



EMERGENCY MOBILE ALERT

Partner organisation campaign guide



What is Emergency Mobile Alert?

A public education campaign for Emergency Mobile Alert is scheduled to begin on 12 November.

Emergency Mobile Alert is a new service to keep people informed if there is an emergency, led by the Ministry of Civil Defence & Emergency Management (MCDEM).

The system uses cell broadcast technology to send messages to enabled phones, so alerts can be targeted to specific geographic locations. People won't need to sign up to receive alerts, or download an app, alerts will be sent to every enabled phone in the area during the broadcast period.

Only authorised agencies will be able to send alerts – at present they are MCDEM, Fire and Emergency New Zealand, New Zealand Police, Ministry for Primary Industries, Ministry of Health and Civil Defence Emergency Management (CDEM) Groups.

A multi-media public education campaign, with media activity, will ensure people in New Zealand know the system is coming and what to do when they receive an alert.

This is an exciting development towards strengthening our emergency alerting systems across New Zealand. Emergency Mobile Alert doesn't replace existing channels and natural warnings. It's another channel for warning people when there is a serious risk. We will still use our existing channels, including social media, our website, TV and radio.

Get Ready Week, MCDEM's annual preparedness campaign, ran from 9-15 October this year. We promoted the different ways people can stay informed during an emergency – which radio stations to listen to, which website and social media to follow, the importance of getting to know your neighbours and checking if you can receive Emergency Mobile Alert (EMA).

Get Ready Week was a 'soft launch' for EMA, and emphasised that it is an additional channel that complements existing channels such as radio and social media.

Unplanned Test

A series of test alerts was sent in error to all enabled Vodafone phones on 4 October, between 1am and 2am. MCDEM took the opportunity to front the media in an open, apologetic way, and personally responded to thousands of phone calls, social media messages and emails to apologise to everyone who was affected. As a result, there is already a wide awareness of the system, and a sentiment from most that while they did not appreciate being woken, they were positive about the possibility of being alerted

What are we doing?

Website

The MCDEM website www.civildefence.govt.nz is the one source of truth for information about Emergency Mobile Alert. Our advertising and public education directs people to the website to find out more, check if their phone is on the list, find out what the alerts look and sound like, and read the FAQs.

Stakeholder engagement

We have been working with different agencies and organisations to ensure our messages are suitable for their audiences and to encourage them to use their channels to communicate with their stakeholders. We have written articles for publications, intranets and websites, which we can share with you.

Advertising

Campaign phase	Advertising channels
Phase One 12 -26 November It's coming – find out what alerts look and sound like and whether your phone can receive them	Radio Outdoor posters Digital banners Social Search National test to all enabled phones
Phase Two 27 November – end 2017 It's here – the system is live, if you receive an alert, stop what you're doing and follow instructions	Television advertising Video on demand Radio Adshel posters Digital banners Social Search

Media

The advertising campaign will be supported by media activity to ensure we are able to emphasise and expand on the simple, straightforward messages of the publicity campaign.

We are working with the Minister of Civil Defence, Hon. Kris Faafoi, to identify media opportunities for him. Sarah Stuart-Black, Director of MCDEM, will also be a spokesperson.

We have drafted media releases for the different phases of the campaign, starting with World Tsunami Awareness Day (5 November) as an opportunity for the Minister to announce the go live/national test date.

Social media

We have developed a schedule of daily social media posts running from 12-30 November. We will share these via our social media channels NZ Civil Defence on Facebook, @nzgetthru on Twitter and Ministry of Civil Defence & Emergency Management on Neighbourly.

Other promotion

We are working on email newsletters for schools, pre-schools, tertiary institutions, employers and households. These will be sent out during Phase One and the content will be added to our website.

Resources

All of the resources we are producing for media, social media, advertising and promotion are available for you to use and will be available to download from our website. We can also provide you with the design files so you can tailor them to your needs. Please note the embargo dates and stick to them.

Get Ready Week resources (available now)

- Staying informed
- Knowing which radio stations to listen to
- Knowing which websites and social media to follow
- Getting to know your neighbours
- Checking your phone will receive Emergency Mobile Alerts
- Factsheets (can be used in phase One and Two as well)
- Factsheets translated into 23 languages will be available at the start of Phase One.

Phase One (It's coming) – embargoed until 12 November

- Phase One posters – available now
- Digital – available now
- Social/search – available now
- Radio - November 7th
- Content for newsletters, intranets, websites and publications (9 November, but can provide earlier if you need them)

Phase Two (It's here) – embargoed until 27 November

- Phase Two posters – available now
- Digital - November 7th
- Radio - November 7th
- TVCs/VOD - November 22nd
- Social/search (MP4 of TVCs) - November 22nd

Logos

- Emergency Mobile Alert logo
- Emergency Mobile Alert Enabled logo – for use by mobile phone vendors to indicate which phones are capable of receiving the alerts (can be used in store, online, in print, etc).
- Brand guidelines for both logos

What can your organisation do?

