

# THE MCCSA BUILDING RESILIENT CALD COMMUNITIES PROJECT: EVALUATION REPORT

JULY 2020

PREPARED BY

DR KATE BARNETT  
STAND OUT REPORT



FOR THE MULTICULTURAL COMMUNITIES' COUNCIL OF SOUTH AUSTRALIA (MCCSA)



MCCSA  
Multicultural Communities Council of SA



DISASTER  
RESILIENT  
AUSTRALIA



Government  
of South Australia

THIS PROJECT WAS JOINTLY FUNDED BY THE COMMONWEALTH AND SOUTH AUSTRALIAN GOVERNMENTS UNDER  
THE SOUTH AUSTRALIAN DISASTER RESILIENCE GRANT PROGRAM

*"Views and findings associated with this initiative/project are expressed independently and do not necessarily represent the views of State and Commonwealth funding bodies."*



PAGE INTENTIONALLY BLANK

## CONTENTS

FOREWORD FROM MS HELENA KYRIAZOPOULOS, CEO .....	1
1. INTRODUCTION .....	2
1.1 THE <i>BUILDING RESILIENT CALD COMMUNITIES</i> PROJECT.....	3
<i>Project Aims</i> .....	3
<i>Project Targets and Outputs</i> .....	3
<i>Project Outcomes</i> .....	4
1.2 PROJECT EVALUATION .....	5
2 FINDINGS.....	6
2.1 FINDINGS FROM THE WORKSHOP WITH COMMUNITIES.....	6
<i>Knowledge of Emergencies and the State Emergency Management Plan</i> .....	8
<i>Earthquake-related knowledge</i> .....	8
<i>Heatwave-related knowledge</i> .....	9
<i>Understanding of Storm, Flood and Emergency Kit</i> .....	9
<i>Bushfire-related knowledge</i> .....	10
<i>Understanding of House Fires</i> .....	10
<i>Hazardous Material-related knowledge</i> .....	11
<i>Understanding of the Australian Red Cross and Rediplan</i> .....	11
<i>Preparing a Community Emergency Plan</i> .....	12
2.2 FINDINGS FROM THE NEEDS ASSESSMENT SURVEYS .....	13
<i>Changes in knowledge of the roles and responsibilities of different emergency services</i> .....	13
<i>Changes in behaviours associated with disaster awareness</i> .....	15
2.3 PROMOTIONAL ACTIVITIES BY PARTICIPATING COMMUNITIES .....	16
3 CONCLUSIONS.....	18
RECOMMENDATIONS .....	19
APPENDIX A: TRAINING WORKSHOP TOPICS AND SPEAKERS.....	21
APPENDIX B: WORKSHOP SURVEY TABLES.....	22

## LIST OF FIGURES

FIGURE 1: CHANGES IN AVERAGE RATINGS BEFORE AND AFTER EACH SESSION .....	8
FIGURE 2: IMPACT OF SESSION 1 - EMERGENCY AND STATE EMERGENCY PLAN.....	8
FIGURE 3: IMPACT OF SESSION 2 - EARTHQUAKE.....	9
FIGURE 4: IMPACT OF SESSION 3 - HEATWAVE.....	9
FIGURE 5: IMPACT OF SESSION 4 - STORM, FLOOD & EMERGENCY KIT.....	10
FIGURE 6: IMPACT OF SESSION 5 - BUSHFIRES .....	10
FIGURE 7: IMPACT OF SESSION 6 - HOUSE FIRES .....	11
FIGURE 8: IMPACT OF SESSION 7 - HAZARDOUS MATERIALS .....	11
FIGURE 9: IMPACT OF SESSION 8 – AUSTRALIAN RED CROSS AND <i>REDiPLAN</i> .....	12
FIGURE 10: IMPACT OF SESSION 9 - PREPARING A COMMUNITY EMERGENCY PLAN .....	12

FIGURE 11: CHANGE IN KNOWLEDGE OF EMERGENCY SERVICES, 2019-2020 .....	14
FIGURE 12: CHANGE IN EMERGENCY SERVICES NOT KNOWN 2019-2020 .....	14
FIGURE 13: CHANGES IN DISASTER AWARENESS BEHAVIOURS NOVEMBER 2019-JUNE 2020.....	15
FIGURE 14: SAFECOM RATING OF PROJECT PRESCRIBED OUTCOMES.....	<b>ERROR! BOOKMARK NOT DEFINED.</b>

## LIST OF TABLES

---

TABLE 1: PROMOTIONAL ACTIVITIES USING COMMUNITY NETWORKS .....	16
TABLE 2: PREFERRED COMMUNICATION CHANNELS .....	17
TABLE 3: RATING THE EMERGENCIES AND STATE EMERGENCY MANAGEMENT PLAN SESSION .....	22
TABLE 4: RATING THE EARTHQUAKE SESSION .....	22
TABLE 5: RATING THE HEATWAVE SESSION.....	22
TABLE 6: RATING THE STORM, FLOOD AND EMERGENCY KIT SESSION.....	22
TABLE 7: RATING THE BUSHFIRES SESSION.....	23
TABLE 8: RATING THE HOUSE FIRES SESSION.....	23
TABLE 9: RATING THE HAZARDOUS MATERIAL SESSION .....	23
TABLE 10: RATING THE AUSTRALIAN RED CROSS AND REDIPLAN SESSION .....	23
TABLE 11: RATING THE COMMUNITY EMERGENCY PLAN PREPARATION SESSION .....	24

## FOREWORD FROM MS HELENA KYRIAZOPOULOS, CEO

---

The Multicultural Communities' Council of South Australia (MCCSA) has been the peak body for South Australian CALD communities for more than 45 years, and as a constituent and Executive Member of FECCA (the Federation of Ethnic Communities' Councils of Australia), the MCCSA has a membership of more than 120 organisations drawn from established as well as new and emerging communities.

Levels of vulnerability vary within and across CALD communities, but those who are considered to be the most vulnerable are new and emerging communities who have arrived in Australia only recently, and those (whether established or recent) whose small size means they lack the critical mass to attract government funding and support. The MCCSA is well placed to identify and address this vulnerability.

In the past few years, the MCCSA's core work has focused increasingly on building ethnic communities' self-reliance as well as broader social cohesion across South Australian communities, taking a longer-term view that is designed to sustain the impact of its work, and to be proactive rather than reactive in its program of activities. This work involves both established and recent migrant communities, as well as intergenerational programs and early intervention programs across all life phases.

Timely and accurate information is vital in times of disasters, pandemics and emergencies. The MCCSA *Building Resilient CALD Communities* Project has provided 10 communities with an increase in knowledge about specific types of disasters and the key organisations responsible for managing their impact, as well as improved knowledge about where to access relevant information and alerts.

