

# PERTH HILLS PREPAREDNESS PROJECT

## THE PROJECT

Red Cross adopts a community development approach, which recognises that education and engagement can only contribute to the resilience of people and communities if it acknowledges the wider context that emergencies sit within. We support communities to create their own solutions, improving overall social cohesion and achieving sustainable long term change. The stages of change model focuses on identifying the ways in which Red Cross programs and activities can build on one another, cumulatively supporting a process that inspires people to get prepared for emergencies, offers them a method for preparing and then reinforces their decision to prepare over time. The current project adheres strongly to this approach.

For this emergency preparedness project, Red Cross will partner with three local governments, City of Swan, Shire of Mundaring and City of Kalamunda, which each have localities in the Perth Hills with similar risk profiles.

This project will:

- Build preparedness and resilience capacity and capability of participating local governments
- Adopt a collaborative approach via an overarching project steering committee to identify synergies across the project areas and opportunities to share resources, identify lessons and share best practice in order to reduce duplication of effort. The potential of the three local governments conducting a joint emergency exercise will be explored. The outcomes of such an exercise might be used to inform target areas and preparedness priorities and messaging.
- Use a collaborative approach via a multi-agency steering group in each local government area, comprising local government, emergency services agencies, schools, community service organisations, businesses, community leaders and other key community network representatives to ensure a targeted approach is developed for each region that complements existing preparedness work and reflects the community context.
- Undertake a thorough community assessment/profile which will identify 'at risk' community members and networks.
- Target existing key community networks with preparedness sessions. Networks may include: Primary and High schools (students, parents and teachers), at risk community groups (via

community service provider training and community forums) and existing community networks (social groups, service clubs, sporting groups, local businesses etc.)

- Utilise social media to share messaging and build community connections. Online communication tools, such as webinar sessions may be used to build community engagement with preparedness
- Recruit and train local Community Engagement speakers. Their local perspective and knowledge will be advantageous and will build sustainable local capacity to deliver preparedness education into the future.
- Utilise a comprehensive monitoring and evaluation framework, including a market research program, pre and post project, to understand levels of community engagement with preparedness and ascertain the impact of the delivered program in each region.

The expected outcomes of the project include:

- Increased emergency preparedness capacity and capability within participating Local Governments
- Resilience and preparedness training program targeted to suit local government departments
- Increased collaboration between the three local governments
- Increased resource sharing between the three local governments
- Increased sharing of best practice approaches and lessons management between the three local governments
- Increased collaboration between emergency management agencies and community stakeholders.
- Improved partnerships between key stakeholders.
- Improved understanding of current levels of community emergency preparedness and awareness.
- Increased emergency preparedness awareness amongst target community members.
- Increased emergency preparedness awareness amongst service providers.
- Increased emergency preparedness levels in target communities.
- Increased community connectedness via community network building.
- Increased capacity within target communities to undertake emergency preparedness education activities sustainably into the future.
- Increased volunteer engagement with emergency preparedness program

## RED CROSS EXPERIENCE

Red Cross has significant experience delivering preparedness projects in partnership with local governments. In WA Red Cross won the 2014 State Resilient Australia Award with their partnership project with the Shire of Augusta Margaret River. This experience has allowed us to incorporate lessons from previous preparedness projects to build programs which, not only better meet the needs of WA communities, but also enhance our collaboration with local governments.

## 'WHOLE OF COMMUNITY' PREPAREDNESS PROJECT

In 2017/18 Red Cross partnered with the City of Swan, City of Rockingham and Shire of Nannup to deliver a 'whole of communities' preparedness project. The proposed project will utilise a similar approach to community preparedness engagement and build on the lessons identified.