Internal promotion

Ensure all your staff know about Emergency Mobile Alert and how to check whether their phone can receive them.

Not all cell phones are capable of supporting Emergency Mobile Alert, and the supported list (including whether or not the latest version of software that includes the support is actually released yet) is available here: [Emergency Mobile Alert](#). You will also find more information about the service in general at that link, including what to do if your cell phone is not on the supported list.

We are encouraging people with phones that are capable of receiving EMA to upgrade their cell phones to the latest software release by the middle of November. For agencies with specific configurations that need to test and approve software releases for their staff prior to them upgrading, we ask that you prioritise this work in support of this initiative. For other agencies we request that you remind staff to upgrade their work, personal or BYOD cell phones to the latest available software release. Use the *Content for internal stakeholders* on intranets, staff noticeboards, newsletters etc (see Appendix 1). You can also use the posters, factsheets, digital banners, television commercials/videos and social media posts to raise awareness with your staff.

The *Stay Safe, Stay Informed* resources – flyers, posters, banners – can be used to promote preparedness and remind staff of all the channels that can keep them informed in an emergency.

Staff can also complete the personal workplace plan (for employees) at www.happens.nz/helpful-resources and household plan www.happens.nz/make-a-plan

External promotion

Website

Use our digital banners, content and graphics on your website. Note the embargo dates for each phase. Please adhere to these.

Partner organisations

Encourage your partner organisations, other agencies you work closely with, local businesses, not for profits, etc to share our campaign resources online, in print, at events, etc.

Promotion

Use your own channels to promote Emergency Mobile Alert. Do you have publications, mail outs, email newsletters? Do you have contra deals or column space in other publications? Include content and graphics to ensure you are supporting and promoting the system.

You can use the radio advertisements as hold messages in call centres, play the TV commercials and put the posters up in public spaces, share the videos and digital banners online and on social media.

Print out the factsheets and share them at events, have them available in waiting areas, customer service centres and receptions.

Social media

Share our social media posts (see schedule of posts in Media plan in appendix). You can use the content to create your own posts or share ours on your channels.

Resources

Use your existing customer-facing channels – flyers, mailers, websites, social media, public spaces, etc to share our campaign resources. We can provide you with the design files so you can tailor the resources.

Phase One 12 -26 November It's coming – find out what alerts look and sound like and whether your phone can receive them	Radio	Use for IVR, call waiting, play in store
	Posters	Use in public spaces, in store, waiting rooms, reception areas, etc
	Digital banners	Use on websites, intranets, TV screens,
	Social media posts	Share our posts on your social media
	Factsheets	Translated in 23 languages, use these across both phases
Phase Two 27 November – end 2017 It's here – the system is live, if you receive an alert, stop what you're doing and follow instructions	Television advertising/ Video	Use on screens in public spaces, waiting rooms, reception areas, etc
	Radio	Use for IVR, call waiting, play in store
	Posters	Use in public spaces, in store, waiting rooms, reception areas, etc
	Digital banners	Use on websites, intranets, TV screens,
	Social media posts	Share our posts on your social media
NB: The resources for phase one and two are all different and embargo dates need to be adhered to. We will send you a reminder to start using the Phase Two resources on 27 November.		

Need help?

For information on MCDEM's activity and resources, please email emergency.management@dpmc.govt.nz

All resources will be available on our website www.civildefence.govt.nz and we have design files that you can tailor for your channels (please don't make major alterations to the content), for access to files, email emergency.management@dpmc.govt.nz.

If you have any questions, or need any other help, please contact Bridget Cheesman, MCDEM senior public education advisor, bridget.cheesman@dpmc.govt.nz.

Appendix 1: Content for internal stakeholders

Emergency Mobile Alert coming soon

The Government will soon be launching a new service to keep people informed in an emergency, led by the Ministry of Civil Defence & Emergency Management (MCDEM).

MCDEM is partnering with other authorised agencies – New Zealand Police, Ministry for Primary Industries, Ministry of Health, Civil Defence Emergency Management Groups and Fire and Emergency New Zealand– to use Emergency Mobile Alert to alert people if their lives, property or health are at serious risk.

The system uses cell broadcast technology to send messages to enabled phones, so alerts can be targeted to specific geographic locations. People won't need to sign up to receive alerts, or download an app, alerts will be sent to every enabled phone in the region.

This is an exciting development towards strengthening our emergency alerting systems across New Zealand. But it doesn't replace existing channels and natural warnings. It's another channel for warning people when there is a serious risk. We will still use our existing channels, including social media, our website, TV and radio.

A multi-media advertising campaign will ensure New Zealanders know the system is coming and what to do when they receive an alert. We are on track to conduct a nationwide test of the system on 26 November.

