

Public Education Programme Strategy 2016-2019

Moving from “She’ll be right” to “We’re ready”

NEVER HAPPENS?
HAPPENS

VISION

Emergency preparedness
is part of everyday life.

MISSION

Empower Kiwis to take responsibility
for their emergency preparedness.

OBJECTIVES

1. More people are aware of why they need to be prepared.
2. More people understand how to prepare.
3. More people have taken steps to be more prepared.
4. More people are fully prepared.

APPROACH



Reframe the conversation

We will focus more on impacts than hazards (e.g. no power, no water, no transport) and getting people to imagine themselves (and their families) in various situations. It is more effective to focus on specific impacts, such as power cuts and transport outages, as these are common across all significant emergencies, and are relatable for almost all people.



Targeted at most vulnerable

Messaging, resources and channels employed will be targeted at our most vulnerable audiences – families with lower incomes, millennials, non-English speakers and new migrants.



Encourage ownership

We will get people to think about what they need to do now to get their families/ households through, and prompting them to have conversations with their loved ones.



Make preparedness easy, relevant and real

We will encourage people to take small steps to be more prepared and protect the things they love, in a way that works for their family/ household.



Be positive and empowering

We will employ a positive and empowering approach, with greater use of humour (where appropriate) and active engagement through channels such as social media.



Public education implementation plan 2016-2019



Campaign Launch
July 2016

National campaign

“Never Happens? Happens” branding
Easy, real, relevant - focus on 6 key impacts of emergencies

New resources

Extremely simple videos, brand style guide, booklet with plan, social media resources, publication and advertising templates

Campaign website

Content and look aligned with national campaign, focus on 6 key impacts, easy, real, relevant

August 2016
to July 2017

Targeted campaigns

Everyday kiwi families

Focus on ownership, low-cost, easy
Voice of others channel plan and resources
Voice of experience resources via regional fund

Millennials – 18-30s

Focus on hero, relevant, low-cost
Voice of others channel plan and resources
Voice of experience resources via regional fund

Pilot programme for families with lower incomes

Partnering with agencies and organisations

October 2016

Redeveloped schools programme

Redeveloped resources launched to schools, via NGOs, agencies and CDEM groups

Get Ready Week resources

Guidelines, printed resources, merchandise, digital components to support schools programme

August 2017
to June 2019

Targeted campaigns

Non-English speakers

New migrants

Other audiences

Workplaces, preschools, tourists, people with disabilities, rural, elderly, etc

Evaluate

Monitor and evaluate current programme, develop new strategies and resources as required