



# Warning and Informing – The UK Perspective

Workshop on Public Warning  
Tokyo, JAPAN  
8-9 September 2009

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**Civil Contingencies Secretariat**

# Resilience Strategy

Ensure National Resilience :

*the ability at every level –*

*national, regional and local –*

*to detect, prevent and if necessary  
handle disruptive challenges.*

Overall Aim :

To improve the UK's resilience by building the capabilities needed to absorb, respond to and recover from disruptive challenges.





# Civil Contingencies Act 2004

- Creates long-term foundation for Civil Contingencies
- At National, Regional and Local level
- National framework for Civil Protection

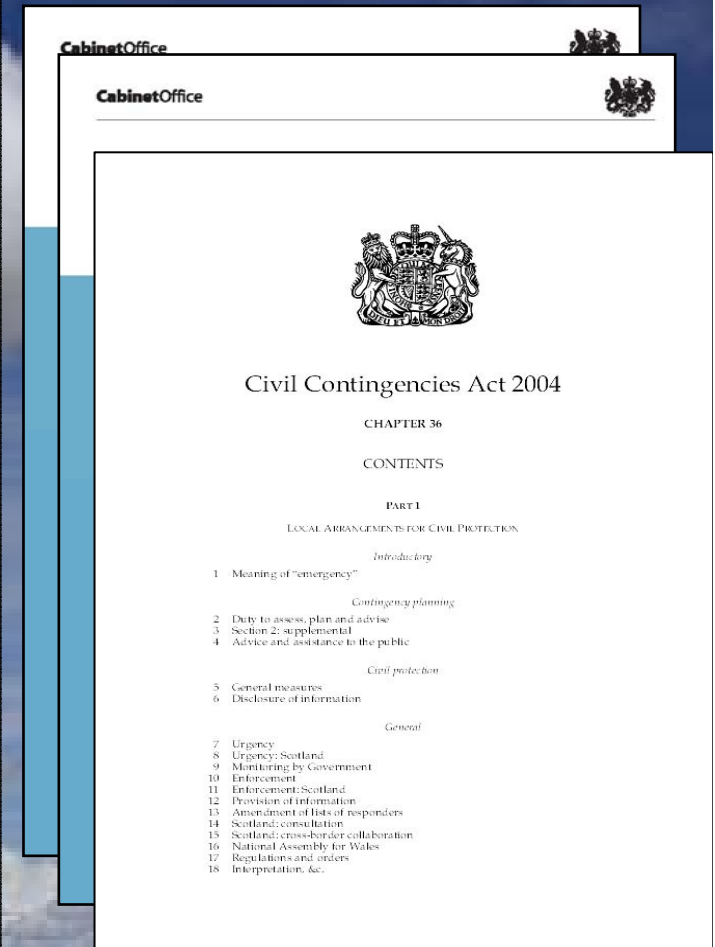
Act has two parts:

**Part 1** establishes roles and responsibilities for local emergency preparation and response. Two categories of Local Responders:

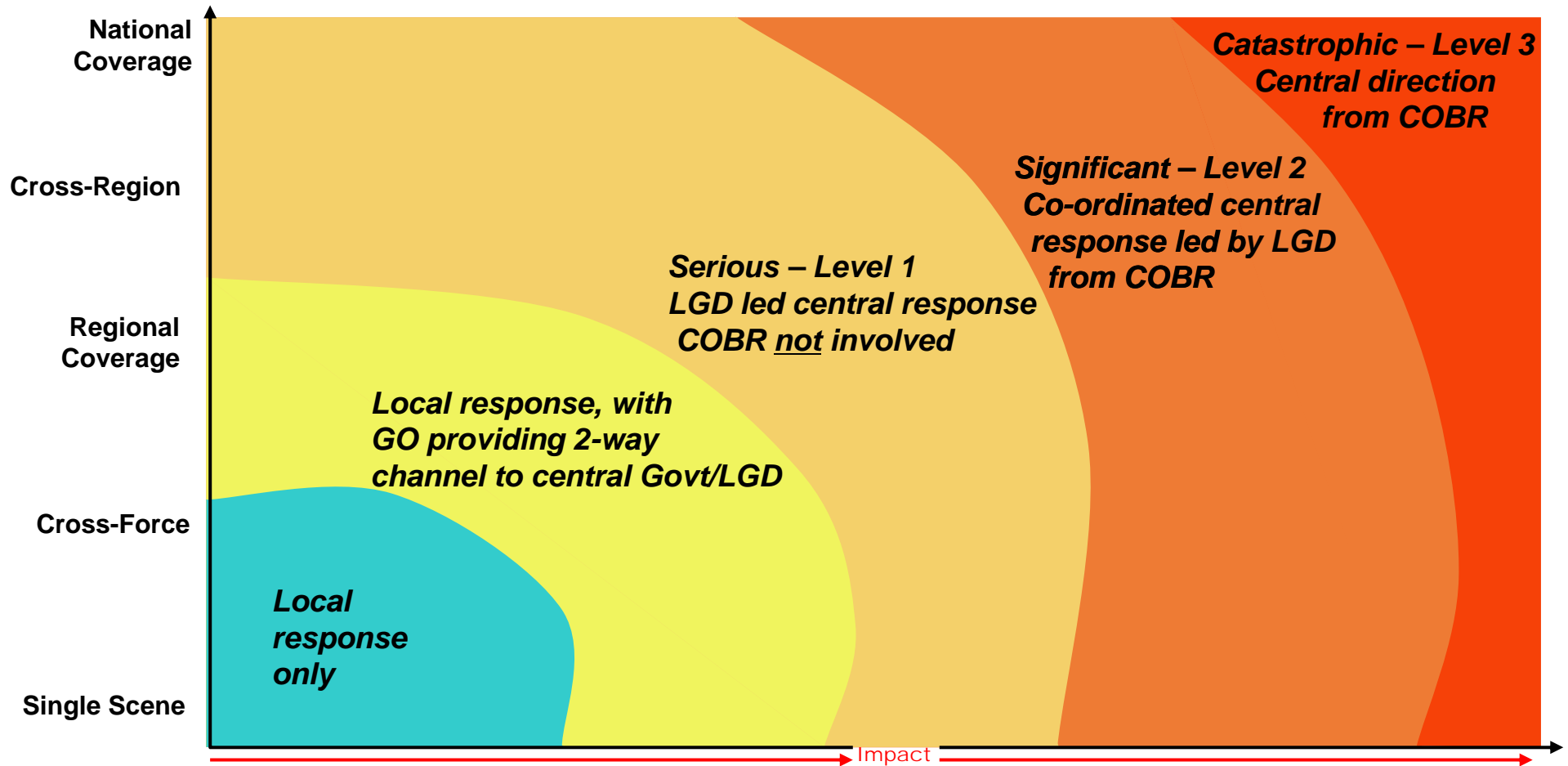
**Category 1** – core response organisations

**Category 2** – co-operating bodies

**Part 2** updates 1920 Emergency Powers Act. Allows temporary special legislation to deal with serious emergencies.



# Levels of emergency



Minimal Parliamentary interest → Significant Parliamentary interest → Dominating Parli/national debate

Minimal LGD operational interest → Through RRT/RO → LGD crisis centre → Collective response → Central direction

Minimal LGD policy interest → monitoring through RRT/RO → LGD actively involved → Strategic challenge → overwhelming