What you can do

Find out if your phone can receive the alerts at www.civildefence.govt.nz. If your phone is turned on, is capable of receiving the alerts and you are in the targeted area, then you should get an alert if it is sent out.

If you would like more information, check out www.civildefence.govt.nz/emergency-mobile-alerts.

Appendix 2. Social media posts

Date	Post detail	Graphic
Promoted throughout period	National test 26 November #emergencyalertnz	Digital banner phase one
12/11	<p>National test of Emergency Mobile Alert is happening on 26 November</p> <p>If your life, health or property is in serious danger, an Emergency Mobile Alert could be sent to your mobile phone. check your phone on list</p>	Check the list
13/11	<p>National test of Emergency Mobile Alert is happening on 26 November</p> <p>The alerts are sent using cell broadcast technology, so there is no need to sign up or download an app. You can't opt out.</p>	Graphic how it works
14/11	<p>National test of Emergency Mobile Alert is happening on 26 November</p> <p>Emergency Mobile Alert messages do not replace other emergency alerts. They are an additional way of warning you, along with other channels. Take immediate action. If you feel your life is in danger, don't wait for an official warning.</p>	Long strong gone
15/11	<p>National test of Emergency Mobile Alert is happening on 26 November</p> <p>Emergency Mobile Alert messages are only sent by authorised emergency agencies, and only if there is serious threat to life, health or property (and one or two tests per year), so if you receive an alert take it seriously and do what it says.</p>	Take them seriously
16/11	<p>National test of Emergency Mobile Alert is happening on 26 November</p> <p>They can also be targeted to affected areas, so you will only get them if the emergency is in your area, and your phone is on and enabled. Check the list.</p>	Targeted
17/11	<p>National test of Emergency Mobile Alert is happening on 26 November</p> <p>The Ministry of Civil Defence & Emergency Management, Civil Defence Emergency Management Groups, NZ Police, Fire and Emergency New Zealand, the Ministry of Health</p>	Who can use it

	and the Ministry for Primary Industries.	
18/11	National test of Emergency Mobile Alert is happening on 26 November Emergency Mobile Alerts use a dedicated signal, so they are more reliable in an emergency when mobile phone and internet traffic could overload the network.	How does it work
19/11	National test of Emergency Mobile Alert is happening on 26 November Like other phone messages, if you are driving when you receive an Emergency Mobile Alert, wait until it is safe to pull over before reading the message	Brrooom broom
20/11	National test of Emergency Mobile Alert is happening on 26 November Not all phones are capable of receiving the alerts, so if you receive an alert, let others know. There are lots of ways to stay informed in an emergency.	GRW multi channels
21/11	National test of Emergency Mobile Alert is happening on 26 November Over time, most new phones sold in New Zealand will be capable of receiving Emergency Mobile Alerts. Check the list	Check the list
22/11	National test of Emergency Mobile Alert is happening on 26 November The nationwide test is a way to test our systems, the cell towers and your phones ability to receive an Emergency Mobile Alert. Guidance for deaf and blind	Deaf video Blind link
23/11	National test of Emergency Mobile Alert is happening on 26 November For local source tsunami, there may not be time to send an alert so it is important to recognise the natural warnings – ‘Long or Strong, Get Gone’. Emergency Mobile Alert is an additional channel to help keep people safe if there is an emergency. It does not replace other emergency alerts. If you feel your life is in danger, don’t wait for an official warning. Take immediate action.	Long strong
24/11	National test of Emergency Mobile Alert is happening on 26 November	Digital banner phase one B “Live test coming”

	It doesn't matter which network you are on. Any capable phone entering the area during the broadcast period will receive the alert.	
25/11	National test of Emergency Mobile Alert is happening tomorrow	Digital banner phase one B "Live test coming"
26/11	National test of Emergency Mobile Alert is happening today between 6pm and 7pm As Emergency Mobile Alert is about keeping you safe, you won't be able to opt-out of receiving Emergency Mobile Alert. Your phone may show optional settings used in other countries, but in New Zealand we will use a special broadcast channel that is permanently on. Test will only be held once or twice a year (during the day!)	Digital banner phase one B "Live test coming"
27/11	Emergency Mobile Alert system is now live. If your life, health or property is in serious danger, an Emergency Mobile Alert could be sent to your mobile phone.	Digital banner phase two
28/11	Emergency Mobile Alert system is now live. Not all phones are capable of receiving the alerts, so if you receive an alert, let others know. There are lots of ways to stay informed in an emergency.	Let others know
29/11	Emergency Mobile Alert system is now live. Emergency Mobile Alert messages do not replace other emergency alerts. They are an additional way of warning you, along with other channels. Take immediate action. If you feel your life is in danger, don't wait for an official warning.	Long strong gone
30/11	Emergency Mobile Alert system is now live. Not all phones are capable of receiving the alerts, so if you receive an alert, let others know. There are lots of ways to stay informed in an emergency.	GRW multi channel