert-feedback</a></p>

### Action points

Action point	Owner	Status & comment Open   Paused   Closed
Previous action points		
1 s 9(2)(g)(i)	Alicia Main and Zsenai Logan	s 9(2)(g)(i)

Action point		Owner	Status & comment Open / Parked / Closed
2	Begin review of public education strategy and set timeframe it will cover.	Andy Hammond-Tooke	Parked – TBD at NPERG Hui
3	Confirm status of CALD strategy and work in NEMA	Zsenai Logan	Parked – waiting on strategy to be approved
4	Share plans for communications for ten-year anniversary of Christchurch earthquake	Alicia Main	Closed
5	Determine viability of EMI being used as a public education space	Alicia Main and Zsenai Logan	Open
9	Distribute ethnic, Māori and Pacific media schedules from national campaigns	Alicia Main	Open
<b>New action points</b>			
10	ShakeOut 2021 date and Communications Plan	Alicia Main	Open
11	Review spreadsheet of ShakeOut form locations	All	Open
12	Update on Auckland Emergency Management's partnership with Girl Guides	Hannah Reynolds	Open
13	Distribute agenda for NPERG Hui by end of February	Alicia Main	Open

#### Next meeting

**Date** 15 March  
**Time** 9:00am-4:00pm  
**Venue** Wellington

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# NPERG Hui 2021 minutes

**Date** 15 March 2021  
**Time** 9:00am  
**Venue** Rydges Hotel, Wellington  
**Chair** Alicia Main (NEMA)  
**Minutes** Florence Maron, Lucas Vetter

## Minutes

Notes	
<b>Welcome/ Opening Presentations</b>	<p>The Chair (Alicia) welcomes everyone and apologises for delay in organising this meeting. National partners, Earthquake Commission are in attendance and Neighbourhood Support will join after lunch. The agenda for the day was presented and the session opened with a karakia.</p> <p>Each participant introduced themselves with a presentation about the public education work they do in their region, including two wins and two challenges.</p> <p>The NPERG representatives from Northland, Chatham Islands, West Coast and Southland were apologies.</p>
<b>CDEM Group presentations</b>	<p><b>Waikato – Drew Mehrtens</b> s 9(2)(g)(i)</p> <p>A win is the idea of the CDEM café. This is a member website for community groups and involved agencies to use as a central place for resources and information, including resilience and education resources. Another win is a volunteer project, where surge staff are trained up for response, rather than just using council staff.</p> <p><b>Bay of Plenty – Lisa Glass</b> Lisa will email a briefing of what her Group has been doing in the public education space, as she did not have time to create a presentation during the EMAT course.</p> <p><b>Tairāwhiti – Anita Reedy-Holthausen</b> Challenges include issues around reaching isolated communities. There are also a large Māori population (33%), so there is a need for special engagement. They are also struggling with emergency after emergency, a lack of resourcing, and new managers and staff coming on board. There are also concerns around tsunami sirens in the area.</p> <p>Wins for the Group include strong local support from the politicians in the area. The Group are also trying to consolidate</p>

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Māori/iwi involvement in recovery and wider CDEM activities, including them in legislation – COVID-19 proves the Group need them. Another win is the good work with key stakeholders and partners, an example of this is working with seismologists and other geohazard scientists.

#### **Auckland – Hannah Reynolds**

The Group are working on a range of partnerships and reaching Auckland's diverse population. Examples of this include working with Girl Guides, the Chinese Business Community, MPI, FENZ, and Deaf Aotearoa. The Auckland Emergency Management website has undergone big updates to improve user experience.

A major win for the Group is the development of the Kia Rite, Kia Mau education resource, which is focused on Māori gods that represent different hazards. The programme is aimed towards 7 to 12-year olds). The Group are very proud of this work. The pilot school will receive the resource in April. A minimal product approach was taken first, but eventually a booklet, social space, videos, mascot etc. will be developed (if successful).

Challenges from the Group include capacity and capability, fatigue, and disruption from ongoing emergencies. Consistency is also a challenge across the sector, so Auckland EM are happy NEMA is sharing their yearly agenda through the campaign calendar.

#### **Taranaki – Alister Newton**

The comms role is newly established for Taranaki CDEM, so there is a focus on setting this up and creating good relationships internally and externally and building the function.

The Group have been working on weekly spots on local radio stations, media training for local spokespeople, and volunteer recruitment (Alister to share the Australian webinar series; will send link with password). Some wins for the Group are online campaigns "know your hazards" and "pet preparedness" on social media, local media relations are very successful. The Group have a strong following on Facebook with 25,000 followers but the DHB has 5000 followers for example, which makes COVID-19 information sharing complex (Civil Defence is acting as the information hub).

Challenges for the Group include social media is a bit same old same old, limited resources, the website is getting old, would like to inject some exciting content (augmented reality?).

#### **Hawkes Bay – Drew Mehrtens**

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Karl Wairama was not in attendance, so Drew from Waikato CDEM passed on information about the Resilience Indicators project.

**Manawatu-Whanganui – Anthony Edwards**

Anthony gave an overview of each of the areas across the region. Many faced the same challenges, such as new people to the role, struggling to find time for public education and to brainstorm new ideas, budget, and resources.

There are also common wins across the region, including national campaign success from ShakeOut earthquake drill and tsunami hikoi. There is also strong Māori/iwi engagement across the region. Civil Defence rocks are also a successful way Whanganui are engaging with children and families.

**WREMO (Wellington) – Jane Mills and Sharnahea Wilson**

The Group represent eight councils and one regional council. CDEM is semi-autonomous with 3 business units in WREMO with 25 staff. There is 1 ECC in Wellington and 6 EOC around the region. The Group manage two websites; the WREMO website and Get Prepared (trying to promote this one a lot). The Group engage with the public through newsletters, social media and community engagement (talks with different groups in the community). Community emergency hubs with volunteers (130 across the region) is another engagement and a key focus for the Group.

Wins for public education include the recent tsunami awareness campaign, which are on buses, flyers, posters etc around the city. The Alphero Tsunami Ready app is a new initiative (google maps meets tsunami) – this is now available on Apple and Android for the Wellington region.

**Nelson Tasman – Kathy Solly**

The Group is made up of seven staff. A key win for the Group is Clued Up Kids, which is a week-long initiative for 9-11-year-olds with Police, FENZ and Red Cross. The Group take the Stan suit and the shaky house. It's very popular and a great public education opportunity.

Challenges include the effort put into community meetings when there is sometimes very little uptake, the Group don't have enough staff trained up to deal with the ongoing emergencies, like COVID-19 and the Pigeon Valley Fires.

**Marlborough – Glyn Walters**

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The Group is made up of three people and they manage everything across the region between the small team.

Challenges for the Group include high tsunami risk, with 20% of New Zealand's coastline, and a lot of tourism / seasonal workers are often in the area (maybe not so much at the moment, but it's still a key issue). The Group are also trying to talk to batch owners who live in isolated areas in the Sounds about their risks and preparedness. They are reviewing maritime risks with the Harbourmaster and looking into impacts on ferry companies and insurance in an emergency. Marlborough also faces high fire risk, with very dry zones across the region.

Some wins for the Group include producing videos next year for public education, and a TV interview with the Harbourmaster about their coastline risks and how that impacts the ferry transport network.

#### **Otago – Oliver Varley**

Michele Poole has left, so Oliver is filling in as NPERG representative.

Some challenges for the Group include very different landscapes and situations across the region: Dunedin is filled with students, there are lots of rural communities, and Queenstown Lakes is often busy with tourists. There is fire risk across the region, and they have experienced multiple wildfires in the last year. The Group are trying to work with businesses and the tourism sector.

Wins for the Group include their engagement with schools. Their Get Ready programme rolled out through Otago and is proving a very useful tool. They also run social media projects.

#### **AF8 – Alice Lake-Hammond**

Alice gave an overview of the Science Beneath Our Feet roadshow, which will start in late March and they'll be on the road from next until May. Alice highlighted the need for Civil Defence, science and community to work together – the roadshow is a great example of this.

The roadshow includes scientists presenting at the public talks alongside Civil Defence, presenting 3D maps and the impact map, outlining local hazards and secondary hazards, and other activities. The public talks are very popular and there is lots of demand to visit communities all over the South Island.

#### **NEMA – Andy Hammond-Tooke**

Andy opened by saying how good it is to have the in-person Hui early in the year, rather than at the end, so the NPERG Group can co-create and collaborate on upcoming initiatives and



	<p>campaigns, rather than talking about things that have already been done.</p> <p>Challenges for NEMA include having a very small comms team – we need to look after Public Education; however the time and resource is stretched.</p> <p>NEMA have been building campaigns and activities from foundations established several years ago and tweak it every year – ShakeOut and the EMA nationwide test are good examples of this.</p> <p>Wins for NEMA include the Get Ready platform. Get Ready will be translated into 15 different languages in full HTML format. NEMA are currently liaising with DIA, MSD and DPMC as part of this project. ‘Get Ready phase two’ also includes accessibility improvements – this is all part of working to serve those most disproportionately impacted by emergencies.</p>
<p><b>Emergency Mobile Alert</b></p>	<p>The question today is: do we need to do more for public education about Emergency Mobile Alert?</p> <p>Following the events of 5 March, NEMA has received a number of questions from the public (and so have CDEM Groups) asking why they did not get an EMA; or why they got multiple alerts; or were unsure who sent them an EMA.</p> <p>Responding to all of these queries generates a substantial amount of work, some of which is not within our remit (when the answer to the issue is with the phone operator or the mobile phone provider and not with NEMA or the CDEM Group). People are aware that Emergency Mobile Alert exists but there is a misunderstanding as to who sends what (CDEM groups/NEMA).</p> <p><b>Key points from discussion:</b></p> <p>We need to educate the public and media on how EMA works, especially in a fast-paced emergencies like tsunami. There is a need for simple messaging about why or why not someone might receive an alert.</p> <p>Escalation and thresholds should also be clarified between NEMA and CDEM Groups. In the past only NEMA could send tsunami alerts, it was decided to allow CDEM Groups the possibility to send messages too, as they are responsible for contacting harbourmasters to issue maritime warnings.</p> <p>It was also acknowledged that the assessment done by GNS can confuse the public. Some were unsure whether the ‘long or strong, get gone’ instruction took precedence, or if they had to wait for confirmation of the tsunami threat. It was positive and encouraging to see people on social media correct others with</p>