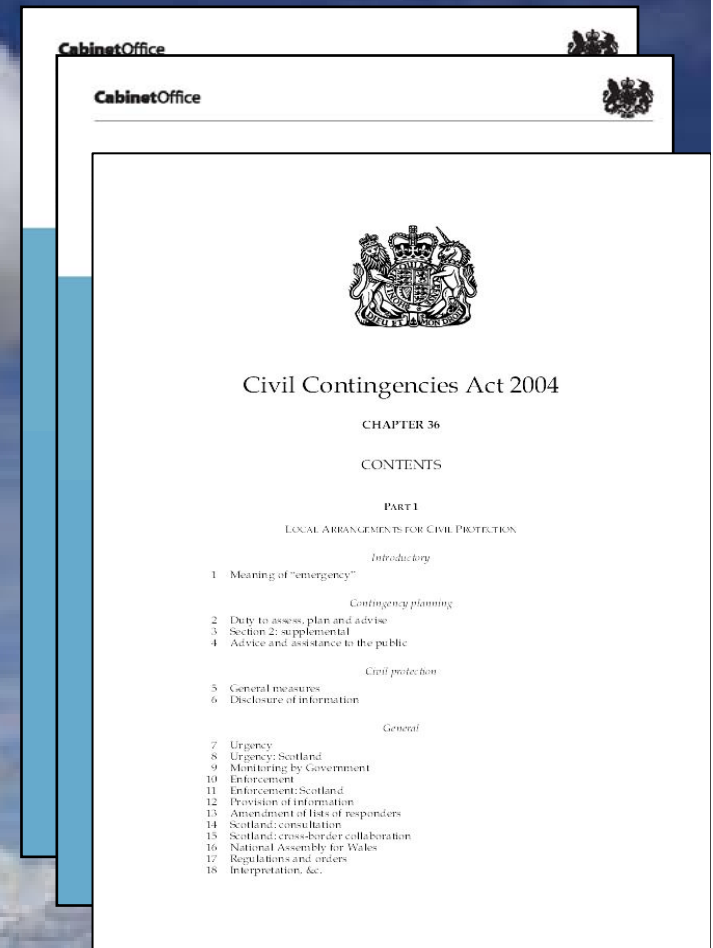


# Civil Contingencies Act 2004

## The Duty to Communicate with the Public:

Two aspects –

- **Duty on all Cat 1 responders to make the public aware of the risks of emergencies and how Cat 1 responders are prepared to deal with them**
- **To maintain arrangements to warn the public that an emergency has occurred, or is about to occur.**





# Expectations for Category 1 Responders (1)

Consider **what the public need to know**. You should consider:

- target audiences
- the needs of “hard to reach groups”
- how to best present information
- appropriate methods of communication
- what can and cannot be published
- the role of the media; and
- arrangement of other responders and organisations

**Publish necessary information.** Arrangements should:

- inform and educate the public about risks
- alert those whose immediate safety is at risk
- ensure the general public are aware of any necessary actions they need to take to minimise risk
- tell the public how to obtain further information
- avoid unnecessarily alarming the public
- tell the public when an emergency has ended.



# Public communications timeline. What responders' plans need to achieve

<p><b>PUBLIC AWARENESS</b></p> <p>(PRE-EVENT)</p> <p>1<sup>st</sup> part of the duty to communicate with the public under Civil Contingencies Act. Informing the public and educating the public about the risks and preparedness</p>	<p><b>PUBLIC WARNING</b></p> <p>(AT THE TIME OF AN INCIDENT OR WHEN ONE IS LIKELY TO OCCUR)</p> <p>2<sup>nd</sup> part of the duty to communicate</p>	<p><b>INFORMING AND ADVISING THE PUBLIC</b></p> <p>(IMMEDIATE AND LONG TERM POST EVENT)</p> <p>2<sup>nd</sup> part of the duty to communicate</p>
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# Making the public aware of the risks – national perspective



Available at:

[www.cabinetoffice.gov.uk](http://www.cabinetoffice.gov.uk)



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# Making the public aware of the risks

This will include putting into the public domain information about emergency preparedness and response issues.