The Project has provided communities with the opportunity to develop practical emergency plans relevant to each of them, and a clear communication strategy for disseminating information to their respective community members in the case of future disasters. The communication strategies utilised in this Project can be easily transferred to other critical issues which impact on CALD communities. Multicultural communities are always at the centre of our work. Using trusted community leaders and co-designing programs with them is key to ensuring that they are successful in achieving objectives for all involved.

## 1. INTRODUCTION

---

The Multicultural Communities' Council of South Australia (MCCSA) has a significant ongoing program of support, capacity building and community development for recently arrived migrant communities. Recognising that building cohesive communities is most effective when an inter-generational approach is pursued, the MCCSA has developed a cluster of projects that together form the *Successful Communities Program*.

This Program provides a valuable foundation for the new *Building Resilient CALD Communities Project* (July 2019 – June 2020), which is supported with joint funding from the Commonwealth and South Australian Governments under the *South Australian Disaster Resilience Grant Program*. This funding recognises that new and emerging CALD communities are exceptionally vulnerable in their ability to manage such disasters, in part due to community fragmentation and not being connected with regular support services. The MCCSA has been working in partnership with the SES (State Emergency Services), in particular SAFECOM, to implement the Project. **This is a new collaboration for both organisations but as the findings in this report show, it has developed quickly into a positive working relationship, with benefits for both parties.**

The Project addresses two **priorities** in the *National Strategy for Disaster Resilience*. These are:

- ☑ "Communicating with and educating people about risks" and
- ☑ "Empowering Individuals and communities to exercise choice and take responsibility".

It also applies the *People at Risk in Emergency Framework's* "Shared Action Approach" by connecting participating communities to appropriate information and support services, encouraging them to be prepared, and promoting complementary messaging tailored to their language and culture. A **strengths-based approach** has been applied by the MCCSA, building on existing capabilities in participating communities, which in turn reflects the strategy underpinning the MCCSA's broader *Successful Communities Program*.

The Project was designed to support **12** community groups who were invited to participate in the Project. **Three** of these groups were to be drawn from international students at the three SA universities and representing a range of emerging CALD communities. One community group was unable to continue participating (for reasons beyond the MCCSA's control) and one of the universities (the University of SA) chose not to participate during the Project timeframe. The \$3,000 allocated to them was divided between the other two universities. (These variations to the original Project agreement was approved by the funder.) The following eight communities (and two universities) participated for the duration of the Project:

- Armenian
- Bangladeshi
- Brazilian
- Colombian
- Korean
- Pacific Islander

- Pakistani and
- Somalian.

## 1.1 THE BUILDING RESILIENT CALD COMMUNITIES PROJECT

### Project Aims

---

The Project had two **Aims**:

- 1) To bridge the gap between emerging CALD communities and the SES by providing training and information on the [State Government Emergency Management Plan](#).
- 2) To develop the resilience of the 12 participating community groups by improving their knowledge of Disaster Preparedness and Emergency Management, increasing their capability to communicate with relevant services and within each community, enhancing group and individual strengths and existing networks.

**Based on feedback from Project participants, the MCCSA and SAFECOM, both of these Aims have been fulfilled.**

### Project Targets and Outputs

---

Five Targets were set for the Project:

1. **T1- between 12 and 36 (1 to 3 per CALD group) Community Leaders** trained in Disaster Risk Preparedness and Key SA emergency agencies and policies.  
A series of training workshops had been planned but this strategy was changed to a single one-day workshop, in response to community feedback that this would be more manageable for them, and more likely to ensure full participation. 28 community leaders participated in the workshop.
2. **T2- SES Communication Channel** set up and opened with participating communities.  
The MCCSA has facilitated linkages between State Emergency Services and participating communities and established a foundation for ongoing communication between them.
3. **T3 – 12 Community Disaster Emergency Plans** prepared, discussed with SES and disseminated in the relevant community.  
Based on input from the SES, the MCCSA prepared a template for communities to document an Emergency Plan and distributed this to all Project participants.
4. **T4- 12 Community Forums** organised and implemented with at least **300** participants in total.  
In response to COVID-19 restrictions, the community forums were replaced with a combination of training and support from the MCCSA and individual, community-based

information and awareness raising campaigns, using key promotional channels used frequently by each community.

The impact of this strategy has been an extensive reach of Project information, particularly because of the power of social media, so that thousands rather than hundreds have benefitted. This is discussed in more detail in [Section 2.3](#).

5. **T5** – At least **120 families** prepare an **Emergency Plan**, such as, the Red Cross RediPlan or the SA Country fire Service Plan.

This target was exceeded with at **least 181** family-based plans completed. Given the promotion by communities through their networks, this figure is likely to be higher but cannot be quantified beyond 181.

### **Adaptation to unexpected challenges**

The MCCSA has been effective in adapting to unexpected events in the course of the Project. These included changes in targeted participant communities' ability to participate or continue participation (as discussed above), but the major challenge has been the impact of the COVID-19 pandemic. This has brought a range of issues for the MCCSA and communities, but in relation to the Project, its key impact has been the requirement to limit the spread of infection by using physical distancing and isolation, which in turn has meant that face-to-face engagement with communities was no longer possible after mid-March.

Fortunately, the key training Workshop was held just before distancing requirements came into effect, but the remaining activities and months of the Project have required *significant creativity and flexibility* – which the MCCSA has managed to great effect. This has been particularly evident in the replacement strategy adopted for promoting Project information and community awareness raising (see [Section 2.3](#)).

### **Project Outcomes**

---

The MCCSA pursued these four major outcomes for Project participants:

- 1 An increase in knowledge about specific types of disasters and the key organisations responsible for managing their impact, as well as improved knowledge about where to access relevant information and alerts.
- 2 Increased community preparedness for disasters.
- 3 A practical emergency plan developed by, and relevant, to each participating community.
- 4 A clear communication strategy for community members in future disasters.

**As discussed in the [Findings](#), all of these have been achieved, and there is agreement about this from all key stakeholders - Project participants, the MCCSA and SAFECOM.**

## 1.2 PROJECT EVALUATION

The Project was independently evaluated by [Stand Out Report](#) using an evaluation method designed to complement and build on Project evaluative activities, and was *formative* in nature, with the evaluator having been engaged from its commencement. This has involved:

- Structured interviews and ongoing communication with the MCCSA Project Team, and an interview structured in online survey format with SAFECOM.
- Observation of the March 2020 Workshop and a survey of Workshop participants.
- Analysis of Project documentation including needs assessment via KAP Survey and GAP analyses.
- Analysis of individual community feedback regarding promotional activities undertaken to increase understanding of emergencies and how to respond to them.
- Overview of background documentation from the SA Government relating to disaster management, including key policy documents.

