

## Community Resilience Plan (2010 – 2011)

### Aim:

To promote resilience within the community

### Objectives:

- Increase awareness of the risk of emergencies within the borough
- Educate and encourage the community to help themselves in the event of an emergency

### Warning, Informing and Advising:

Our duty to communicate with the public is based on the belief that a well informed public is better able to respond to an emergency and to minimise the impact of the emergency on the community.

The Civil Contingencies Act 2004 requires that Category One responders put in place arrangements to make information available to the public about civil protection matters and maintain arrangements to warn, inform and advise the public in the event of an emergency

There are two aspects to this duty:

**Before the emergency** – Making the public aware of the risks of emergencies and how responders will deal with them

**During and after the emergency** – Warning the public and keeping them informed in the event of an emergency

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### Public Awareness

Making the public aware of how they can prepare themselves for an emergency and the risks within their area or the borough as a whole will increase the resilience of the residents in times of an emergency.

### **Community Z-cards**

These pocket sized folding leaflets provide information on how to prepare for an emergency and the telephone numbers you may need in an emergency as well as providing a space for the owner of the leaflet to note down their own personal information and contact numbers. A prompt on the back of the z-cards directs people to sign up to the Haringey Emergency Alert Service. The z-card is available in general size print (orange z-card) and a larger print version (blue z-card)

<b>Delivery Method</b>	<b>Target Audience</b>	<b>Which z-card?</b>	<b>Partner Involvement</b>	<b>Target Date</b>
Libraries and Bruce Castle Museum	Library users	Orange and blue	LBH	July 2010
Council Leisure Centres	Leisure centre users	Orange and blue	LBH	July 2010
Council Customer Service Centres	Those accessing Council Services	Orange and blue	LBH	July 2010

Homes for Haringey	Service users	Blue cards	HfH – Home Zone	July 2010
Age Concern	Service users – generally 65+	Blue	Robert Edmonds	October 2010
Haringey Pensioners Action Group	Service users – 65+	Blue	Tbc	October 2010
Community Centres & Organisations	Centre users (this may include harder to reach community groups)	Orange and Blue. (There may also be a need for language specific z-cards at a later date)	Community Centre managers	January 2011
Through the Multi Faith Forum	Members of the faith community	Orange and blue. (There may also be a need for language specific z-cards at a later date)	Sean Goodchild or Brad Greene	January 2011
Children’s nurseries, play groups	Parents with young children	Orange cards	Centre managers	January 2011
Community Pharmacies	Service users	Orange and blue	PCT	January 2011
Area Assemblies	Ward residents	Orange and blue	LBH	Ongoing
Local Events	May vary, depending on event	Orange and blue, may also be a need for language specific z-cards at a later date depending on the event	LBH and partners	Ongoing

### Promoting the Z-cards

A poster has also been developed to promote the existence of the community along with providing those reading the posters with the key actions to help prepare for an emergency. These posters could be displayed in the following locations:

- GP surgeries
- Dentists
- Opticians
- Hospitals
- Citizen Advice Bureau

It would also be valuable to publish information in existing newsletters and through established networks such as:

- Safer Neighbourhood newsletter
- Patient Advice and Liaison Service (PALS)
- HAVCO
- Hospital patient newsletters (e.g. North Middlesex “the Volunteer” magazine)

- Haringey People

## Pet Owner Z-cards

These pocket sized folding leaflets provide pet owners with information on the preparations they can make in regards to their pet in the event of an emergency. It also provides a space for the pet owner to place information about their pet along with contact numbers specific to themselves. A prompt on the back of the z-cards directs people to sign up to the Haringey Emergency Alert Service.

A poster has also been developed to promote the existence of the community along with providing those reading the posters with the key actions to help prepare for an emergency.

The z-cards and posters could be made available at the following:

Delivery Method	Target Date
Wood Green Animal Shelters	April 2010
Veterinary clinics/surgeries	June 2010
Pet stores	June 2010
Pet boarding organisations	June 2010
Pet grooming organisations	June 2010

## Haringey Council Website

The Council website provides information about the Emergency Planning and Business Continuity Team as well as:

- The risks within the borough
- Links to sites with specific expertise in particular risks
- Steps on how to prepare for an emergency
- What to do in an emergency

The information on the web pages backs up the information found on the z-cards and any other literature printed for the purpose of warning and informing.

## Business Continuity

As part of creating a resilient Borough it is important that the local businesses are offered advice on how to ensure they are able to maintain their services throughout the emergency and afterwards. Targeted Business Continuity advice was given to external social care providers and voluntary organisations throughout the period of the flu pandemic in 2009. The following initiatives have been proposed for the year 2010-2011:

Delivery Method	Audience	Target Date
Through the Business Advice sessions at Wood Green Library – direct people to the website and give out z-cards. Occur every Monday	Those starting a new business or a new idea within an existing business	October 2010
Local events – advise people attending and hand out the z-cards.	May vary depending on event	Ongoing
Business Rates team – send out z-cards	Existing businesses	March 2011

All information given to businesses will be backed up by the information available on the Business Continuity web pages. Businesses and voluntary organisations should also be encouraged to sign up to the Haringey Emergency Alert Service so they can receive notification of emergencies that are imminent or occurring in their area.

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### **Warning and Informing (during an emergency):**

In the event of a major emergency the public will be concerned about the impact on their health and safety, the safety of friends and relatives, traffic and council services.

### **Haringey Emergency Alert Service**

This mass messaging service can send text messages and email messages to those subscribed. Subscription can either occur automatically through the data collected via the customer call centre or through choice by completing an e-form on the website.

By attending Council events and Area Assemblies, further subscription would be possible by signing people up at the time of the event and manually uploading the details onto the system. The use of existing networks (e.g. the faith forum and schools) and internal groups will also generate additional contact numbers to add to the service.

This mass messaging service will then be used in the event of an emergency causing serious disruption within a ward or wider area. Template messages have been developed and messages will need management sign off before being sent out.

A target of 1000 users has been set for the end of the financial year 2010/2011.

### **Call Centre**

During an emergency the Customer Call Centre will be kept informed of the latest information in regards to the incident, how it is affecting residents and what is being done.

### **Council Website (internal and external)**

During major or long term emergencies it may be possible or important to keep the website (both external for residents and internal for staff) up to date with the latest information regarding the emergency and any effect this may also be having on Council services.

### **Door Knocking**

A plan for implementing a door knocking service is currently under development.

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### **Evaluation**

The success of the public awareness methods could be measured through a variety of means:

- An increase in the Place Survey score
- An increase in the "hits" on the website
- An increase in the number of people subscribing to the Emergency Alert Service
- Face to face feedback from residents

- Anecdotal feedback through those acting as a collection point for the z-cards, for example pet shop owners, reception staff at community centres

The success of the warning and informing methods during an emergency may be dependent on the individual emergency. This is most likely to be measured through anecdotal feedback during the debrief phase.

### **Further Development**

Whilst this plan aims to reach a wide number of audiences with the public awareness campaigns, this area of work should be an ongoing development with additional audiences being captured with the expansion of existing initiatives or the development of new ones.

Areas for development include:

- The blind or with severe visual impairments (where the larger print z-cards do not meet their needs)
- Community languages