For example :

publication of Community Risk Registers

establishing website pages

issuing awareness raising leaflets.

plenty of good examples : Z cards, calendars, fridge magnets, door hangers

- Industrial Accident and Environmental Pollution
- Transport Accidents
- Severe Weather
- Structural
- Human Health
- Animal Health
- Industrial Action
- International Events
- Industrial Technical Failure
- Civil Disturbance

A Glossary of Terms and List of Acronyms are available on pages 28-31

## Kent Community Risk Register



The Kent Community Risk Register has been published by the Kent Resilience Forum (KRF), having been prepared by the Kent Category 1 Responders in accordance with the Civil Contingencies Act 2004 and associated regulations and guidance, all of which can be accessed through the UK Resilience website ([www.ukresilience.gov.uk](http://www.ukresilience.gov.uk)). Its purpose is to assure the people of Kent that an assessment of potential risks has taken place and is informing the approach to joined up emergency planning at a local level and at both the regional and national level.

Version 6.2 November 2008

To be reviewed by April 2009

All requests for further information should be addressed in writing to: Kent Resilience Forum Secretariat, KRF Business Management Support Unit, Kent Police, Coldharbour, London Rd, Aylesford, Kent ME20 7SL. Alternatively, Telephone 01622 799 592 or email: [krf@kent.pn.police.uk](mailto:krf@kent.pn.police.uk)

### What you should do if there is a NUCLEAR EMERGENCY at the Devonport Site February 2008

#### Important Nuclear Safety Advice

- You should read this leaflet carefully
- The advice is summarised on the next page and hang it on your notice board or by your front door, so you can find it easily
- The advice is updated fully on pages 5-10 of this booklet

### HOW TO PREPARE

Prepare an emergency plan checklist:

- A family emergency plan (FEP) that takes account of everyone
- FEP
- FEP
- FEP
- FEP

Check and update your emergency plans regularly!