## 2 FINDINGS

---

This section brings together findings from the survey of (March 2020) workshop participants, analysis of findings from the MCCSA needs assessment surveys (November 2019 and June 2020), findings from the analysis of community promotional and awareness raising activities, and feedback from SAFECOM about the Project's achievement of its stated aims and outcomes, and its working relationship with the MCCSA.

### 2.1 FINDINGS FROM THE WORKSHOP WITH COMMUNITIES

In March 2020, community participants were invited to a full day workshop held at the MCCSA where representatives from the different disaster management agencies presented on their role and how communities and families should respond to, and be prepared for, these types of disaster:

- **Earthquake** – risk in Australia and South Australia – how to prepare and what to do.
- **Heatwave** -including why people are at risk, health outcomes, signs of heat exhaustion and heat stroke, links to translated SA Health fact sheets, role of the BOM and SES, risk and protective factors, public alerts and what they mean.
- **Storm and flood** -role of the SES in this and extreme heat events, high risk days, what to expect during storms or floods, how to prepare and how to respond.
- **Bushfires** – role of the CFS, bushfire risks and dangers, factors that affect bushfires, radiant heat and why it kills, ember attack, Bushfire Safer Places (with website link), fire danger ratings, total fire bans, high risk days, understanding warning messages, Emergency Alerts, preparing for and surviving the bushfire season.
- **House fires** – role of the MFS, how the MFS can assist communities, including CALD communities, preventing home fires and ensuring fire safety in homes and how to respond to fires in the home.
- **Accidents involving hazardous materials** – role of the MFS, deliberate and accidental exposure events, and types of hazards (chemical, biological, radiological, nuclear, explosive).

The workshop also familiarised communities with:

- the **State Emergency Plan** (which included a last minute addition on Covid19) and key agencies responsible for its implementation.
- The role of the **Australian Red Cross** and how to prepare for an emergency including the use of *Rediplan*, *Telecross REDi*, SES Emergency Kits, Flood and Storm Checklists and resources available from the Red Cross.
- The **Community Emergency Plan** that they were to prepare with the support of the MCCSA.

Appendix A provides details about the presenters and the agencies they represented.

The evaluator observed the workshop and distributed a survey that asked participants to rate their level of knowledge on each topic before and after the presentation. A five-point rating scale was applied and detailed findings are provided at [Appendix B](#).

The workshop itself was extremely well organised in terms of content and information flow. The speakers presented complex material clearly and logically, and created a friendly atmosphere that encouraged questions from participants.

**A substantial range of information was covered and the survey findings showed a *significant increase* in participants' understanding of the topic from a baseline rating obtained just prior to each session to an impact rating applied immediately after the session.**

**These findings were reinforced by those of the MCCSA's two needs assessment surveys (see [Section 2.2](#)).**

**It is important to note that *less than 1 in every 5 people* participating in this Project had ever received training in how to respond effectively to emergency and disaster situations.<sup>1</sup>**

The workshop survey asked if there were any gaps in information and **none** of the participants indicated that this was so. This too is a very positive finding because it highlights the attention given in planning the workshop and its content.

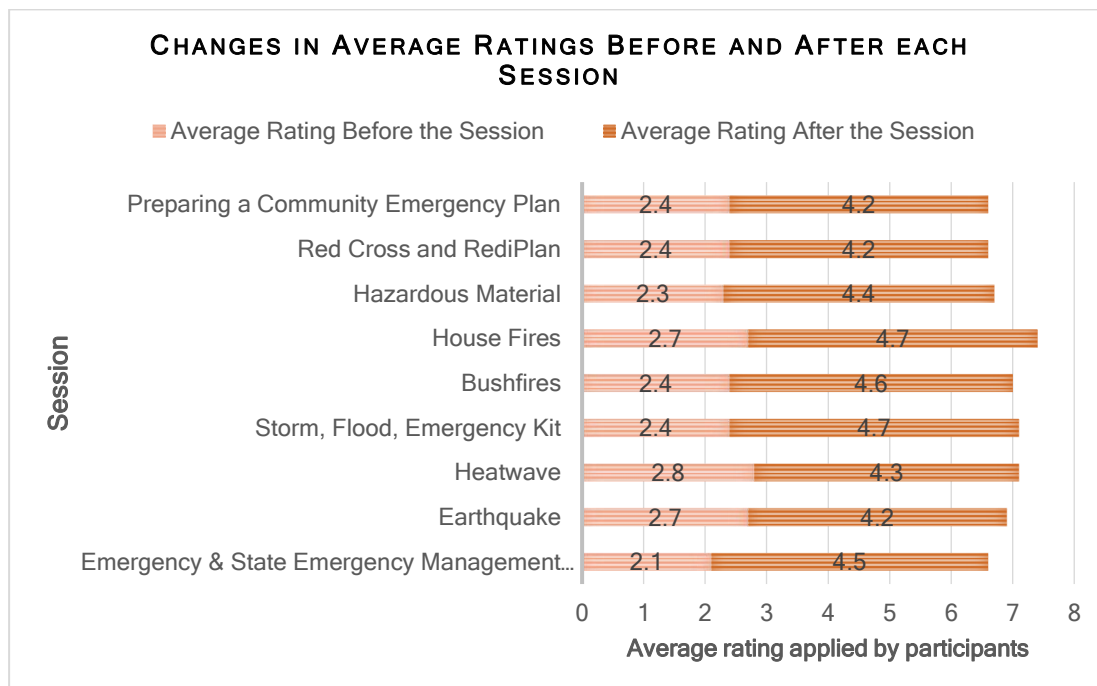
There were 28 individual participants in the workshop, of whom 2 were from one community and each attending half of the workshop. For survey participation purposes, they are counted as one giving a total of 27 expected completed surveys. Only one person did not participate in the survey, giving a total of **26 respondents**. Of these, **7** (27.0%) were university students (4 from Flinders University and 3 from The University of Adelaide).

There were significant gains in knowledge by the end of every Workshop session, with the lowest rating before a session being 2.1 (State Emergency Management) and the highest after a session being 4.7 out of a possible 5.0 (Storm, Flood Emergency Kit and House Fires). The highest level of knowledge before the Workshop related to Earthquake and House Fire disasters.