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	<p>long or strong, get gone messaging if people were saying they would wait for a warning.</p> <p>NEMA is considering organising a “behind the scenes” meeting with the media so public and media can understand better what we do in response at the NCMC.</p>
<p><b>Discuss current national public education strategy</b></p>	<p>NEMA are aiming to provide consistent national guidance for public education for Groups, while acknowledging that each region is different. NEMA are keen to collaborate on an overarching national public education strategy. The current version needs revision.</p> <p>Our 2016 – 2019 strategy still has some good points that may carry over into an updated strategy, but there also needs to be more of a focus on impacts from hazards and emergencies, and those who are disproportionately impacted by emergencies.</p> <p>(The following questions were shared to prompt group conversation – the wider group broke into three groups):</p> <ol style="list-style-type: none"> <li>1. Are the vision, mission and objectives still relevant for 2021 and beyond? Why?</li> <li>2. What are the key things we can do to ensure a safe and resilient NZ?</li> <li>3. How can we ensure we reach all people in NZ?</li> <li>4. What are some ways that NEMA can support Groups to deliver public education?</li> </ol> <p><b>Key points from discussion:</b></p> <p>Is the national strategy intended to be a preparedness strategy, or an awareness strategy? Due to resourcing and budget limitations, the ability for us to actually move the dial in tangible preparedness actions may be limited, so do we want to refocus and raise awareness for the correct actions and preparedness actions for when an emergency does occur then people will take action. This might look like creating motivations and providing the knowledge, so people can act on it when they're ready and motivated to do so.</p> <p>We need a consistent terminology to better align our strategies, e.g. how we use words like resilience and community.</p> <p>Is emergency management part of people's everyday lives? If not, we should take the opportunity of heightened awareness from events such as COVID-19 to incorporate awareness of hazards, impacts, correct actions to take and preparedness into people's everyday lives.</p>

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Emergency fatigue may also be creeping into communities, especially through the use of EMA for multiple reasons in 2020/2021. This may call for supporting public education and information in peace time about how these systems work.

A key focus is how we reach those who are most disproportionately impacted by emergencies. Should this be a collective or individual effort? What can be done nationally vs. in the regions?

We need to be reaching Kiwi's and visitors (maybe not as relevant at the moment due to low/no international tourism) with information about New Zealand's hazards, what impacts these hazards cause, the correct action to take and how to prepare.

Should we be focusing on collective preparedness, rather than individuals and household preparedness. Everything else we do is focused on the wider community, so our public education approach should match that.

We need to ensure information is accessible to people from a range of channels and in a range of formats – the metaphor that the information is in a room, and the more doors the room has, the more people can access the information.

How can NEMA help? Leadership around engagement with iwi (setting the kaupapa for Groups to engage at a grass roots level), sharing operational details with Groups in terms of public education campaigns and activities – how things were done, ensure regional consistency with messaging, and coordinating the sharing of resources across Groups.

We need to better understand groups in hardship or isolated communities to know what their information and access needs are, for example the rural sector, languages, disabilities – looking beyond the obvious groups who are disproportionately impacted by emergencies.

Other business

**What are the quick wins we could do in the very short term?**

1. Terminology (on websites, on road shows etc.). NEMA needs to influence other stakeholders and partners use the same terminology across the sector and beyond. We do not need to reinvent the wheel. The consistent messaging document can feed into this once finalised.
2. We can package resource/messaging together by theme e.g. EMA, by hazard, to share quickly with the public, media and stakeholders after an emergency. It would be really useful to have those comms packages readily available for Groups.

**How could NEMA share with Groups more efficiently?**

- MS Teams – chat and sharing.
- Have a clear structure of our shared folders on Google Drive and MS Teams (when developed further).
- When Groups develop resources, sharing across NPERG and send to NEMA, who can help coordinate resource sharing.

**ShakeOut 2021**

The confirmed date for ShakeOut 2021 is Thursday 28 October at 9:30am.

The registration form has been updated to include the districts in each of the regions, so Groups can get a better breakdown of sign ups in their region. NEMA are still working through whether or not we hold an official launch event.

Alicia asked for Groups to share any suggestions about how to improve the information and resources NEMA share with the regions to support local ShakeOut campaigning.

The campaign approach for 2021 is to recycle the same planning and structure as previous years, so the campaign is consistent, but also to make it easier to manage for NEMA and CDEM. Sometimes this approach is limited by licensing of particular resources, but mostly this is a good approach.

NEMA will also be providing prizes again to incentivise sign ups, but we'll be revising what prizes we use and what suppliers we use for these prizes after some issues with ShakeOut 2020.

There will most likely be interest from the Minister to participate in ShakeOut promotional activities – NEMA will brief her in and explore these opportunities.

There is also the opportunity to bring back previous promotions from ShakeOut in years past e.g. the McDonalds promotion where people would receive a free shake if they participated in ShakeOut while in a McDonalds restaurant at the time of the drill. NEMA will look at this for next year's campaign.

Earthquake  
Commission  
presentation

*See attached presentation for reference. No questions were asked after the session.*

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<p><b>Neighbourhood Support presentation</b></p>	<p>See attached presentation for reference.</p> <p><b>Following questions:</b></p> <p><i>Is there a direct line on ROI for merchandise welcome packs and goals of the organisation?</i> No, but it would be interesting, as lots of the merchandise is used to show that people's community is a safe community e.g. NS stickers</p> <p><i>Are they more beneficial than the street signs? Is there any fallout for not providing all or some of the welcome pack?</i> It's all about the perception of safety, young people perceive themselves as safe but are possibly more at risk, elderly perceive themselves as less safe but are often safer.</p> <p><i>Has the food security work that started within NS during COVID-19 lockdowns continued?</i> Some regions are continuing, others are more complicated. It is addressed on a needs-must basis. It appears to be hard to exit when there is still a strong need, but more support is being given to groups still involved in this work.</p>
<p><b>Working in the regions – national and local partnerships discussion</b></p>	<p>NEMA asked the group:</p> <ul style="list-style-type: none"> <li>• What agencies are you working with at the moment?</li> <li>• Are there any other agencies that would also be good to work with?</li> <li>• How can we support each other to deliver public education?</li> </ul> <p>The group had many common agencies and NGOs, including FENZ, St John, Regional and District councils, Neighbourhood Support, universities, Red Cross, MPI, DHBs, MSD, MOE, Rural Support Trust, local media, community networks, LandSaR, hazard programmes e.g. Eclipse, DEVORA, NZDF, AOG COVID-19, GNA, DIA, RRT.</p> <p>NEMA asked if there was a desired way to build national relationships then filter these down into the regions. The group agreed that the Scouts NZ and Girl Guides partnerships are a good start and they would find these relationships useful. The groups also agreed that it would be useful for NEMA to create a national relationship with NZ Red Cross and there was also suggestion of engaging with the mental health foundation. These partnerships at a national level can help facilitate local relationships for CDEM Groups to have with local branches of these national organisations/agencies.</p> <p>The group asked Neighbourhood Support what kind of support local community groups and council can give to support Neighbourhood Support groups in the regions. Neighbourhood Support replied that information sharing is key and joint collaboration on community messaging would also be beneficial.</p>

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The group also discussed the relationship with Ministry of Education (MOE) both nationally and in the regions. This relationship is good at both levels, but this doesn't seem to flow directly into schools. Good relationships with schools come from the CDEM Groups directly into the local schools. NEMA works with MOE nationally for ShakeOut but will also be looking at reviewing What's the Plan Stan? which may provide a good opportunity to work more closely with the agency. There was a good feeling across the room that everyone is working on engaging with schools as a key channel for public education and engagement.

The discussion then moved to branding – do we mind if the local CDEM Group or NEMA branding is on a resource as long as people know that it's Civil Defence Emergency Management in general? The sharing of resources may be impacted by branding implications. This may be an ongoing discussion as NEMA, CDEM Groups and other involved agencies look at collaborating more closely.

NEMA also asked if there is anything they could be doing to improve national and regional coordination through the way NPERG is communicated with. The group said the current communications and enthusiasm from NEMA is great. They want to see everyone using chat channels, including MS Teams or a closed Facebook group to keep in touch.


**MEETING CONCLUDED 3:45pm**

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# NPERG meeting minutes

**Date** 21 April 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Alicia Main  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 Review action points	<ol style="list-style-type: none"><li>1. Zsenai and Alicia have taken in notes from the NPERG hui and built out some key themes. They are pulling these and other conversations together to make a start on a working draft.</li><li>3. This has been parked for now, as Jenny who runs EMI at NEMA is quite busy with the Emergency Management conference.</li><li>4. Alicia will send this through to NPERG. Currently, NEMA's ad agency runs this relationship for campaigns.</li></ol>
2 Update on ShakeOut 2021	<p>The date and time for this years' ShakeOut is Thursday 28 October at 9:30am. This is the second week of Term Four like usual and the time is based on feedback from schools that 9:30am is the best time for them.</p> <p>NEMA have met with EQC and they are keen to be a sponsor again this year. NEMA are working on formalising this now.</p> <p>The ShakeOut campaign will largely be the same as last year, but it will include a firmer media schedule. This year, there will also be spotlights on interesting registrants. NEMA have brainstormed a few interesting schools and businesses that could be contacted for this. The idea would be to showcase a story on social media and in regular newsletters to participants showcasing that registrants ShakeOut story.</p> <p>ShakeOut resources have been updated and will be shared with NPERG, but are not to be made public until the date is announced publicly. More detail on when this will be announced will come in a future email. But, there will not be a formal launch event this year.</p> <p>NEMA and the Ministry of Education will be sending letters to schools in June/July and then again in September.</p> <p>s 9(2)(i)</p> 
3 Update on Long, Strong, Get	The new Long or Strong, Get Gone campaign expands to look at earthquakes more than it has in the past. This campaign will focus on

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Agenda item	Notes
<p>Gone campaign</p>	<p>reaching those that we know are less likely to know the correct actions to take.</p> <p>Collateral is being updated for this campaign. Chiefly, the video collateral. NEMA's ad agency have been working with cultural advisors representing Māori, Pacific and Asian communities. These cultural advisors have provided feedback on how the collateral can be tweaked so that these communities can better identify themselves in our messaging. For example, instead of the grid pattern background that is currently used, a new background has been developed that resonates with all of these communities.</p> <p>The campaign will run across multiple channels, including TV, ethnic media, Māori media networks, Pacific channels, and even posters for apartment buildings that have a high number of Asian inhabitants.</p> <p>The campaign will be live from the beginning of May until the end of June, and all updated collateral will be shared with NPERG once it has been approved.</p> <p>Comment from Marlborough: Need to keep in mind the heightened awareness of hazards of South Island communities.</p>
<p>4 Te Hīkoi a Rūaumoko   Rūaumoko's Walk update</p>	<p>Hawke's Bay: Hawke's Bay have had an MoU with Health Hawke's Bay that sees every child who attends a before schools check get give a copy of Te Hīkoi a Rūaumoko. The children are also given a household plan. Hawke's Bay are renewed this MoU and will be reprinting the book. Anyone who would also like to get copies printed should get in touch with Jae Sutherland. The cost would be roughly \$1.30 each.</p> <p>There is also interactive ebook version available. This comes with narration in both English and Te Reo Māori. Hawke's Bay will send out a link to this.</p> <p>Question: Has there been any thought to producing other languages? There has been discussion on potentially creating Pacific language versions. Still questions as to where the funding for this would come from.</p> <p>s 9(2)(g)(i)</p>
<p>7 General discussion</p>	<p>Andy had sent out a spreadsheet in Microsoft Teams for people to order copies of the What Would You Do? booklet. There was an issue reported that wouldn't let people add their information to this. If this has happened to anyone else and you would like copies of the booklet, please let NEMA know and we can send a new spreadsheet. This booklet has been updated recently to include an EQC page and a Stay</p>