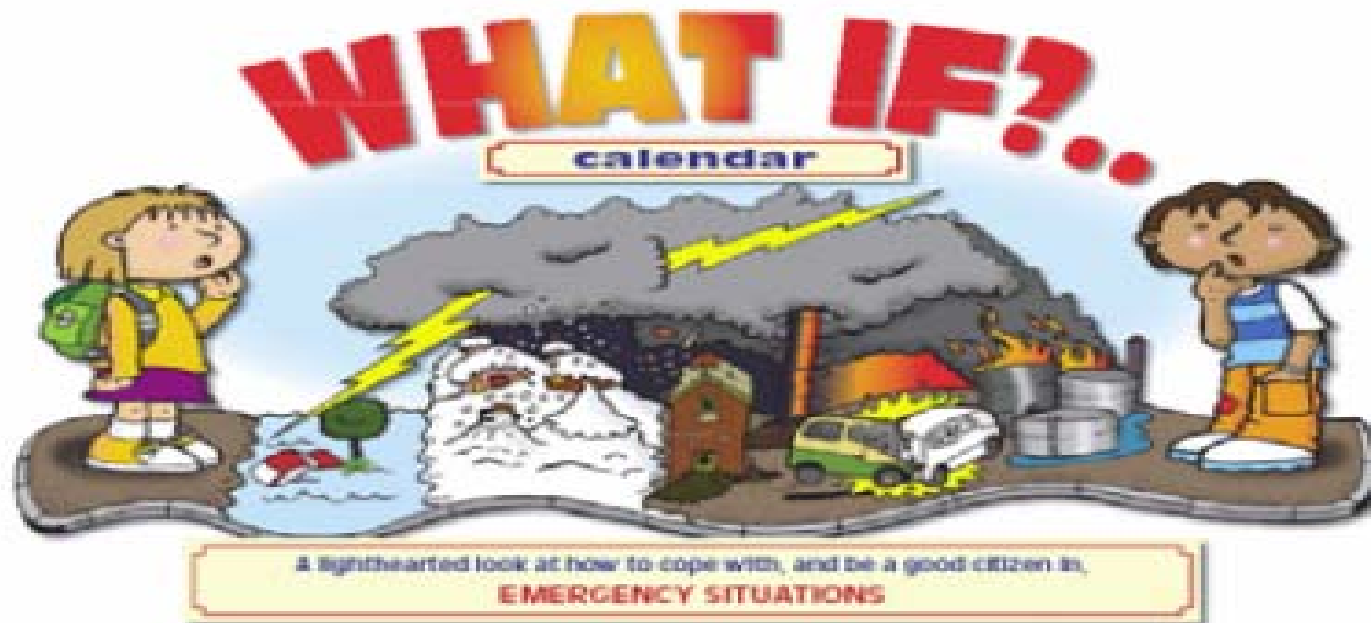


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# Can we prepare our children for emergencies ?

EssexWorks.

For a better quality of life



INTERREG IIIIC

PRODUCED BY





# Working with the media

## BBC “What If...” campaign

### 3-day Interactive Campaign January 2009

- Broadcast on 42 BBC Local Radio Stations
- Support material on BBC local websites
- Cross trailing on 16 BBC Regional TV sites

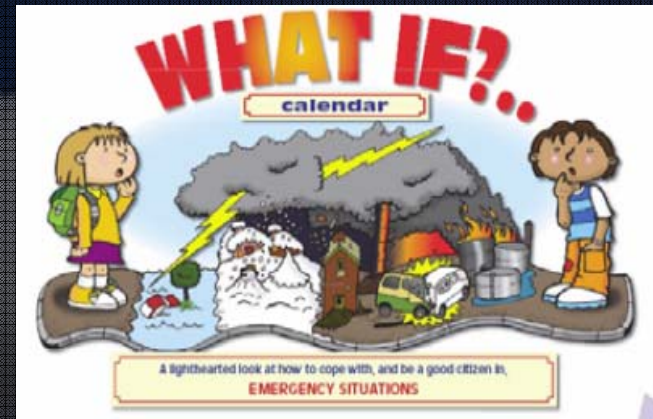
### 2 Main Objectives for the public

- Help the audience to help themselves by being better prepared to cope with emergencies like flooding, pandemic, fire and chemical leaks

- Raise awareness of what Emergency Responders can do and what they cannot do during an emergency

### Main objective for responders

- Identify key contacts and build relationship between media reps and emergency responders.