The largest gains were seen for these three sessions:

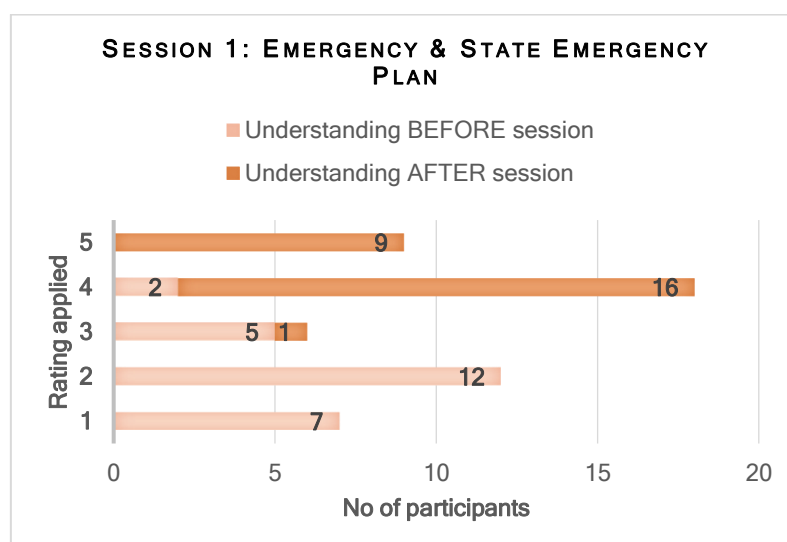
- 1) SAPOL's presentation on emergencies and the State Emergency Management Plan (increased by an average of 2.4 likert points out of a possible '5').
- 2) SES's presentation on storms, floods and Emergency Kit (increased by an average of 2.3 likert points).
- 3) CFS's presentation on bushfires (increased by an average of 2.2 likert points).

<sup>1</sup> Based on feedback provided in the MCCSA's needs assessment (KAP) surveys.

**FIGURE 1: CHANGES IN AVERAGE RATINGS BEFORE AND AFTER EACH SESSION**

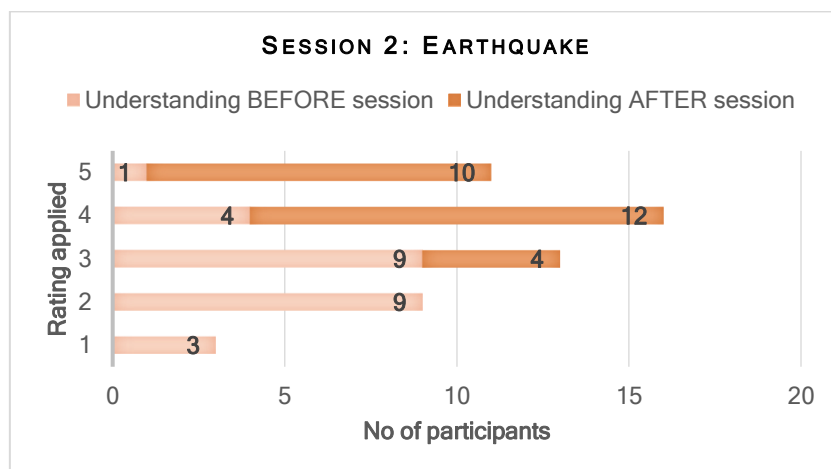
## Knowledge of Emergencies and the State Emergency Management Plan

This session was particularly well-received on the day and as [Figure 2](#) indicates, achieved significant increases in self-rated knowledge.

**FIGURE 2: IMPACT OF SESSION 1 - EMERGENCY AND STATE EMERGENCY PLAN**

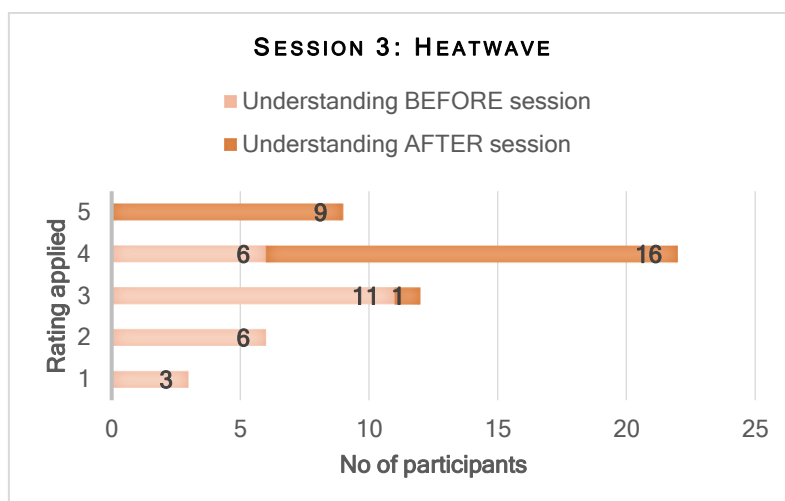
## Earthquake-related knowledge

Significant change in understanding of Earthquakes was achieved as a result of this session, with increases in self-rated knowledge depicted below in [Figure 3](#).

**FIGURE 3: IMPACT OF SESSION 2 - EARTHQUAKE**

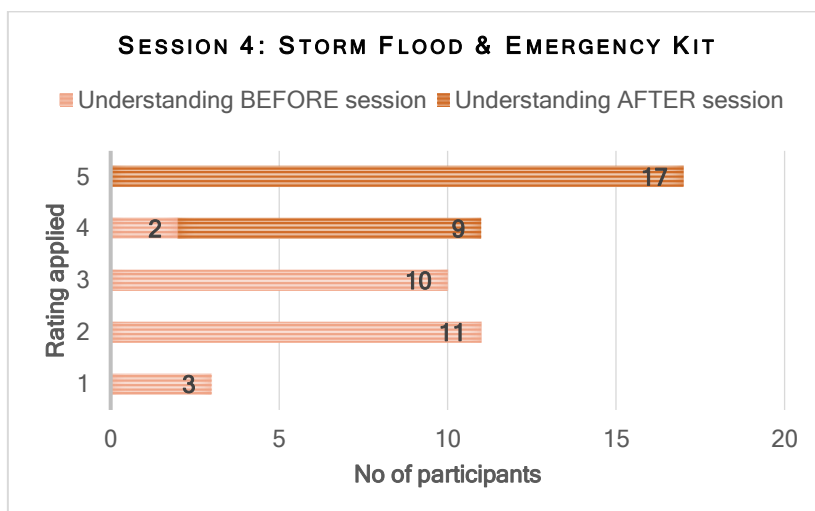
### Heatwave-related knowledge

Similarly the impact on knowledge of Heatwaves was significant, with [Figure 4](#) showing substantial increases in self-rated understanding of this issue.