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Area/Item	Notes
	<p>Informed page. The updated version is available on the Google Drive. For groups to order, there needs to be an indicative price per booklet.</p> <p>This years' LearNZ field trip is in Tairāwhiti and is about flooding and severe weather. Fraser may be able to give more of an overview once the content and filming schedule are firmed up.</p> <p>Update from Waikato: Waikato are looking at providing drink bottles to CDEM volunteers. s 9(2)(a)</p> <p>Update from Hawke's Bay: After 5 March, the Ministry of Education approached Hawke's Bay CDEM to debrief schools. The Ministry of Education are hosting a Zoom meeting for Hawke's Bay principals to join where Hawke's Bay CDEM will give a workshop on tsunami evacuation zones and what to do in a tsunami.</p> <p>Update from Marlborough: Marlborough are looking to produce a video on Marlborough hazardscape. This could take an educational focus to use in schools or be more angled to general sharing. Marlborough are keen for ideas from NPERG for the video.</p>

### Action points

Action point	Owner	Status & comment
Open / Parked / Closed		
Previous action points		
1	Begin review of public education strategy and set timeframe it will cover.	Andy Hammond-Tooke Open
2	Confirm status of CALD strategy and work in NEMA	Zsenai Logan Parked – waiting on strategy to be approved
3	Determine viability of EMI being used as a public education space	Alicia Main Parked
4	Distribute ethnic, Māori and Pacific media schedules from national campaigns	Alicia Main Open
New action points		
5	Share ShakeOut information and updated collateral prior to launch	Alicia Main Open
6	Share new collateral from earthquake and tsunami campaign	Alicia Main Open

## Next meeting

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**Date** 19 May  
**Time** 10:30am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 19 May 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Zsenai Logan

### Minutes

Agenda item	Notes
1 Update on ShakeOut 2021	<p>Alicia has been working with the Minister's office to soft launch ShakeOut. The Get Ready website has already been updated, but we have not announced it publicly yet. Minister Faafoi has taken an interest in ShakeOut but we are waiting on a response on when we can publicly launch it. Minister Faafoi is working with the Prime Minister's office on this currently and once NEMA gets a response, Alicia will let NPERG know.</p> <p>Some people have registered for ShakeOut already on the live site and you are welcome to sign up your councils.</p> <p>NEMA have uploaded all the ShakeOut resources to the Public Education Google Drive, and are just waiting on the ShakeOut video to be updated. This will include captions and will be available in Te Reo Māori and NZSL as well.</p>
2 Update on Get Ready booklets	<p>Alicia has been working with BlueStar to get the Get Ready booklets ready to print. These will be 94c per booklet. There is still time to change your order, and this will not affect the price per booklet.</p>
4 AEM update on Girl Guides	<p>Rebecca Long from Auckland Emergency Management has been working on a Girl Guides initiative with support from NEMA. This will include a redesign of the civil defence badge previously available as well as new information and content. Over the next 10 weeks, AEM will be designing all the new information, activities, and the badge itself.</p> <p>Previously this badge was only offered to Rangers, but this new version will be tailored to all age groups and will be available to Pippins, Brownies, Guides and Rangers. Knowledge will be built up as kids progress through the age groups, while also ensuring that information is applicable to new people that join at older age groups.</p> <p>This badge will be launched in week 1 of term 3, which is roughly 26 July. The badge will be called 'Prepared and Ready'.</p> <p>The design will also ensure that regions are able to focus on the hazards that are relevant to their area. AEM will reach out to Groups for any regional content that might be necessary. If you'd like to include any</p>

Agenda item	Notes
	<p>regional information, please let Rebecca know s 9(2)(a)</p> <p>Similarly, NEMA started working with Scouts late last year to develop a national programme, but this fell over when Scouts hit some capacity issues. Andy will be meeting with Scouts again tomorrow to try kick this back off. The aim will be to align it with the Girl Guides initiative.</p>
5	<p>Colouring book</p> <p>NEMA are producing a new colouring book for young children. This will be coming out in the next week or two (just waiting on a small translation). This will be a new suite of colouring pages, as currently there are only two ShakeOut themed colouring pages. The book will be available for printing as a book, but also each colouring page will be available online for printing at home. Internally, NEMA will be launching this at DPMC with a staff kids colouring competition, but are keen for any ideas on launching this publicly.</p>
6	<p>Update on earthquake and tsunami campaign</p> <p>NEMA have a Long or Strong, Get Gone campaign running at the moment. This largely includes ads on TV as well as some social media and outdoor placement. This campaign targets people who are least likely to be prepared according to our annual disaster preparedness survey. Generally this includes people aged over 65, Asian communities, speakers of a language other than English, Māori and Pacific communities.</p> <p>Some changes have been made to the Long or Strong collateral to better reflect these communities. All updated assets will be available on the public education google drive.</p>
7	<p>General discussion</p> <p>Rūaumoko's Walk – It's not too late to order copies of <a href="#">Rūaumoko's Walk</a>, a bilingual children's book. Preferably orders should be in by the end of the week. The cost is \$1.25 per book. Email s 9(2)(a)</p> <p>EQC stock – EQC are currently low on stock of their kids activity sheet, and also making changes to Quake safe your home.</p> <p>Disaster preparedness survey – Interviewing for the 2021 annual disaster preparedness survey has begun. This year there is a 70/30 of mobile to landline. This increases the number of mobiles significantly from past years. There have also been some changes to the questions. There are less questions about ShakeOut as this will be collected in other ways this year. There are also more questions about disability and also about emergency plans and whether people have used them recently. Additional, there is now an option for 'another gender' alongside 'male' and 'female'.</p>

Action points

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Action point		Owner	Status & comment Open   Parked   Closed
<b>Previous action points</b>			
1	Begin review of public education strategy and set timeframe it will cover.	Alicia Main and Zsenai Logan	Open
2	Confirm status of CALD strategy and work in NEMA	Zsenai Logan	Parked – waiting on strategy to be approved
3	Determine viability of EMI being used as a public education space	Alicia Main	Parked
4	Distribute ethnic, Māori and Pacific media schedules from national campaigns	Alicia Main	Open
5	Share ShakeOut information and updated collateral prior to launch	Alicia Main	Closed
6	Share new collateral from earthquake and tsunami campaign	Alicia Main	Open

#### Next meeting

**Date** 16 June  
**Time** 10:30am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 16 June 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Alicia Main  
**Minutes** Zsenai Logan

### Minutes

Agenda item	Notes
1 Review action points	<p>Close action point 3.</p> <p>The updated Long or Strong, Get Gone video for the new tsunami campaign is in the Public Education Google Drive, on Youtube and on Get Ready. The other new Long or Strong, Get Gone collateral will hopefully be with NEMA for sharing within the week.</p>
2 ShakeOut	<p>Since the last NPERG meeting, ShakeOut has been launched. Participants have just passed 300,000. Part of this was a huge jump in sign ups when an email to past participants was sent out. Another email to past participants who have not yet signed up for this year will be sent out soon. Alongside the first monthly newsletter to people who have already signed up to build engagement and provide preparedness information.</p> <p>NEMA met with Ministry of Education yesterday to discuss ShakeOut. NEMA and MoE will send out a letter to schools encouraging them to sign up in late July. A second later may be sent out in September to schools who haven't signed up by that point.</p> <p>Question: Is it possible for the letter to provide a link to the local CDEM Group?</p> <p>It may not be possible depending on MoE's process, but NEMA will include it in the monthly newsletter to schools that NEMA sends out.</p> <p>Through ESLB, NEMA's leadership team has engaged with the leadership teams of the ESLB members, including FENZ, Police, NZDF, etc. ESLB members are keen to be more involved in ShakeOut this year, especially Police. Alicia will be meeting with Comms representatives from these agencies to discuss how this might work.</p> <p>Because of this engagement, NEMA is hoping to reach 1 million participants this year due to the increased reach of other agencies like Police.</p> <p>Once NEMA knows more about what this engagement will look like, more updates will be given to NPERG.</p> <p>Red Cross and Neighbourhood Support also keen to be involved.</p>

Agenda item	Notes
	<p>Everything else about the ShakeOut campaign is running as usual. Today NEMA will be running a giveaway to celebrate 300,000 sign ups. And soon NEMA will begin working on the ShakeOut advertising plan.</p>
4	<p><b>LEARNZ virtual fieldtrip</b></p> <p>The Learnz virtual fieldtrip has been filmed and is currently being edited. Previously editing happened immediately after filming and the video would go up the next day. This year, Learnz are trialling a new approach to spread out the workload a bit more.</p> <p>This year's fieldtrip with Civil Defence is based in Tairāwhiti with Tairāwhiti CDEM taking the lead. The focus is on severe weather.</p> <p>NEMA will be sharing the fieldtrip through the first monthly ShakeOut newsletter and will share a link to the fieldtrip with NPERG when it is available.</p>
5	<p><b>Public Education Strategy</b></p> <p>Alicia and Zsenai have taken the points from the in person NPERG hui and combined these with a review of the previous strategy, as well as incorporating the Act, the NDRS and research. They have scoped potential new themes and pillars for the strategy and are looking to consult across the board.</p> <p>This week and next, they will be having meetings with NEMA's Māori Work Programme, Disability Workstream, Community and Social Resilience Team, and Hazard Risk Management Team. These brainstorming and the previous work will be combined to build a full draft for consultation. This will go to NEMA and CDEM for feedback, ideally by the end of the July. Then consultation will go further afield.</p>
6	<p><b>EQC</b></p> <p>EQC's after quake campaign is ready for roll out after a moderate to strong earthquake. This mostly involves press and digital banner placements, but also includes a radio spot.</p> <p>This is based on the knowledge that people plan to prepare their homes after an earthquake but then forget about. The campaign uses the things people say to themselves after an earthquake as a prompt and reminder to get prepared. One of the angles of the campaign targets the preparedness motivation of family concern.</p> <p>Where and when the campaign will be run is based on GeoNet data. This determines where the campaign will be targeted, and it is estimated the campaign will be run 3-6 times a year. The campaign will not be run if there is widespread damage after an earthquake.</p>
7	<p><b>General discussion</b></p> <p><b>Get Ready booklets</b> The booklets have been ordered from BlueStar by NEMA. Everyone will be invoices individually based on their order.</p> <p><b>Bay of Plenty</b> Bay of Plenty have been rethinking how to promote ShakeOut this year. It seems that pies are really great incentive for people. BoP are also working on educating parents about tsunami preparedness, specifically</p>

