Communicating Disaster Risk in Aotearoa New Zealand
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Before an emergency
Earthquake and tsunami awareness

- NZ Public Education Programme
- Long or Strong, Get Gone
- New Zealand ShakeOut
- Get Ready website – www.getready.govt.nz

(Matata School)
During an emergency

March 5 tsunami sequence

- National Warnings and multiple channels
- Partnership with the media
- Civil Defence Emergency Management Groups
- Self evacuation and Matata School
After an emergency

New tsunami campaign

• Targeting those least likely to know the correct action to take.
• Cultural advisors and focus on family motivation.
• Walking or biking
COVID-19 response

- “Unite Against COVID-19” campaign
- Daily media briefings
- Single source of truth website
- Positive messaging – “Team of 5 Million”
- Connecting with diverse audiences
Thank you