**FIGURE 4: IMPACT OF SESSION 3 - HEATWAVE**

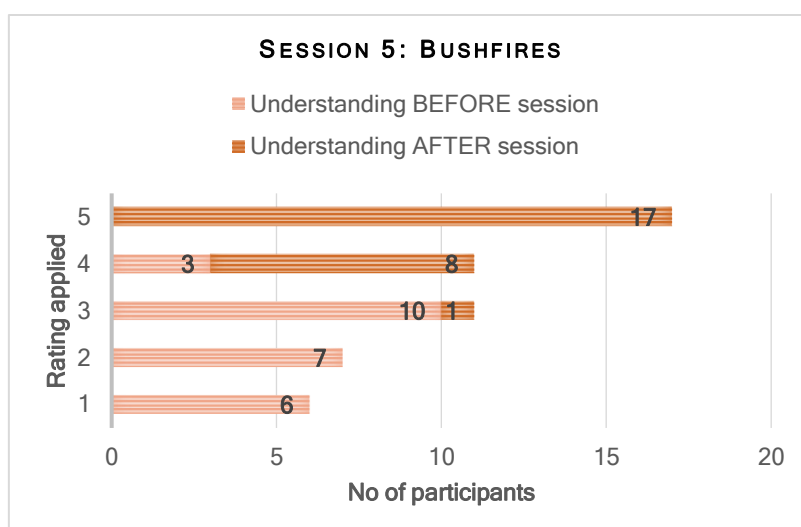
### Understanding of Storm, Flood and Emergency Kit

Participants also rated their understanding of storms, floods and associated emergency kit as having increased significantly by the end of this session. [Figure 5](#) presents this information.

**FIGURE 5: IMPACT OF SESSION 4 - STORM, FLOOD & EMERGENCY KIT**

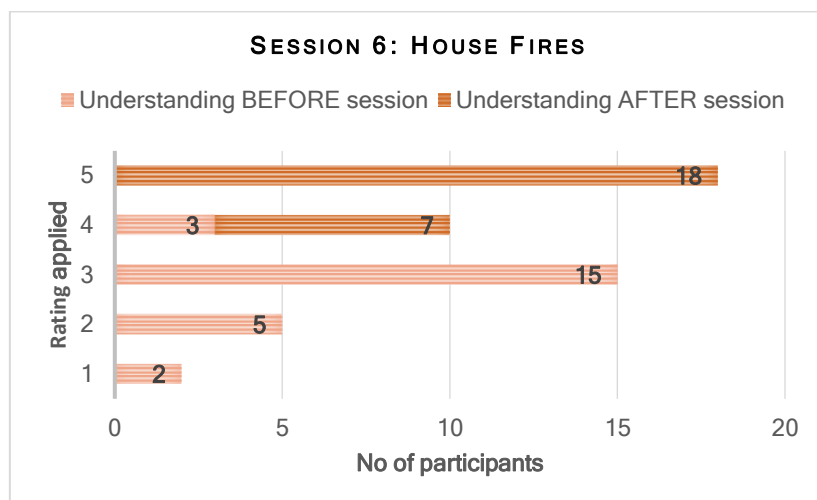
### Bushfire-related knowledge

Knowledge of bushfires showed a similar upward trend, increasing noticeably as a result of this session. Details follow in [Figure 6](#).

**FIGURE 6: IMPACT OF SESSION 5 - BUSHFIRES**

### Understanding of House Fires

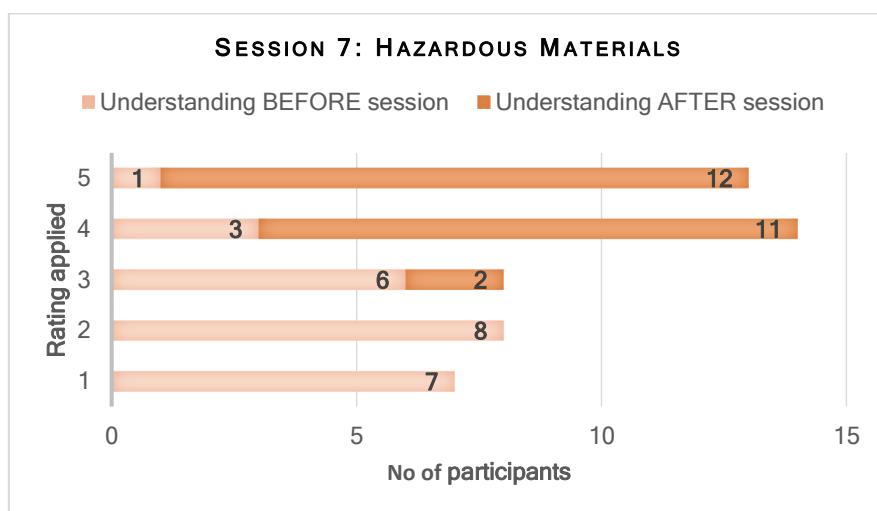
The session on house fires also achieved major increases in understanding of this form of emergency, as can be seen in [Figure 7](#).

**FIGURE 7: IMPACT OF SESSION 6 - HOUSE FIRES**

*Note: Based on a total of 25 because 1 person had to leave before this session began*

## Hazardous Material-related knowledge

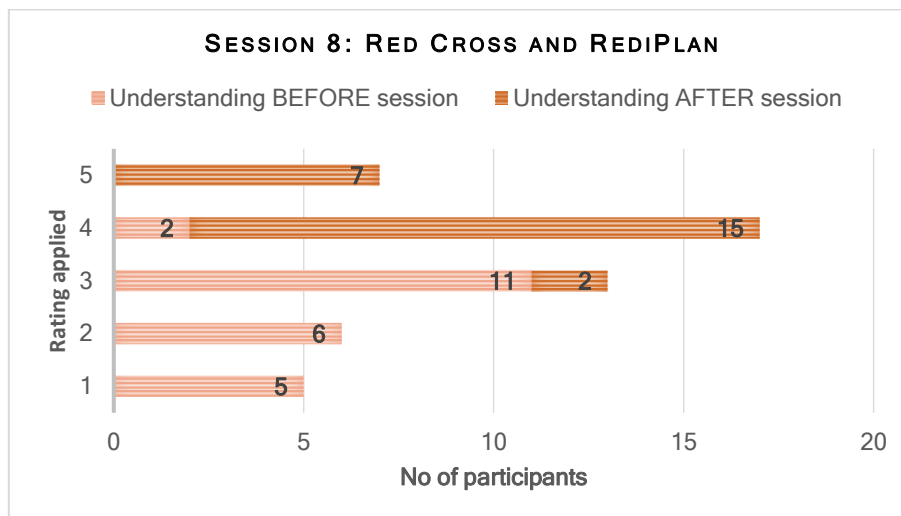
Participants have rated their knowledge of hazardous materials as having increased significantly by the end of this session – see [Figure 8](#).