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Area/Item	Notes
	<p>about not going into a tsunami zone to pick kids up if they have been evacuated. This is getting sign off and will be shared with NPERG when okay to do so.</p> <p><b>Wellington</b>  WREMO has been running ECE services workshops with MoE and been working with local marae. Looking forward, there will be a focus on ShakeOut and on Community Emergency Hub drills. WREMO are keen to link up colleagues working in the disability sector to NEMA.</p> <p><b>East Coast LAB</b>  East Coast LAB have finished their schools roadshow and are most of the way through their public talk roadshow. They have been sharing information about the slow slip earthquakes off the coast of the Hawke's Bay. They are also starting to plan for the next financial year.</p> <p><b>Otago</b>  There' been an in increased public interest in the Alpine Fault due to the updated probabilities. Otago are hoping to run a roadshow later in the year about it to capitalise while interest is high. Otago are also planning for their spring flood awareness campaign.</p> <p><b>Taranaki</b>  Taranaki have been working with local businesses on business continuity. WREMO have given them their business continuity planning resources. There has been an organic increase in interest of people wanting CDEM to come visit and talk to them.</p> <p><b>Auckland</b>  Auckland have also been working with small businesses, particularly in Newmarket. They have also been providing information to lifestyle block owners in conjunction with FENZ and MPI. WREMO are keen to see any of this work. There are no products yet, but Auckland are happy to share resources when these are completed. The goal is for it to be applicable and available to everyone, and not just Auckland-specific.  Auckland have been holding workshops and hui across a range of different faiths over June and July.</p> <p><b>Instagram</b>  NEMA launched their Instagram a few months ago and their ad agency has been running it since then until the end of June. The goal of the Instagram is to better reach people in the 18-30 age group.  There has not been a lot of content so far so that NEMA can start slowly once they take over. And not all paid content has been going into the feed; some are stories instead.  This week the focus is on flooding on the back of Canterbury.  NEMA's leadership is keen to start using social to promote NEMA and CDEM in general, not just public education.</p>

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Agenda item	Notes
	<p>NEMA is trying to share social with Groups, but it is difficult at the moment with Instagram since it is currently being run by an ad agency and NEMA don't have much oversight of when things are posted. But, social will be given higher priority by NEMA very soon.</p> <p>Bay of Plenty have also started an Instagram recently.</p>

### Action points

Action point	Owner	Status & comment Open / Parked / Closed
<b>Previous action points</b>		
1	Begin review of public education strategy and set timeframe it will cover.	Alicia Main and Zsenai Logan Open
2	Confirm status of CALD strategy and work in NEMA	Zsenai Logan Parked – waiting on strategy to be approved
3	Determine viability of EMI being used as a public education space	Alicia Main Closed
4	Distribute ethnic, Māori and Pacific media schedules from national campaigns	Alicia Main Open
5	Share new collateral from earthquake and tsunami campaign	Alicia Main Open

### Next meeting

**Date** 21 July  
**Time** 10:30am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 15 September 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Zsenai Logan

### Minutes

Amenda item	Notes
1 ShakeOut	<p>NEMA's ShakeOut advertising will start on 7 October, including advertising with ethnic media. This year's creative will be the same as last year so that the focus is on reach. All of this creative is available on the public education google drive.</p> <p>Currently, there are over 447,000 participants across the motu. The monthly stats won't be sent out just yet as due to COVID, there has been very little change in numbers since the last stats went out. Likely the latest stats will be sent out just before or just after the advertising starts.</p> <p>This year's NEMA livestream of the event will be from Oamaru. The Director CDEM will be going to launch it.</p>
2 Facebook	<p>Recently, CDEM PIM representatives and NEMA had a meeting with Facebook's policy team. From this meeting, a number of CDEM Group Facebook pages got verified and some others are pending verification. *</p> <p>Also at this meeting, Facebook recommended having some graphic tiles for emergencies. For example, like the COVID graphic tiles. Ben (NEMA's visual designer) and Sharnahea (WREMO) have been working to build some nationally consistent templates for this. The goal is that these tiles can be used for things like flood warnings or earthquake being assessed messages. They will be nationally consistent and easy to use and edit so that they are suitable for any situation. There is currently one example available in the google drive and when they are done, they will all go in there.</p>
4 Girl Guides (AEM)	<p>Auckland Emergency Management have developed a Prepared and Ready badge with Girl Guides that is available nationwide. They have been working to integrate emergency preparedness into the Girl Guides curriculum. This was launched in August.</p> <p>If any other groups have initiatives that they want to roll out nationwide, NEMA are happy to support.</p>
5 EMA	<p>There is current discussion as to whether the nationwide test of EMA will go ahead this year. There is a possibility that it won't due to it being used for COVID nationwide already.</p>

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Agenda item	Notes	
	<p>Some other options if it isn't tested this year are doing the test early next year or in time for the national disaster preparedness survey which is conducted in June.</p> <p>Canterbury notes that EMA testing is a useful tool, not just in terms of EMA itself but also in testing things like the Red Cross hazard app that ensure people without cell service also receive the EMA messaging.</p>	
6	Survey	The national disaster preparedness survey is nearly ready to be published. This will also be sent out to NPERG either right before or as it is made public.
7	Public education strategy	Due to COVID and other responses, the public education strategy has stalled a little again. However, NEMA are committed to getting it done by the end of the year and the draft will be ready for review soon.
9	Instagram	<p>NEMA created an Instagram account earlier in the year which was initially run by an advertising agency. This I now run solely by NEMA and there is a commitment to post to Instagram at least once a week.</p> <p>This week is Te Wiki o Te Reo Māori so the post was themed on that. With that came some new social media tiles for Facebook, Twitter and Instagram. These were placed in the public education google drive. And any new social media tiles will also be uploaded here. There is a social media folder that is split into these three channels so any tiles will be sized correctly for that channel. Groups are welcome to either share NEMA content or take it or parts of it and post it natively.</p>
10	Red Cross	NEMA has started working with Red Cross so that we are not duplicating work but instead ensuring collaboration and better outcomes to support our motu.

\*The following pages were verified after the Facebook meeting.

<https://www.facebook.com/WaikatoCivilDefence>

<https://www.facebook.com/MarlDistCouncil>

<https://www.facebook.com/nelsontasmancivildefenceandemergencymanagement>

<https://www.facebook.com/TaranakiCivilDefence>

<https://www.facebook.com/CDEMGisborne>

<https://www.facebook.com/CICNZ>

#### Next meeting

**Date** 20 October  
**Time** 10:30am  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 20 October 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Zsenai Logan  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 Supporting COVID-19 comms	<p>The Government are pulling out all the stops at the moment to get people vaccinated. Currently, NEMA is working with their ad agency on a campaign that focuses on getting people vaccinated if they lack the confidence or the means. But, if Groups have any ideas of their own for initiatives to boost vaccinations, but money is a barrier, please get in touch with NEMA. There may be funds available for these initiatives. Get in touch with Ants, Andy or Zsenai regarding this.</p> <p>Additionally, as COVID progresses, and given the pilot programme for home self-isolation, there will be more people going through self-isolation at home. NEMA will be looking to see how it can support preparedness for self-isolation as this aligns nicely with CDEM messaging. This may also be an opportunity to collaborate with Unite Against COVID-19.</p>
2 ShakeOut	<p>ShakeOut is only a week away and is going well and on track. We have over 580,000 people signed up already, which considering how much more immediate a problem COVID is now to last October when we had 680,000 all up, that is a fantastic number.</p> <p>It's also been good to see all the Groups getting involved and promoting some friendly regional rivalry.</p> <p>NEMA's ShakeOut advertising started 7 October and NEMA also continues to post on social media in the lead up to ShakeOut.</p> <p>Of note, Taranaki are going to a school that's in the potential path of a lahar and doing a lahar hīkoi instead of a tsunami hīkoi.</p>
3 Stan suit	<p>NEMA are getting a new Stan suit designed. This Stan will have a tshirt o that cooling can be added to make it a bit more comfortable for the wearer. There's a request that the t shirt cover Stan's camel toe.</p> <p>Any Groups, that are keen for a new stan suit, please get in touch with Lisa Rountree and we can get it all sorted together.</p>
4 Public Education Google Drive	<p>A reminder to please check the google drive first if there are any resources that you need. If there is not something there, get in touch with Zsenai or Ben Reyburn and they will be able to add it. Similarly, if there is anything that is out of date, please let NEMA know.</p>

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Agenda item		Notes
		You are also more than welcome to add your own things to the Google Drive that you think other Groups would like.
5	Merch webstore	<p>NEMA has recently got some ShakeOut pencil cases and Drop, Cover and Hold pencils for ShakeOut. These will also be added to the merch webstore.</p> <p>Additionally, anything you want to see on there, we can get.</p> <p>Question as to whether the colouring books can be on the merch webstore? Because these were done through a different supplier, this may not be possible. But. We will see how we can make this as easy as possible to get. Ben will also make sure the design files are in the google drive.</p>
6	Managing difficult phone calls and posts	The Ministry of Health have provided guidance on managing difficult phone calls and social media posts. It includes advice and also message templates on responding to these. This document is attached to the email with these minutes.
7	General discussion	Question regarding what we know about the levels of preparedness for disabled people? Currently, what we know comes from the national disaster preparedness survey. But NEMA, are looking at doing a deeper dive into this so that we can better understand and work with disabled people to get them ready for an emergency. This is in the mid to long-term and is still just an idea at this stage.

#### Next meeting

**Date** 17 November  
**Time** 10:30am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 17 November 2021  
**Time** 10:30am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Andy Hammond-Tooke

### Minutes

Agenda item	Notes
1 Vaccination campaign update	
2 ShakeOut	
3 Stan suit and merch webstore	
4 NEMA updates	
5 General discussion	
6 Next year's meetings	Currently we only have one more NPERG meeting booked for 15 December. Does this time work for everyone still? Should we just keep booking at the same time for next year?