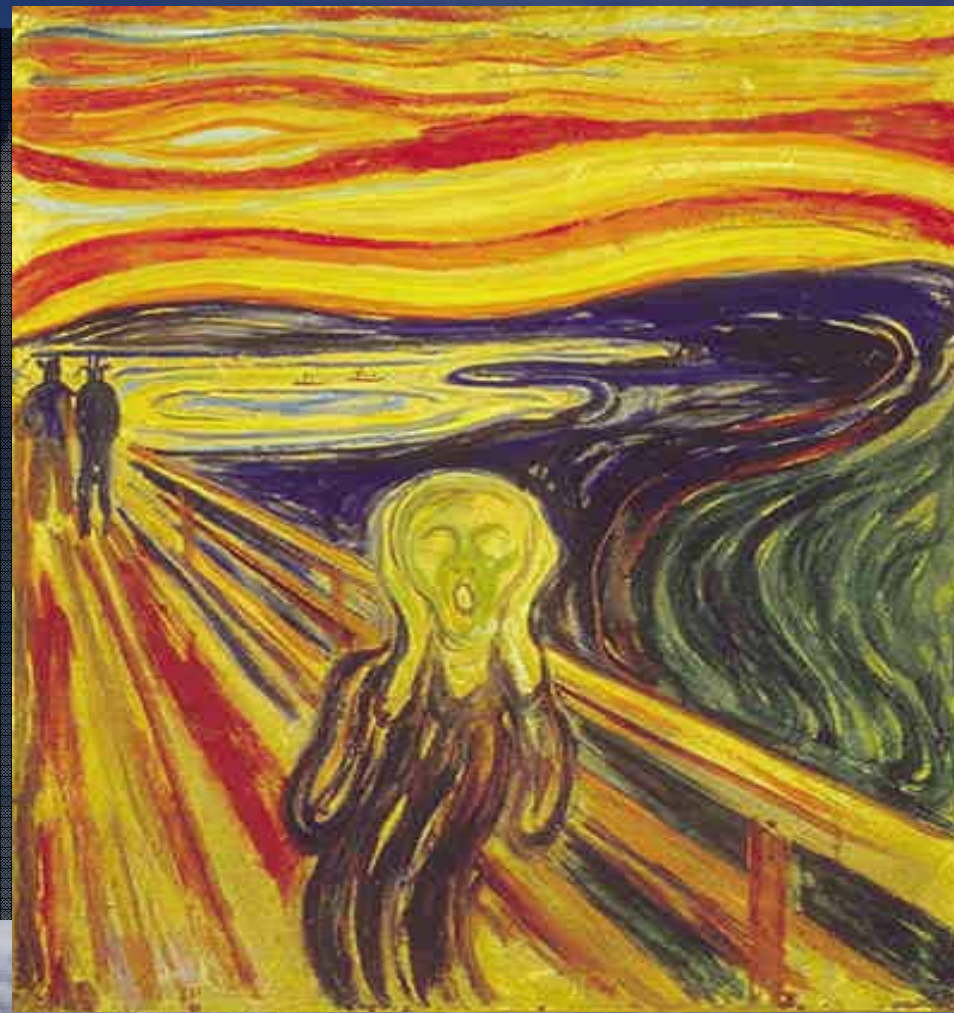
# Panic ?

The duty also requires responders to have regard to the need not to alarm the public unnecessarily.

No evidence to prove the public is alarmed or will panic when receiving information.

Public more likely to **feel concerned** if they **have not got information**.

People behave in a rational way – running away might be best action to take!





# Research – public perception / behavioural intention

2 recent pieces of research undertaken by Plymouth University & Kings College London

## PLYMOUTH – FACTORS INFLUENCING RISK PERCEPTION, INFORMATION SPREAD AND RELIABILITY.

- How accurately are warning messages transmitted between people; what means of communications are most likely to reach people; and which are most trusted.
- What are people's mental models of CBRN incidents
- Compare mental models to expert "reality" – use emergency communications to correct erroneous beliefs
- Development of evidence based guidelines for design of emergency communication based on literature review and research.





# Research – public perception / behavioural intention

2 recent pieces of research undertaken by Plymouth University & Kings College London

## KINGS COLLEGE LONDON

Research sought to improve understanding of the psychological and behavioural reactions that the UK public might display following a CBRN related incident.

- What do the public intend to do should a CBRN incident occur and what information do they want to know ?
- Need to design clear, comprehensible messages that meet the public's information needs
- Do these messages alter behavioural intentions?





# Public perceptions of Swine Flu

The Department of Health has been conducting research amongst the public since Swine Flu was first recognised as a major threat in the UK

Research takes the form of telephone interviews – 1,000 per 'wave'

Regular survey / Data is weighted to profile the UK population

Questions cover :

- levels of concern

- understanding of issues related to anti-virals and vaccines

- satisfaction with information and Government preparedness



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# Government contribution to community resilience