**FIGURE 8: IMPACT OF SESSION 7 - HAZARDOUS MATERIALS**

*Note: Based on a total of 25 because 1 person had to leave before this session began*

## Understanding of the Australian Red Cross and RediPlan

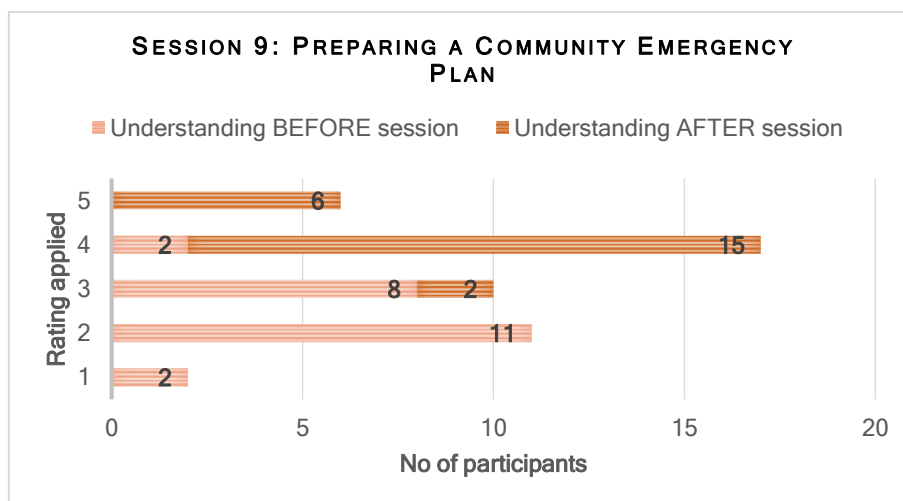
Understanding of the role and resources of the Australian Red Cross, and in particular, of *RediPlan*, was enhanced substantially as a result of this presentation – see [Figure 9](#) below.

**FIGURE 9: IMPACT OF SESSION 8 – AUSTRALIAN RED CROSS AND REDiPLAN**

*Note: Based on a total of 24 because 2 people had to leave before this session began*

## Preparing a Community Emergency Plan

This final session was rushed because of a small number of speakers exceeding their agreed timeframe, yet participants have rated their general understanding of what is involved in preparing a Community Emergency Plan as having improved substantially.

**FIGURE 10: IMPACT OF SESSION 9 - PREPARING A COMMUNITY EMERGENCY PLAN**

*Note: Based on a total of 23 because 3 people had to leave before this session began*

The Workshop impact indicated that, by March 2020, the MCCSA was well on its way to achieving two of the four Outcomes defined for this Project:

1. An increase in knowledge about specific types of disasters and the key organisations responsible for managing their impact as well as improved knowledge about where to access relevant information and alerts.
2. Increased community preparedness for disasters.

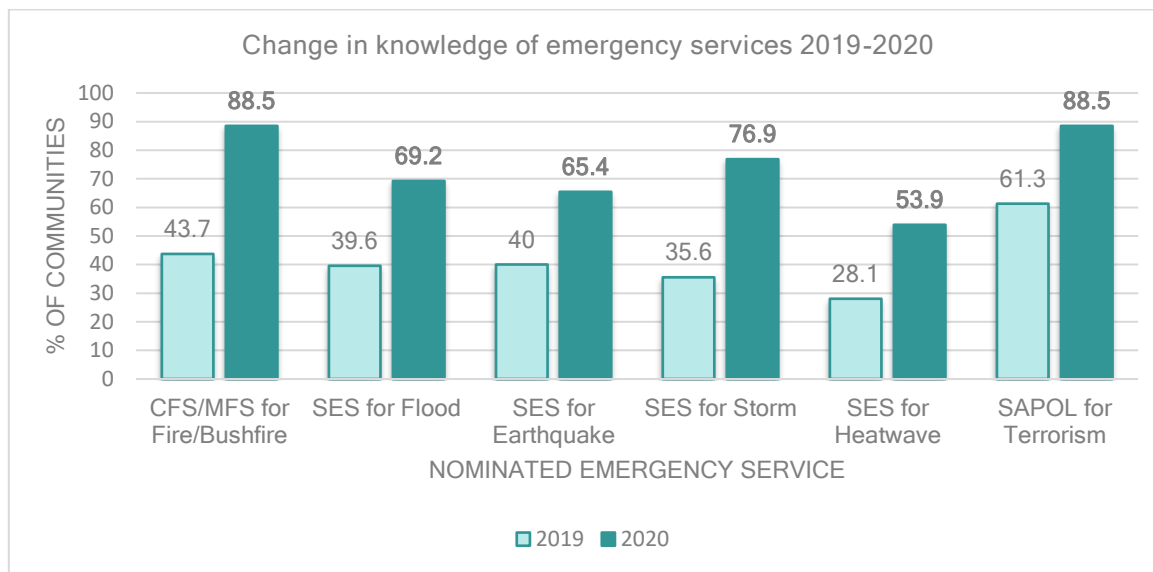
## 2.2 FINDINGS FROM THE NEEDS ASSESSMENT SURVEYS

The MCCSA undertook two rounds of needs assessment surveys with participants – one in November 2019 and the second in June 2020. Apart from collecting important profile data, the surveys provide valuable information about communities' **understanding** of disasters, their knowledge of the emergency services that address them, and changes in their **behaviours**.