### Next meeting

**Date** 15 December  
**Time** 10:30am  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 15 February 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 NEMA's upcoming campaigns and 2022 plans	<ul style="list-style-type: none"><li>• Just before the holidays, NEMA received some additional funding for this financial year. NEMA didn't do a tsunami campaign as usual because there was some uncertainty about the funding at the time. But, a tsunami campaign is coming and this will be a know your zone one rather than Long or Strong, Get Gone.</li><li>• The know your zone campaign will promote the new tsunami mapping tool that NEMA is working on. This tool uses data from Groups and will link to relevant Group information and websites. A layer of consistency will be put across it for good customer experience, but it uses the specific messaging and data of each Group to capture regional differences in advice. The tool will be digitally accessible, e.g. screen readable. It will be resilient, built to withstand a lot of traffic. Initially, it will be piloted as a public education tool on Get Ready, S 9(2)(g)(i)</li><li>• NEMA is also doing a preparedness campaign this year. Previously, NEMA's public education campaigns have focused on life safety actions (Drop Cover Hold and Long or Strong, Get Gone). But this year, with the additional budget, there is space to do more work in preparedness. This campaign will focus on making a plan and not supplies given the real and perceived financial burden of having emergency supplies. The campaign will have three components that target three different audiences. There will be the overall general public, but also a focus on Māori and Pacific peoples.</li><li>• This financial year, NEMA will also be conducting research on the preparedness of CALD communities in Aotearoa. This information can't be easily deduced from the national disaster preparedness survey as too few people are surveyed to drill down in any meaningful way. There is currently good information on how best to communicate with CALD communities but little on different barriers and motivations to emergency preparedness of CALD communities.</li><li>• NEMA and EQC have been working with Consumer magazine on a series on emergency supplies. Consumer magazine are testing off the shelf grab bags and comparing these to making your own grab</li></ul>

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	Agenda item	Notes
		<p>bag. This will help address the perceived cost and effort of getting supplies. They will also be looking at general emergency supplies. NEMA and EQC will provide funding so that this content is available to everyone, not just Consumer magazine customers.</p> <ul style="list-style-type: none"> <li>• Improving the accessibility and multilingual capability of the Get Ready website is still an ongoing project for NEMA. The accessibility improvements are getting close to finished and the goal is to launch NZSL by NZSL week in May. The other languages will be ideally be launched in April. That languages are: Te Reo Māori, Traditional Chinese, Simplified Chinese, Arabic, Samoan, Tongan, Spanish, Japanese, Tagalog.</li> <li>• NEMA will also be doing a flooding campaign that will focus primarily on life safety actions.</li> <li>• The national public education strategy is still an ongoing piece of work. Zsenai created an initial draft based on the NPERG workshop from last year and NEMA has also been getting advice from various stakeholders, including the JCDR. The deadline for this to be final is the end of the financial year, but should be done before that. Unfortunately, due to COVID and several emergencies, this has taken longer than planned.</li> <li>• MoE have funded a virtual field trip from Learnz. NEMA has done these in the past with Learnz on earthquakes, tsunami and severe weather. (See last years' field trip: <a href="https://www.learnz.org.nz/weatherbombs212">https://www.learnz.org.nz/weatherbombs212</a>) This year, NEMA is working with MetService and the focus will be a deeper dive into flooding.</li> <li>• This year's EMA test is tentatively booked for May 15, which allows for follow up from the national disaster preparedness survey in June. The test has been cancelled the last few years, but there are operational reasons both locally and nationally to run and so it is back on for 2022.</li> </ul>
2	NZSL Booklet	<ul style="list-style-type: none"> <li>• Auckland Emergency Management, NEMA and Deaf Aotearoa have partnered to produce a sign language booklet of signs for emergencies. It contains 25 key signs for people in the community to use to communicate with Deaf people in an emergency. Each sign will have a QR code that links to a video showing the sign in a phrase.</li> </ul>

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Agenda item	Notes
	<ul style="list-style-type: none"> <li>The booklet will be launched in May for NZSL week and hard copies can be sent to Groups to share. There will be launch events hosted by Deaf Aotearoa.</li> <li>One idea is for CDEM Groups to partner with Deaf Aotearoa in their region to launch the booklet.</li> <li>There is no preview currently available because it is currently being finalised before going to print.</li> <li>Any questions, contact Rebecca Long, s 9(2)(a)</li> </ul>
3	<p>Roundtable</p> <p><b>Hawke's Bay</b></p> <ul style="list-style-type: none"> <li>Hawke's Bay are working on translation of the kids book Te Hīkoi a Rūamoko. So far this has been translated into Hindi and Cook Islands Māori, and they are on track to have all translations completed and available by the end of the financial year.</li> <li>Tsunami Hīkoi Week run by East Coast LAB is coming up in March. This is held on the anniversary of the Tōhoku earthquake and tsunami in Japan. Hawke's Bay have made contact with kura, schools and early learning services in the region about this. <a href="http://eastcoastlab.org.nz">Tsunami Hīkoi Week Plan (eastcoastlab.org.nz)</a> <a href="http://eastcoastlab.org.nz">Tsunami Hīkoi PosterA3(v4) (eastcoastlab.org.nz)</a></li> <li>Hawke's Bay are keen for some new tsunami products, i.e. brochures and pull up banners. They have some old Get Thru tsunami brochures but they are pre Long or Strong.</li> <li>Tsunami signage in the region is becoming bilingual. <a href="http://tpk.govt.nz">Maori-English Bilingual Signage (tpk.govt.nz)</a></li> </ul> <p><b>Canterbury</b></p> <ul style="list-style-type: none"> <li>Canterbury have an old tsunami booklet that explains tsunami and includes a local evacuation map. This could be turned into a template and each Group or TA could add their own map. However, it is a more in depth look at tsunami and it's also good to have a shorter option.</li> <li>Canterbury has designed new tsunami signage that will be consistent across the region.</li> </ul> <p><b>Auckland</b></p> <ul style="list-style-type: none"> <li>Auckland have been working with other teams to see what events they want to leverage communications for.</li> </ul>

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Agenda item	Notes
	<ul style="list-style-type: none"><li data-bbox="483 275 1219 306">• It would be good to see a timeline of national campaigns.</li><li data-bbox="483 354 1349 613">• Facebook has recently updated Pages. There have been some major changes with this. One is that when sharing already shared content, the commentary from the first share disappears. This is unhelpful for example when we are sharing a MetService post with commentary but when people want to share our commentary, they cannot. They will only be able to share the original MetService post. Can talk with Pooja for more information and advice on this change s 9(2)(a)</li></ul>

### Next meeting

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**Date** 15 March  
**Time** 10:00am  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 15 March 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Zsenai Logan  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 Tsunami pull up banner and brochure / Google Drive / Social tiles	<ul style="list-style-type: none"> <li>From our meeting last month, Ben has developed a new LSGG pull up banner and brochure. These are based on existing collateral and messaging and can be found in the google drive</li> <li>s 9(2)(f)(iv), s 9(2)(g)(i)</li> <li>Ben has also been working on some social tiles which are also in the google drive. Although as these are largely meant for response, they will also be stored in EMI.</li> <li>NEMA has been looking at getting a digital asset management product. This will make sharing assets between Groups and NEMA easier.</li> </ul>
2 ShakeOut	<ul style="list-style-type: none"> <li>Stella is our new comms advisor at NEMAS 9(2)(g)(i) she will be taking on the lead for ShakeOut this year.</li> <li>We have a tentative date for ShakeOut at the end of October but are just confirming this with MoE.</li> <li>NEMA is keen to hear any ideas from Groups about what could be done differently this year or how Groups want to get involved.</li> <li>Just reach out to Stella s 9(2)(a) for anything regarding ShakeOut.</li> </ul>
4 Get Ready website updates tour	<ul style="list-style-type: none"> <li>Zsenai gave a look at Get Ready phase 2 updates. These are still a work in progress. But expected to start launching these next month.</li> <li>While accessibility changes are harder to show, the goal has been to make Get Ready as accessible as possible and this goes for all the languages that will be available. Get Ready will be accessible to screen readers, no matter the language.</li> <li>For multilingual changes, Zsenai gave a brief tour of what Get Ready will look like when this is implemented. It will be a quick and easy button press to switch between languages of any page of the website.</li> <li>It was noted that TPK has bilingual signage guidance for English and Te Reo Māori. Currently Get Ready does not quite align with this on its English pages but hoping this change will be able to come through in the latter half of this calendar year.</li> </ul>
5 Roundtable	<p><b>EQC</b></p> <ul style="list-style-type: none"> <li>EQC's new quake safety for young children publication is being issued to over 14,000 families over the next 12 months.</li> </ul>

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Agenda item	Notes
	<ul style="list-style-type: none"> <li>• EQC's new homebuyers campaign goes live on Monday. This will have as a digital focus as people primarily look for homes online.</li> </ul> <p><b>Auckland</b></p> <ul style="list-style-type: none"> <li>• Auckland are doing a mini campaign for Neighbour's Day. This will have the theme of don't be a stranger to your neighbour. There will be videos to share on social.</li> </ul> <p><b>Nelson</b></p> <ul style="list-style-type: none"> <li>• Nelson are not doing in person public education talks at the moment. Instead they are looking to replace these with a series of videos.</li> <li>• Call out to NEMA and any Groups who might have some videos that could be shared.</li> <li>• EQC noted they have some videos in their make your place quake safe series. These are on YouTube.</li> <li>• NEMA noted that they are looking at creating some short animations, starting with Drop, Cover and Hold. These will be shared as soon as they are available.</li> </ul> <p><b>Questions</b></p> <ul style="list-style-type: none"> <li>• Where is the national strategy at? The draft public education strategy is attached with these minutes for feedback. <ul style="list-style-type: none"> <li>○ Draft strategy will be in email later this week.</li> </ul> </li> <li>• What is the timeline on upcoming NEMA campaigns? <ul style="list-style-type: none"> <li>○ Nationwide test of EMA – campaign likely to run for the two weeks before the test on 22 May</li> <li>○ Research (CALD, Māori and Pacific) – complete by 30 June.</li> <li>○ ShakeOut – TBD in October</li> <li>○ Flooding campaign – TBD but development will be completed end of May and able to be deployed as needed</li> <li>○ Know your zone – likely map deployed early May followed by a campaign through June</li> <li>○ General preparedness campaign – June</li> <li>○ Get Ready – phased launch, aiming to start in April/May</li> </ul> </li> </ul>
6	<p>Future meetings</p> <ul style="list-style-type: none"> <li>• Last year we discussed if we wanted to pass around the chairing, but there doesn't seem to be the interest in it at the moment.</li> </ul>
6	<p>Research project</p> <ul style="list-style-type: none"> <li>• Katherine Rock has recently returned to NEMA from secondment and is leading a research project.</li> <li>• The project is starting with a literature review of research from the past 5.6 years about preparedness in New Zealand, with a focus on Māori, Pacific and ethnic communities.</li> <li>• It will look for any gaps that might need addressing. It then moves from being a literature to focus groups.</li> <li>• Included with these minutes is the research that this literature is based on.</li> </ul>