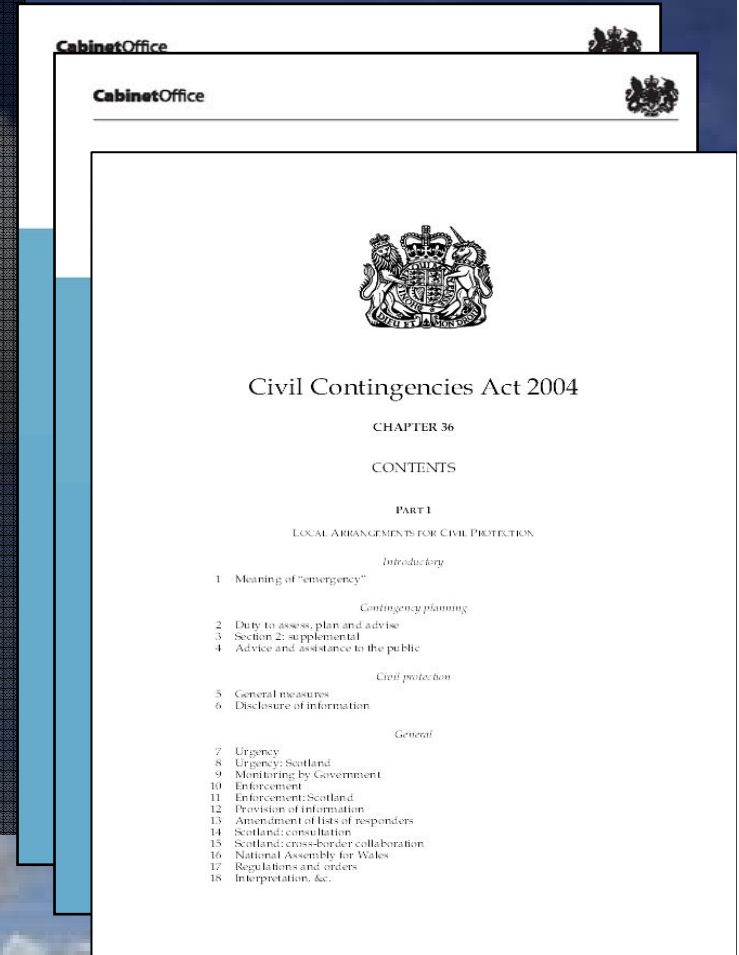


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The image shows the cover of the 'Civil Contingencies Act 2004' Contents page. It features the Royal Coat of Arms at the top center, followed by the title 'Civil Contingencies Act 2004' and 'CHAPTER 36 CONTENTS'. Below this, it lists 'PART 1 LOCAL ARRANGEMENTS FOR CIVIL PROTECTION' with sub-sections: 'Introductory' (1. Meaning of "emergency"), 'Contingency planning' (2. Duty to assess, plan and advise; 3. Section 2: supplemental; 4. Advice and assistance to the public), 'Civil protection' (5. General measures; 6. Disclosure of information), and 'General' (7. Urgency; 8. Urgency: Scotland; 9. Monitoring by Government; 10. Enforcement; 11. Enforcement: Scotland; 12. Provision of information; 13. Amendment of lists of responders; 14. Scotland: consultation; 15. Scotland: cross-border collaboration; 16. National Assembly for Wales; 17. Regulations and orders; 18. Interpretation, &c.).





# Warning and informing in an emergency





# Alerting systems in the UK

- Sirens
- Public address systems
- Message boards
- Websites
- Media – TV, radio, interactive services
- Voluntary registration schemes
- Text alert systems – Vocal; CityAlert; Rapid Reach
- Automated telephone/fax/e-mail/text messages to subscribers
- Flood Warnings Direct
- COMAH / Nuclear sites





# Cell Broadcast technology

## What is “cell broadcasting”?

- Text type message sent via radio-wave to mobile phones
- Capability to alert a geographically based section of the public ranging from a small area, up to an entire region.
- To communicate a short, clear message to anyone with a mobile phone on within the defined area including transient population;
- Provide an alert when other systems might be overwhelmed.

## What is the Civil Contingencies Secretariat doing?

- Feasibility Study
- Participation in EU project (lead by the Dutch)

## How might we use cell broadcasting in the UK?

- High impact, short notice scenarios (significant risk to life e.g. toxic release)

Recognise it is potentially a blunt instrument and significant need for public education.





# Contact me

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