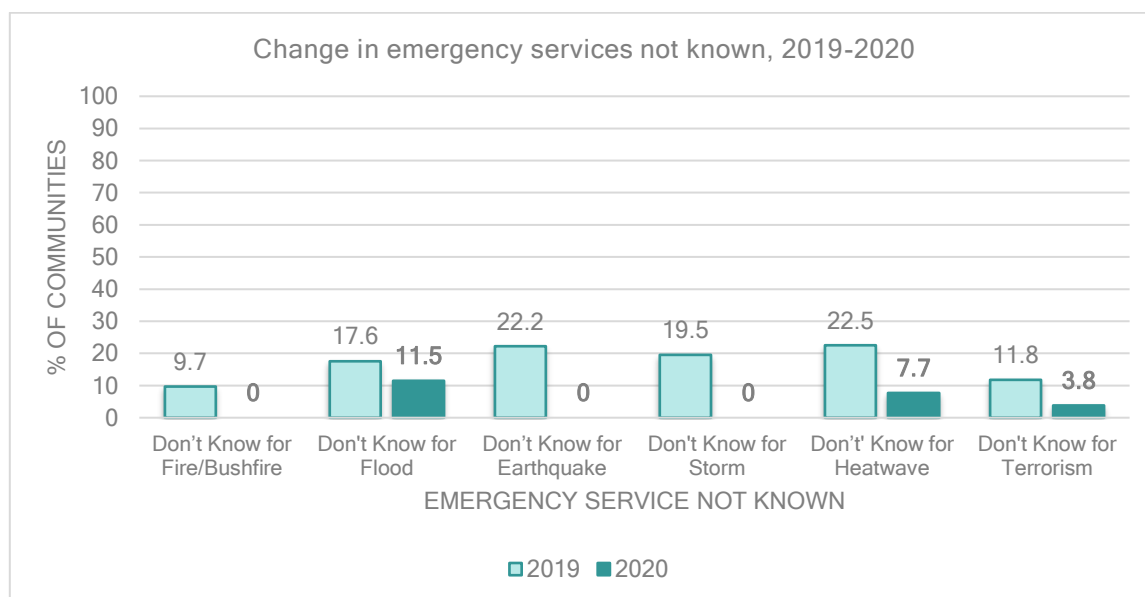
### Changes in knowledge of the roles and responsibilities of different emergency services

As [Figure 11](#) depicts, community understanding of the roles and responsibilities of the different emergency services **increased substantially** between the time of the first survey (November 2019) and the second (June 2020) across **all** categories.

- The **highest** levels of knowledge were associated with SAPOL for terrorism and the CFS and MFS for bushfires and fires (88.5% of communities correctly nominated them), followed by the SES for storms (76.9%).
- The **lowest** level of knowledge was associated with the SES role in relation to heatwaves (53.9%).

**FIGURE 11: CHANGE IN KNOWLEDGE OF EMERGENCY SERVICES, 2019-2020**

There was also a **significant drop** in the percentage of people nominating 'Don't know' against each type of emergency service and their associated role. It can be seen from [Figure 12](#) that there was a drop against each category, in some cases to zero (services with responsibility for fire or bushfire, earthquake and storm). These findings also indicate the impact of the Project on community awareness and understanding of the roles and responsibilities of the different emergency services.

**FIGURE 12: CHANGE IN EMERGENCY SERVICES NOT KNOWN 2019-2020**

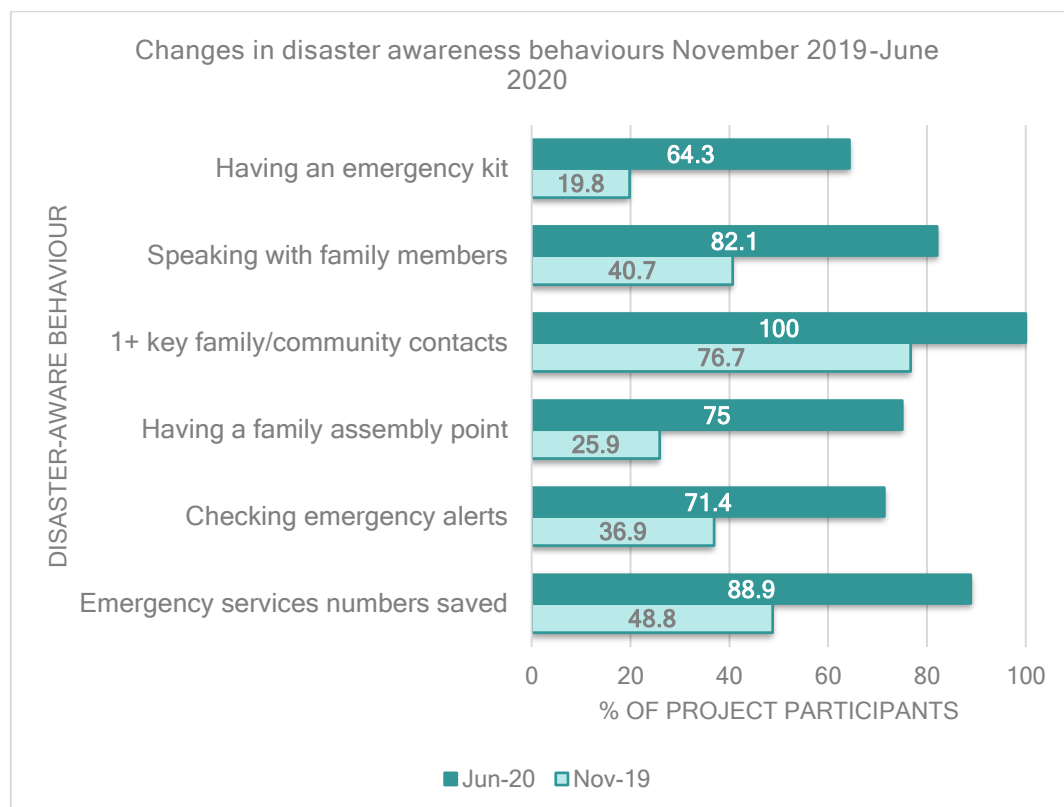
## Changes in behaviours associated with disaster awareness

The MCCSA's needs assessment surveys highlighted significant changes in disaster awareness-related **behaviours** over the six-month period between each survey (and following training). **Very positive changes** were associated with the following:

- ☑ Having emergency services numbers saved
  - (Survey 1: 34.5% answered 'Yes, in general' and a further 2.4% answered "Yes I have the App, emergency alert number and I am fully aware")
  - (Survey 2: 21.4% answered 'Yes, in general' and a further 50.0% answered "Yes I have the App, emergency alert number and I am fully aware")
- ☑ Checking emergency alerts
- ☑ Having a family assembly point
- ☑ Having one or more key contacts in the family or community
- ☑ Speaking with family members about what to do in the case of an emergency and
- ☑ Having an emergency kit.

There was little change in having knowledge of school/office/day care or community emergency plans (65.5% at Survey 1 and 67.9% at Survey 2). The chart below provides these details.

**FIGURE 13: CHANGES IN DISASTER AWARENESS BEHAVIOURS NOVEMBER 2019-JUNE 2020**



## 2.3 PROMOTIONAL ACTIVITIES BY PARTICIPATING COMMUNITIES

It is clear from

Table 1 that raising the awareness and understanding of individual community members via this Project has had a **far reaching impact**, as Project participants draw on their own **information sharing networks**. As sources of information, they will be **trusted** by these communities, as will the MCCSA as Project sponsor, ensuring that the messages received will be accepted. The power of social media is also evident.