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Agenda item	Notes
	<ul style="list-style-type: none"><li>• It was noted that there is some previous work from Hawke's Bay that might be useful.</li></ul>

### Next meeting

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**Date** 19 April  
**Time** 10:00am  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 21 June 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Zsenai Logan  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 ShakeOut	<ul style="list-style-type: none"><li>NEMA will be launching ShakeOut Monday 27 June. From Monday, people will be able to sign up for ShakeOut online. The launch event is in Wellington however the new minister is unable to attend.</li><li>Most ShakeOut resources are now available on Get Ready and the google drive, with the rest being added as they are available. s 9(2)(f)(iv), s 9(2)(g)(i)</li><li>Like last year, this years' prizes will be civil defence wheelie bins and grab bags. These are incentives for signing up. There will be a prize pack per region which Groups will be able to award if they choose. The provide can freight prizes either to Groups or to the winners directly.</li><li>There will be a schools challenge again this year. This was last held as a schools challenge in 2018. Every school that takes part will go in the draw and the winning kid(s) and school(s) will get a prize. These will also be one per region. It is likely, challenge will be called the Kids as Teachers challenge to encourage kids to take leadership.</li><li>Doing the schools challenge again this year (did this in 2018). Every school that takes part in the schools challenge goes in the draw and the winning and kid and school will get a prize. This will also be one per region. Likely changing the name to Kids as Teachers challenge to encourage kids to take leadership.</li><li>Also working on a ShakeOut dashboard so that you can find data by region and by participant type. This will update live to make things easier. Won't be ready for the launch but will be ready next month.</li></ul>
2 Roundtable	<ul style="list-style-type: none"><li>Thanks from Drew on the tsunami map and campaign work. Waikato having a focus on hazard, e.g. Waikato version of East Coast LAB tsunami inundation zone toolkit</li><li>Is there a way NEMA can give more lead time on campaigns? Auckland offered to help support in design for NEMA. Yes, NEMA need to have some kind of campaign calendar that Groups can view.</li><li>WREMO also keen for a campaign calendar. E.g. regional council doing a lot of work in the flooding space and haven't really had time to jump on the GTFO campaign. Is the flooding campaign for</li></ul>

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Agenda Item	Notes
	<p>an actual event finalised? Each Group will need to be happy with any ads that might be run specifically in their region.</p> <ul style="list-style-type: none"> <li>• Otago preparedness survey currently live which will help determine public education activities for the next year or two.</li> <li>• Zsenai to set up an online calendar for everyone to feed into in the google drive and provide a link each month for people to update.</li> </ul>
3	<p>Annual disaster preparedness survey</p> <ul style="list-style-type: none"> <li>• Data collected for the annual disaster preparedness survey. Looking to take interesting insights and using them on social media.</li> <li>• Also keen to get any results that any other research people are doing around the country.</li> <li>• Auckland and NEMA are partnering on some disability research.</li> </ul>
4	<p>Tsunami map and campaign</p> <ul style="list-style-type: none"> <li>• Really awesome to see the map come to fruition. So much great collaboration and consistent messaging has come out of it. Have gone from about 50 different tsunami evacuation messages nationwide to about 8.</li> <li>• Recently there has been discussion at NEMDG about whether we need an app. But the discussion moved to what do we need people to do. The national map should be functional, easy to use and give people what they need. Don't know what that will look like but will be working as a whole, NEMA and CDEM, to move forward on this map.</li> <li>• Own Your Zone campaign promoting the map goes live tomorrow. The asset have been sent out today (only just became available to NEMA).</li> <li>• Google Analytics sits over the tsunami map so will be able to give some regional data on usage.</li> <li>• There will be a feedback form on the bottom on the page as well as a sign up form if they want to have updates, e.g. if they want to know about changes to zones in their region</li> </ul>
5	<p>Public education strategy</p> <ul style="list-style-type: none"> <li>• Haven't been able to spend as much on it as we've hoped. Currently working through the feedback provided. Hoping to have a new iteration available in the next fortnight.</li> </ul>
6	<p>Brandkit</p> <ul style="list-style-type: none"> <li>• Ben gave a tour of BrandKit, the new digital asset management software we will be using to share assets between everyone. Next steps are for NEMA to upload all existing assets for use.</li> </ul>
7	<p>Get Ready phase 2</p> <ul style="list-style-type: none"> <li>• Aiming to have Tongan out end of June. Followed by two languages a month until they are all done.</li> </ul>
6	<p>Roundtable</p> <ul style="list-style-type: none"> <li>• Thanks from Drew on the tsunami map and campaign work. Waikato having a focus on hazard, e.g. Waikato version of East Coast LAB tsunami inundation zone toolkit</li> <li>• Is there a way NEMA can give more lead time on campaigns? Auckland offered to help support in design for NEMA. Yes, NEMA need to have some kind of campaign calendar that Groups can view.</li> </ul>

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Agenda Item	Notes
	<ul style="list-style-type: none"><li>• WREMO also keen for a campaign calendar. E.g. regional council doing a lot of work in the flooding space and haven't really had time to jump on the GTFO campaign. Is the flooding campaign for an actual event finalised? Each Group will need to be happy with any ads that might be run specifically in their region.</li><li>• Otago preparedness survey currently live which will help determine public education activities for the next year or two.</li><li>• Zsenai to set up an online calendar for everyone to feed into in the google drive and provide a link each month for people to update.</li></ul>

### Next meeting

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**Date** 19 July  
**Time** 10:00am  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 16 August 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Zsenai Logan  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 Flood campaign	<ul style="list-style-type: none"> <li>The recent Get the Flood Out (GTFO) campaign is good for general public awareness of flooding and flood hazards. However, it was felt to be not suitable when flooding is imminent, or impacts are already being felt.</li> <li>A complementary flooding campaign has also been developed to be used in these more serious situations – Flood water is deep trouble.</li> <li>While there were plans to talk to NPERG about this first, the current weather situation has brought forward the timeline a bit and NEMA has soft launched this nationally.</li> <li>At the moment, these are just being shared as unpaid posts on social media and are able to be used and customised by CDEM Groups.</li> <li>In the future, the goal is provided geotargeting through paid advertising for regions that are about to or are experiencing flooding. This will be to support the region nationally to save time and resource of the Group. However, before this is done, each Group needs to be comfortable with what would be going out so more consultation will be done before geotargeting kicks off.</li> <li>As part of this campaign, customer testing was done to strike the right balance of serious without being too much.</li> <li>The assets are in the Google Drive and have also been added to the new media library.</li> <li>You can contact Jessica Williams with any questions or comments.</li> </ul>
2 Tsunami map	<ul style="list-style-type: none"> <li>NEMA are planning a workshop to codesign the roadmap for the new tsunami map. This will have reps from CDEM Groups in it.</li> <li>A recent media release saw over 80,000 users with over 360,000 searches on the new map – a large increase from previous usage of the tsunami evacuation zones page.</li> <li>The question for NPERG then is where do we go from here on this tsunami map? NPERG attendees were asked the following questions:                     <ul style="list-style-type: none"> <li>As a member of the public, what are the main questions that you would have that the map could answer?</li> <li>How could the map help people to prepare?</li> <li>As NPERG, what do you want the map to do that it doesn't do already?</li> <li>How can we improve the user experience and maximise accessibility?</li> </ul> </li> </ul>

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Agenda Items	Notes
	<ul style="list-style-type: none"> <li>○ As an EM professional what would you want to know?</li> <li>• EQC asked how can we clear up what the different colour zones mean?</li> <li>• EQC asked for the Bay of Plenty and Waikato region data, what is the timeline on the gaps in these? Bay of Plenty are working on their data and this is very close to being done. Waikato data is already there. There are also a number of regions that are doing work on their data over the next few months and years.</li> <li>• s 9(2)(g)(i) [REDACTED]</li> <li>• EQC asked about to plans to include lake tsunami risk. This had been briefly discussed previously but is a good suggestion and these suggestions are the goal of this consultation.</li> <li>• EQC asked about capability to provide recommended evacuation routes. A good suggestion from a customer lens, but would need to figure out what the technical requirements of this would be to determine if its feasible.</li> <li>• Auckland asked about tensions between council and national requirements. Should Groups be promoting the national tool or their regional tool? What does that inconsistency of tools look like to the public? It was noted that it would be good to have consistency and hopefully this new map can provide that while also recognising the important regional differences. But it is up to each Group on whether to promote national or regional tools.</li> <li>• Canterbury noted that consistency across regions and nationally is good for consumers. While each region's coloured zones do mean different things, the national map does a good job of acknowledging these.</li> <li>• Canterbury asked about adding geolocation so that people can see where they are when they open the map.</li> <li>• Canterbury noted that evacuation routes could be good to add in a high-level way, but it is difficult because people need to take different routes to avoid congestion, which could be difficult to message in a high-level national tool.</li> <li>• Manawatū-Whanganui asked if it is possible to during a real event to have real-time data highlighting affected areas and travel time. NEMA have been thinking of adding two different views: one for public and one for CDEM. The CDEM view would have data like population of affected areas. NEMA have been working with stats on a methodology for population or small areas to better help Group evacuation planning.</li> <li>• Auckland asked about any plans to include voice guidance and verbal cues to the map for visual impairment. Would be good to include going forward. In the meantime, the map is designed to be digitally accessible to screen readers and everything in the map itself is also included as plain html text.</li> </ul>

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Agenda Item	Notes
	<ul style="list-style-type: none"> <li>Auckland asked about including past tsunami events for zones to show where things have happened and where there was inundation or what effects there were.</li> <li>Waikato asked about adding animation to the map to include a model of the water movement. For example, low tide vs high tide vs king tide vs tsunami.</li> <li>Waikato the importance of simple and accessible UX.</li> <li>Any questions or feedback, contact: <a href="mailto:tsunami@nema.govt.nz">tsunami@nema.govt.nz</a></li> </ul>
3	<p>Media library</p> <ul style="list-style-type: none"> <li>The google drive is being replaced by NEMA's new media library, which has already gone live.</li> <li>Register at <a href="http://media.nema.govt.nz">media.nema.govt.nz</a> and anyone with your work domain should also be automatically approved as a CDEM user.</li> <li>Different user types will be able to see different things. For example, NEMA users see NEMA specific templates.</li> <li>But overall, the media library contains different assets and photos for use.</li> <li>Each item will have the licensing information and relevant brand guidelines attached to it. But many items are Creative Commons and everything that you see under your view can be used by CDEM.</li> <li>You can browse through pre-created folders or search by keywords. The more keywords you use, the more refined your search.</li> <li>We're still adding assets and refining our keywords, so please let us know if you find anything amiss and expect the library to improve over time.</li> <li>Contact s 9(2)(a) with any questions.</li> </ul>
4	<p>Get Ready</p> <ul style="list-style-type: none"> <li>Simplified Chinese and Traditional Chinese will be launched on Thursday (18 August), but they will be live from Wednesday.</li> <li>A media advisory will go out to New Zealand Chinese media and there will be posts on social media.</li> <li>The next languages will be Tagalog and Japanese, followed by Arabic and Spanish.</li> <li>We also have had funding approved to include Hindi, Punjabi, Niuean and Cook Islands Māori.</li> </ul>
5	<p>Calendar and mailing list</p> <ul style="list-style-type: none"> <li>Please add any upcoming activities to the new NPERG calendar. s 9(2)(f)(iv), s 9(2)(g)(i)</li> <li>A few NPERGians have been testing out the calendar so there may still be some changes to come, but in the meantime if you have a chance, it would be good to start seeing a timeline of all our activities.</li> <li>Please also make sure your details are correct for your Group in the NPERG mailing list. s 9(2)(f)(iv), s 9(2)(g)(i)</li> </ul>
6	<p>Roundtable</p> <ul style="list-style-type: none"> <li>NEMA are doing a Get Ready month in the lead up to ShakeOut. This is still being worked through so more details to come.</li> </ul>

