

NORTH BURNETT REGION DISASTER MANAGEMENT PLAN

Sub Plan 3 – Community Disaster Education and Awareness

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Purpose of this Sub Plan

The purpose of this Sub Plan is to outline how North Burnett will build disaster resilience through Community Disaster Education and Awareness. It covers the responsibilities, planning and implementation of annual community disaster education & awareness programs in the North Burnett Region.

Maintenance of this Sub Plan

The LDC or delegate maintains this plan. It should be reviewed periodically to ensure it remains relevant and accurate.

Introduction

To be effective Community Education and Awareness must be conducted on a continuous basis within the North Burnett community. Community education programs and products provided on an ongoing basis will assist in ensuring the community understands what may happen and what we can all do about it to lessen the effects of disasters.

These programs and products also need to be tailored to the needs of the community and delivered when they will have most impact. Community involvement and understanding is important to increase disaster preparedness.

This sub plan provides guidance on how this may be developed and delivered.

Responsibility for Community Education and Awareness

The North Burnett Local Disaster Management Group is responsible for making the North Burnett community as prepared and resilient for potential events as available resources will allow. They will do this by developing and implementing an *Annual Community Education and Awareness Plan* that is prepared each year to guide the activities and messages for the upcoming year.

All LDMG member agencies should contribute to this plan and provide appropriate support as necessary. It will also be important to have community organisations support the development and delivery of education and awareness activities.

North Burnett Regional Council, with assistance from the Bundaberg Disaster District and LDMG member agencies is responsible for drafting the *Annual Community Education and Awareness Plan* and developing proposed activities and messages for each year. The plan is approved by the LDMG.

The Annual Community Education and Awareness Plan

A format for the *Annual Community Education and Awareness Plan* is at Appendix 1. It details the strategies and actions to be undertaken to make the Annual Community more aware of and prepared for the following:

- local disaster risks;
- what is likely to happen during a disaster (for example, power outages and road closures);

- what actions the Community can take to prepare for a disaster event;
- who to contact if assistance is needed during a disaster (and contact details);
- local evacuation arrangements (when to evacuate and where);
- specific measures available for groups who require particular assistance (for example, the elderly, ill and people with a disability);
- what to do with household pets when evacuating;
- types of warnings that are used in the area, what they mean and what to do in the event of a warning; and
- where and how to obtain information before, during and after a disaster.

How Annual Community Education and Awareness is delivered in North Burnett

Community Education and Awareness can be delivered to the North Burnett community in a variety of ways. The primary way is through a combination of the following:

- Community events.
- Seasonal education campaigns – before the fire season, before the storm season, before the cold and flu season, etc.
- Social marketing – use of the North Burnett Regional Council's Social Media.
- The North Burnett Regional Council's website.
- Local and popular community radio.
- Provision of community education and awareness materials and products to help people become more aware and to help them prepare.
- Council Mail Outs.
- Word of mouth.

Seasonal Delivery

Community Education and Awareness is most effective when key messages are delivered at the appropriate time of year – pre season for fire, flu or storm. The *Annual Community Education and Awareness Plan* should deliver specific product and activities to the community at an appropriate time for these seasonal hazards. As a guide the following seasonal periods should be considered:

- **Fire Season** – typically the period late August to December each year subject to weather conditions. Fire related Education and Awareness is best commenced at the start of this 'season', usually around August/September. It should continue throughout the period of increased threat.

- **Storm and Cyclone Season** – typically the period November to April each year is the storm and cyclone season subject to weather conditions. Storm Season tends to be earlier (Nov/Dec) while cyclones tend to form later in the season (Dec to Mar). These are a guide only but suggest that storm and flood education and awareness should be promoted from November on including regular messages throughout the season.
- **Cold and Flu Season** – Typically the winter months are considered the cold and flu season. Any pandemic may commence in conjunction with the normal cold and flu season. Messages regarding prevention of the spread of colds and flu should commence around May each year.

Preparation of the Community Education and Awareness Activities

Community Education and Awareness Activities are developed through three planning steps:

- **Step One – Stakeholder Analysis.** An analysis of the various agencies, people and groups in North Burnett. The Stakeholder Analysis for North Burnett is provided at Appendix 2. This list should be reviewed each year during the development of activities to ensure it is accurate and relevant.
- **Step Two – Develop Community Messages.** Deciding which messages are relevant to the community and to specific stakeholder groups. A list of key messages that may be included in each year's activities is at Appendix 3. The risk assessment is a useful tool to help decide the key messages to be delivered.
- **Step Three – Develop Delivery Strategies and Responsibilities.** Determining how we are going to deliver these messages in any given year depending on the current situation and available resources.

Community Messages

Community Messages for Severe Storm/Cyclone, Bushfire and Flood in the North Burnett Region are detailed in the Get Ready North Burnett Guide (attached to this Annex). Planners should consider these messages when developing the Annual Community Disaster Education and Awareness Plan.

Community Messages for other hazards such as earthquake, landslip, Emergency Animal Disease, Pandemic (flu season), etc should be developed in conjunction with relevant agencies with specific messages that reflect the likely situation.

Approval of the Plan

The LDMG shall approve the *Annual Community Education and Awareness Plan* and include it in this Sub Plan. Each year, at the February LDMG meeting, the LDMG will approve the specific activities to be undertaken for the next 12 months.

Implementing the Plan and Activities

Implementing the plan and the activities approved for each year is the responsibility of all LDMG members with support from relevant agencies, community groups and community members as needed. The North Burnett Regional Council will manage and coordinate the plan and annual community education and awareness activities on behalf of the LDMG.

Monitoring and Reporting

The implementation of the *Annual Community Education and Awareness Plan* will be reviewed as a standing agenda of LDMG meetings. Any changes that need to be made can be approved at these meeting.

Annexes

- A. Annual Community Education & Awareness Plan
- B. Community Education Stakeholder Analysis

Annex A – Annual Community Education/Awareness Plan

The *Annual Community Education and Awareness Plan* will use the following format:

NORTH BURNETT ANNUAL COMMUNITY EDUCATION AND AWARENESS PLAN

- **Objective of the Plan:**
- **The key messages and change we want to see:**
- **Strategies:**

For example: Work closely with local and popular sources of information such as local radio. Annual Community ambassadors or liaison people identified to support the education and awareness activities.

- **List of stakeholders:**
- **Priorities:**

Period	Key Messages to be delivered	Delivery Activities	Target Groups	Responsibilities

Prepared by:

Approved by LDMG
<Signed>(Chair of the LDMG)

Annex B – Annual Community Education Stakeholder Analysis

The following is a list of major stakeholders to be considered when developing the *Annual Community Education and Awareness Plan*.

Stakeholders	Remarks
Schools and Educational Facilities	Each town / community
Hospital & Medical Centres	Each town
Queensland Police Service	Town and regional involvement
Queensland Fire & Emergency Services	Town and regional involvement
Queensland Ambulance Service	Town and regional involvement
State and Government agencies	Queensland Health Department of Communities, Child Safety and Disability Services Department of Agriculture & Fisheries Transport and Main Roads
Community Groups and NGO	

Table 1 – Stakeholders in North Burnett Region Disaster Community Education and Awareness