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## Next meeting

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**Date** 20 September  
**Time** 10:00am  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 20 September 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Zsenai Logan

## Minutes

Agenda item	Notes
1 Consumer magazine	<ul style="list-style-type: none"><li>• Consumer magazine have been doing a series of videos and articles about different aspects of preparedness, e.g. DIY emergency supplies vs commercial ones, living off emergency supplies</li><li>• NEMA have funded this so it is available to everyone not just consumer members.</li><li>• One of the things is a series of short videos largely used on social about people who have gone through a major event and how preparedness helped them, what happened because of a way they weren't prepared, and advice they would give to people</li><li>• <b>Question for Groups:</b> Are there people in your region you could put forward for these videos so there can be a good regional spread? If there is someone that comes to mind, please get in touch with Jessica Williams S 9(2)(a)</li><li>• Really keen to show through these videos as well what CDEM are doing.</li><li>• Taranaki suggest getting in touch with Rachel Townrow (S 9(2)(a)) Deputy Chief Executive at Buller DC. She is flood recovery manager and will be able to put Jessica in touch with people.</li></ul>
2 ShakeOut	<ul style="list-style-type: none"><li>• ShakeOut is next month, 27 October!</li><li>• Advertising will kick off beginning of October.</li><li>• A school is confirmed for the livestreamed event. This will be Waimea Intermediate in Nelson.</li><li>• This year, the schools challenge is happening again. Information and resources on this will be going out to schools end of September. And a letter will be going to schools about ShakeOut and the schools challenge as well.</li><li>• The challenge is a series of individual challenges for kids to do. Kids can give their completed challenge document to their teacher and these get submitted to NEMA. Each region's winner will get a four person grab bag, an iPad and also a Civil Defence wheelie bin for the school.</li><li>• <b>Question for Groups:</b> Are you keen on presenting these prizes yourselves? Please let us know if you'd like the prizes to go to you or directly to the school.</li></ul>

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Number	Agenda item	Notes
		<ul style="list-style-type: none"> <li>• Next month, October, will also be Get Ready month. This is run by NEMA and Toka Tu Ake. With support from FENZ, Red Cross and Neighbourhood Support. This will be the lead up to ShakeOut.</li> <li>• Social media content will be going out from NEMA starting from 1 October, so please feel free to share. Each week will have a different theme without ShakeOut content peppered throughout the month.</li> <li>• Reviving and revitalising the old Get Ready month as a trial. If this goes well, NEMA is likely to amp it up again next year.</li> <li>• <b>Question from Auckland:</b> Where can we see the plan for posting for Get Ready month and what will be coming out each month? <b>Answer:</b> Yes, there is a content plan to be shared. Just waiting on some final Toka Tu Ake content.</li> <li>• <b>Question from Taranaki:</b> Are you contacting schools directly? Will this happen from 1 October? Taranaki would like to present the prizes. <b>Answer:</b> Schools challenge information will be sent 30 September and a letter will come out some time end of September / beginning of October.</li> </ul>
3	General NEMA updates	<ul style="list-style-type: none"> <li>• The Public Education Strategy is nearly done. Andy is finishing taking in all the feedback and should have something to share in the next few weeks.</li> <li>• The preparedness campaign is still in the planning visit. It is unlikely this campaign will be run this calendar year. Some customer testing have been done of the initial concepts, but the results of these haven't come through yet.</li> <li>• <b>Question from Taranaki:</b> Why were there so few respondents on the research on Māori, Pacific and CALD communities? <b>Answer:</b> This research was done in two phases. The first phase was a literature review. Based on this, they did a number of workshops with a small group of people to further understand this data.</li> <li>• <b>Question from Taranaki:</b> What work is being doing on providing resources for people with low literacy? <b>Answer:</b> NEMA are getting Easy Read translations of the Get Ready website. There is only one Easy Read provider in New Zealand so while this is underway, the provider is very busy so there are no set timeframes.</li> <li>• <b>Question from Auckland:</b> How is the preparedness campaign different to Get Ready month? <b>Answer:</b> The preparedness campaign is a larger advertising campaign, whereas the October Get Ready month is a smaller social media campaign in the lead up to ShakeOut.</li> <li>• All going to plan, Spanish and Tagalog will go live on Get Ready this week. The next two languages will be Japanese and Arabic. But there might be a bit more delay on these as some changes need to be made to ensure that Arabic as a right to left language displays correctly.</li> <li>• Anna Mason from NEMA was very pleased with the responses and feedback on the tsunami map that came from last months' NPERG. She will be continuing to take the map to other CDEM staff to</li> </ul>

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Agenda item	Notes
	workshop and gather feedback on what the future state of the map should be.
4 Roundtable	<ul style="list-style-type: none"> <li>• <b>Taranaki:</b> Recently got to present to kohanga reo, so the te reo Māori resources and content was very useful for this.</li> <li>• <b>Auckland:</b> A video about the Girl Guides Prepared and Ready badge will be finished early next month. Hopefully this will be able to be used as part of Get Ready month.</li> <li>• <b>Auckland:</b> Have been working on a lifestyle block emergency preparedness handbook with FENZ and MPI. This is nearly finished and Auckland have started thinking about when to launch it.</li> <li>• s 9(2)(a) [REDACTED]</li> <li>• <b>Waikato:</b> Recently held a public education and communication engagement hui in Hamilton with EMOs, Drew, Sia, Andy and Zsenai.</li> <li>• <b>Waikato:</b> Attended Ngāti Toa, Te Āti Awa and CDEM/NEMA wānanga last week which had some great insights from that to apply to CDEM.</li> </ul>

#### Next meeting

**Date** 25 October  
**Time** 10:00am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 12 October 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Zsenai Logan  
**Minutes** Zsenai Logan

### Minutes

Agenda item	Notes
1 ShakeOut	<ul style="list-style-type: none"><li>• ShakeOut is fast approaching so please share or post about and spread the word.</li><li>• In Wellington, NEMA is excited that there will be a ShakeOut billboard above Embassy theatre.</li><li>• The ShakeOut advertising campaign has started and will continue through until ShakeOut day.</li><li>• There is a ShakeOut sponsorship of One News weather from 20-26 October.</li><li>• Hawke's Bay are doing a photo competition with giveaways as well as outbound calling through Volunteering Hawke's Bay and radio interviews to promote ShakeOut.</li><li>• Bay of Plenty are highlighting the link between earthquakes and tsunami and are pushing the tsunami hīkoi.</li><li>• Wellington are doing giveaways for water tanks and promoting on social media. Like Bay of Plenty, they are pushing the tsunami hīkoi.</li></ul>
2 Getready.govt.nz	<ul style="list-style-type: none"><li>• Ben will put the multilingual gifs that have been coming out on social media in the media library.</li><li>• Japanese and Arabic are now available on <a href="http://www.getready.govt.nz">www.getready.govt.nz</a>. There are four more languages to go, as well as audio, large print and easy read.</li></ul>
3 Roundtable	<ul style="list-style-type: none"><li>• Canterbury are going to be releasing new tsunami evacuation zone maps for South Canterbury approx. 7 November. Canterbury also recently received this years' market research results which included more in depth questions on the public messaging that's been done on tsunami evacuation.</li><li>• Bay of Plenty are moving to having just a blue tsunami zone which will involve a lot of communications work. One tactic is to make sure to use the full name each time, "New blue tsunami evacuation zone maps". Reporting on this will be from January.</li><li>• AF8 just launched a new website that has a story map of the AF8 story. AF8 have also got a new Communications and Engagement Coordinator, Alanah.</li></ul>

### Next meeting

**Date** 15 November  
**Time** 10:00am



Venue

Microsoft Teams

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## NPERG meeting minutes

**Date** 15 November 2022  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Zsenai Logan  
**Minutes** Zsenai Logan

### Minutes

Agenda item	Notes
1 ShakeOut	<ul style="list-style-type: none"><li>• Thanks to everyone for promoting ShakeOut again this year.</li><li>• Especially thanks to Nelson Tasman for hosting the livestream at Waimea Intermediate and to EQC for their support.</li></ul>
2 Roundtable	<ul style="list-style-type: none"><li>• Waikato – Looking at more longer term planning for October next year as October is becoming Get Ready month. This will include working more closely with Eclipse and GNS.</li><li>• Auckland – For ShakeOut this year, were directing everyone to <a href="http://www.getready.govt.nz">www.getready.govt.nz</a>. Also had a piece on TVNZ Breakfast and had all council buildings participating. Looking forward to seeing how Get Ready month continues next year.</li><li>• AF8 – Doing a GIS workshop during ShakeOut which was filmed and put online. Promoting new website and hazard scenario story map. Looking to post on social media once a week next year and blog posts coming out. Working on a curriculum resource for Geography Level 1 which will be piloted next year.</li><li>• EQC – Thanks to everyone and for getting behind get ready month. New campaign focused on renovators encouraging people to do seismic resilience work which is running from now till early December then coming back in February. Working on a web preparedness tool and then looking at public education strategy next year.</li><li>• Canterbury – Not a huge push on ShakeOut other than the usual. Released new tsunami evacuation zones. Done some market research which can be shared widely soon. Moving towards TAs working more collaboratively in the public education space. Keen to align with what NEMAs doing and need some lead in time. Moving from solely supplies based to more impact based.</li><li>• Wellington – Had some radio interviews on the day of ShakeOut and did a Facebook Live with council doing a hīkoi up to the EOC and having an open day there. Just launched new website on Friday (<a href="http://wremo.nz">wremo.nz</a>). Changed digital marketing strategy this year and focusing on ad hoc trend based social media. Have reactive advertising for after earthquakes. In March will do a campaign around emergency toilets.</li></ul>
3 Getready.govt.nz	<ul style="list-style-type: none"><li>• Punjabi and Hindi will be the next two languages to go out, but there are some minor bugs to sort before this can happen.</li><li>• Following them will be Niuean and Cook Islands Māori.</li></ul>

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Agenda Item	Notes
	<ul style="list-style-type: none"> <li>• Audio and large print versions will be available once a design on how best to display these is completed.</li> <li>• NPERG will get a heads up before any languages or formats go live.</li> </ul>
4 Consistent messages	<ul style="list-style-type: none"> <li>• The new Consistent Messages for CDEM was released last month. <a href="https://www.civildefence.govt.nz/cdem-sector/consistent-messages/">https://www.civildefence.govt.nz/cdem-sector/consistent-messages/</a></li> <li>• While this will be a live document and will be updated as needed, there also need to be regular reviews.</li> <li>• We'd like to know how often you'd prefer for a full review to happen (e.g. every 3 years) and what time of year would be best (e.g. July-October).</li> <li>• Please send any replies or feedback to s 9(2)(a)</li> </ul>
5 Future meetings	<ul style="list-style-type: none"> <li>• This will be the last meeting of the year, but next year's invites will be sent out.</li> <li>• Meetings will still be held monthly, but at 1pm on a Tuesday instead.</li> </ul>

#### Next meeting

**Date** 2023  
**Time** 1:00pm  
**Venue** Microsoft Teams

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# NPERG meeting minutes

**Date** 17 January 2023  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Zsenai Logan

## Useful Links

**Media library** s 9(2)(f)(iv), s 9(2)(g)(i)  
**NPERG calendar** s 9(2)(f)(iv), s 9(2)(g)(i)  
**NPERG mailing list** s 9(2)(f)(iv), s 9(2)(g)(i)  
**Get Ready (Hindi) – not yet live** <https://getready.govt.nz/hi/>  
**Get Ready (Punjabi) – not yet live** <https://getready.govt.nz/pa/>

## Minutes

Agenda item	Notes
1 Welcome back	<ul style="list-style-type: none"><li>Welcome back and happy new year!</li><li>Quick reminder that there is a shared calendar of key campaigns, events and other items: s 9(2)(f)(iv), s 9(2)(g)(i)</li></ul>
2 Get Ready languages	<ul style="list-style-type: none"><li>Next week two new languages will go live on <a href="http://www.getready.govt.nz">www.getready.govt.nz</a> These will be Hindi and Punjabi.</li><li>After that Cook Islands Māori and Niuean will go live in February.</li><li>These four are the last languages, making a total of 14 including English.</li><li>Next will be a focus on getting audio, large print and Easy Read alternate formats uploaded.</li><li>Question from Marlborough: In Marlborough there are a large number of Vanuatuan RSV workers. Is Bislama being considered? Answer: There are a number of languages for the future, but these are budget dependent s 9(2)(g)(i) . Bislama is on this list though.</li></ul>
3 ShakeOut and Kids Challenge	<ul style="list-style-type: none"><li>ShakeOut this year will be 19 October [not 17 as mentioned in meeting], again the second Thursday of Term 2.</li><li>Still to figure out is when the registrations for this will be launched.</li><li>This year Kids Challenge will be separated from ShakeOut and will be earlier in the year. Although Kids Challenge was popular, we found that it could be confusing and more work for people to sign up to both ShakeOut and Kids Challenge. And having multiple prize pools was logistically more difficult.</li><li>Kids Challenge is planned to be an annual event.</li></ul>

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Number	Agenda item	Notes
4	Preparedness campaign	<ul style="list-style-type: none"> <li>At the end of last year, NEMA did an ad shoot for the new preparedness campaign. [Preview shown in meeting]</li> <li>This campaign is set to go live in the second week of February, which NEMA is hoping that Minister McAnulty will launch.</li> <li>The campaign has a cultural advisory group involved from the outset and cultural advisor was on set on the shoot day. The campaign has also been customer tested.</li> <li>The campaign is Māori and Pacific lead and encourages social connectedness.</li> <li>All campaign assets are available for Groups to use as they would like. Assets will be available in the media library when finalised. s 9(2)(f)(iv), s 9(2)(g)(i)</li> </ul>
5	Summer campaign	<ul style="list-style-type: none"> <li>Over 18,000 people viewed the summer campaign video on NEMA's social media.</li> <li>Thanks to everyone who submitted video.</li> <li>Will be good to do this kind of collaboration more often.</li> <li>Suggestion that next time topics are assigned as this video ended up being very tsunami heavy.</li> </ul>
6	Roundtable	<p><b>Auckland</b></p> <ul style="list-style-type: none"> <li>Will there be a review of the campaign as part of the annual survey? Answer: There will be a standard campaign report and the annual survey will feature the same questions as previous years which capture preparedness levels. There is limited wriggle room for bespoke questions in the annual survey.</li> <li>Will the campaign videos be in other languages. Answer: NEMA is keen to have the videos available in other languages in the future as budget allows.</li> <li>Is it possible to link EMA with ShakeOut? Answer: One of the factors originally for not linking the two is that there is a risk of encouraging people to rely on an official warning for Drop, Cover and Hold.</li> <li>Auckland has completed a lifestyle block handbook that will be launched this month. While this is Auckland specific, it could be adapted to other regions / nationally. Pooja will send an email before launch with relevant links and information.</li> </ul> <p><b>Wellington</b></p> <ul style="list-style-type: none"> <li>Can there be more in the annual survey on social connectedness. Answer: NEMA haven't started working on this year's survey yet, but it is definitely something important to consider.</li> <li>Are there any plans for NZSL week this year in May. Answer: Yes, but nothing concrete yet.</li> </ul> <p><b>Waikato</b></p>

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Agenda item	Notes
	<ul style="list-style-type: none"> <li>• Thanks to NEMA for organising ShakeOut prizes. One of the wheelie bins hasn't arrived yet. Stella to send contact details to Drew.</li> </ul> <p><b>AF8</b></p> <ul style="list-style-type: none"> <li>• South Island roadshow is coming up March/April. The dates will be released in February with a social media campaign.</li> <li>• There is an ongoing blog series and newsletter coming at the end of January.</li> </ul> <p><b>Northland</b></p> <ul style="list-style-type: none"> <li>• Thanks to NEMA for organising the Kids Challenge and prizes for that.</li> <li>• The summer preparedness video was very well received.</li> </ul> <p><b>Marlborough</b></p> <ul style="list-style-type: none"> <li>• Marlborough will be taking part in a series of public meetings on the future of the roading network in the Sounds. There is potential for interest and queries at the national level. Especially as it will be during the preparedness campaign period. Possible option is a managed retreat regarding the roading network.</li> </ul> <p><b>Southland</b></p> <ul style="list-style-type: none"> <li>• Kids Challenge was very well received.</li> <li>• The Southland annual preparedness survey will be different this year. A new company will be running the survey and it will be a rolling survey that continues through the year.</li> <li>• There has been an increase in people using TikTok as a source of information.</li> <li>• Southland are looking at creating a TikTok account. Wellington already have a TikTok account and may be able to provide tips to Groups on what they've found so far.</li> <li>• Southland have a created a preparedness booklet for elderly. This was specifically for Gore but could be useful/adapted to other areas/Groups.</li> </ul>

Meeting

**Date** 21 Feb  
**Time** 10:00am  
**Venue** Microsoft Teams

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## NPERG meeting minutes

**Date** 21 March 2023  
**Time** 10:00am  
**Venue** Microsoft Teams  
**Chair** Andy Hammond-Tooke  
**Minutes** Zsenai Logan

### Useful Links

**Media library** s 9(2)(f)(iv), s 9(2)(g)(i)  
**NPERG calendar** s 9(2)(f)(iv), s 9(2)(g)(i)  
**NPERG mailing list** s 9(2)(f)(iv), s 9(2)(g)(i)

### Minutes

Agenda item	Notes
1 ShakeOut and preparedness month	<ul style="list-style-type: none"> <li>ShakeOut update – s 9(2)(f)(iv) Nothing further at the moment because of response but will keep everyone updated</li> <li>s 9(2)(g)(i)</li> <li>Waikato: Will October still be preparedness month? Worked well last year but needed more resource to be impactful so NEMA need to work out if the resource is there to do it again.</li> <li>Wellington: What uses better resource? A preparedness month or focused campaigns after events? After an event, people are more motivated and aware of preparedness actions</li> <li>Marlborough: Can we do more in the mental health space as there's increasing fatigue from frequent emergency events. It can be difficult to plan specific preparedness campaigns as they may or may not align with emergency events.</li> <li>Auckland: Preparedness month was focused on tsunami and ShakeOut instead of a full preparedness month that has ShakeOut within it. Felt more like how you can do ShakeOut better instead of how you can prepare. There is a 30 days 30 ways campaign in UK that could be a good avenue for encouraging tangible preparedness actions. Also works</li> </ul>



Agenda item		Notes
		<p>well with mental angle by breaking it into smaller chunks. <a href="https://www.30days30waysuk.org.uk/about-us/">https://www.30days30waysuk.org.uk/about-us/</a></p> <ul style="list-style-type: none"> <li>• Waikato: Able to focus more on a multi agency approach as emergencies are not just natural hazards</li> <li>• Bay of Plenty: “Know YOUR hazards” i.e. personally</li> <li>• Do we need to disconnect preparedness month to ShakeOut to let it have its own space and keep it more hazard agnostic</li> </ul>
3	Ad campaigns	<ul style="list-style-type: none"> <li>• s 9(2)(g)(i) [redacted]</li> <li>• All assets should be or will be in the media library</li> <li>• Wellington: Was it all digital or are there any print materials? Currently is all digital but can look to make physical products</li> <li>• Also ran GTFO and flood waters are deep trouble campaigns</li> </ul>
4	WTPS	<ul style="list-style-type: none"> <li>• Recently been looking at the schools/wtps section of Get Ready to revamp and consolidate resources</li> <li>• s 9(2)(g)(i) [redacted]</li> <li>• Keen to hear from everyone what they might want to see from this</li> </ul>
5	Get Ready	<ul style="list-style-type: none"> <li>• Last two languages were pushed out live during the recent weather event as well as audio and large print</li> <li>• Last piece to add is Easy Read</li> <li>• Will compile a spreadsheet of English vs other languages for easy copy and pasting</li> </ul>
6	General	<ul style="list-style-type: none"> <li>• Bay of Plenty: Recent earthquake swarm saw an inland community evacuate with LSGG</li> </ul>

### Next meeting

**Date** 18 April  
**Time** 10:00am  
**Venue** Microsoft Teams