**For a relatively small investment, disaster management agencies in South Australia have reached a very high number of people from CALD communities, with a ripple effect evident from that initial step. By being informed, communities are empowered, and this is crucial to building resilience.**

**TABLE 1: PROMOTIONAL ACTIVITIES USING COMMUNITY NETWORKS**

COMMUNITY	PROMOTIONAL ACTIVITY & ESTIMATED NO OF PEOPLE/HOUSEHOLDS REACHED					
	Facebook	Instagram	WhatsApp	Emails	Phone calls	Information*
Armenian	642			80	-	-
Bangladeshi	2,664			3,868	-	-
Brazilian	3,000	130	600			1,000
Colombian**	500		120	469	5	Radio posts
Korean***	200			>500	>200	Yes, no data
Pacific Islander	1,055			20	-	Radio posts
Pakistani	6,000 'social media'			2-3,000	20	7,000 website
Somali	130		200	70	130-	
<b>UNIVERSITY INTERNATIONAL STUDENTS (PLUS INFORMATION SHARED VIA STUDENT ASSOCIATIONS)</b>						
U of Adelaide	4,240	891				7,766
Flinders U	9,030			35	2	3,300

\* Provided in community publication eg magazine, newsletter or community website

\*\* Also promoted via 3 religion-based groups, reaching 680 Latinos (not necessarily Colombian)

\*\*\* Social media used Snapchat, no data provided

Needs assessment surveys by the MCCSA identified that the most popular social media sources are **WhatsApp** (especially for international students) and **Facebook** (highly used by both communities and students). The table below summarises the preferred communication channels

used by international university students and participating communities. Significant differences in preferences between the two groups are evident, highlighting the importance of **tailored** communication strategies for each.

**TABLE 2: PREFERRED COMMUNICATION CHANNELS**

COMMUNICATION METHOD	% OF STUDENTS	% OF COMMUNITIES
Email	93.9	44.8
Facebook	84.9	34.5
Website	78.8	24.1
Online newsletter	69.7	9.2
University noticeboard	39.4	n/a
Mobile App	24.2	44.8
Community radio	n/a	12.6
Phone calls	21.2	39.1

### 3 CONCLUSIONS

---

This has been an important Project for the SA Government and its emergency services to commission because it recognises that CALD communities, especially those who are recent arrivals and/or less familiar with the emergency services landscape, require awareness raising tailored to individual community needs. The Project also recognises that information is most effectively delivered by sources who are **known, trusted and credible** to communities, and the MCCSA has been the most appropriate partner for them. Decades long relationship building with CALD communities, together with a sustained strategy of building community capacity and resilience, places the MCCSA in a unique position to educate communities about disasters and how best to prepare for them.

It is clear from feedback provided to the evaluator, and observation of interactions between the MCCSA Project team and disaster service personnel at the training workshop in March 2020, that the newness of this partnership has in no way diminished its effectiveness. It is hoped that this becomes an ongoing and long-term working relationship.

All four Project aims have been achieved, and there has been a significant and positive change in participating communities' knowledge of disaster preparation and the key agencies responsible for different types of disasters. The knowledge gained has translated into a significant and positive change in behaviours associated with being prepared for responding to disasters. Both of these outcomes attest to the success of the Project's strategies and its management by the MCCSA.

These strategies are also transferable to other government services needing to connect effectively with CALD communities (*see Recommendation 1*). For example, it is now clear from patterns of COVID-19 infection (in Australia and overseas) that specific community education is essential, and that this needs to be tailored to the needs of different CALD communities. The MCCSA, through this Project, has included a focus on COVID-19 within the context of disaster management, but there is significant scope to build from this, working in partnership with SA Health (*see Recommendation 2*).

The findings from this evaluation indicate that the funding of this Project should be regarded by SA Government emergency services agencies as an **investment rather than a cost**, with significant community reach and changes in knowledge and behaviours achieved in a relatively short space of time. It is too early to determine whether this will be a lasting impact and for this reason, it is recommended that the Project be continued, providing top-up information to the current community cohort, and repeating the program with another group of communities, and with university international students. This should be relatively easy in terms of a program design and content that now exists, and the foundations laid for a strong working relationship between partners (*see Recommendations 3 and 4*).

The participating community leaders' sharing of information and knowledge gained from the Project, and the analysis of the number of community members engaged shows an extensive

reach which further magnifies the Project's impact, and the SA Government's relatively small investment in this innovative initiative.

## RECOMMENDATIONS

### Recommendation 1

**The methodology applied in this Project is one that should be replicated with other CALD communities and in relation to other government services and programs for four reasons:**

- 1) **It addresses the need for CALD communities to be informed by sources they can *trust* and who are recognised *experts* in achieving cultural inclusivity.** The process of information exchange and relationship-building was facilitated by a trusted organisation with established linkages with CALD communities (MCCSA), and these linkages provided a *strong foundation* for the Project.
- 2) **The facilitation by the MCCSA of collaboration and communication pathways between State Emergency Services and CALD communities, has ensured that information provided has been understood.** This strategy also ensures that State Emergency Services have a better understanding of the needs of CALD communities developed through direct interaction with them.
- 3) **The information exchanged throughout the Project is likely to be *retained and acted upon*, in contrast with one-way and once-off methods.** CALD communities received basic disaster management information as well as information about the roles and responsibilities of key emergency services agencies, and then had to *apply* that knowledge in developing their own plans of action, at family and community level.
- 4) **These processes have not only significantly increased participating CALD communities' knowledge, but promoted enhanced *self-reliance* and built capacity to be prepared for, and respond to, disasters.**

### Recommendation 2

**Building on the foundations established by the Project, it is recommended that a partnership with SA Health be explored with a view to applying this model of CALD community education and development of community and family level plans to the management of COVID-19.**

### Recommendation 3

**There is value in continuing this work and continuing to providing refresher information to existing participant communities, and extending the program to other CALD communities as well as to university international students.**

A key learning from this Project has been that the international university student group requires its own implementation strategy, taking into account student timeframes (eg exams, semester dates), the need to work with international student support staff, and to provide a longer lead time to allow for university ethics approval for student involvement.

It is expected that the Project has highlighted for universities the need to address a gap in their support of international students, namely, ensuring awareness of disaster preparation and the emergency services associated with different types of disasters. It is hoped that the positive findings from this Project will encourage the University of South Australia to become a participant, assuming the Project is continued.

The valuable information generated by the MCCSA's needs assessment surveys provides a ready-made approach for sharing information and engaging international students (eg via *WhatsApp* and *Facebook*). A bridge has been built between SA emergency services and these communities, and the impact of that can be expected to continue. The Project has also highlighted the need to allow a longer lead time for engaging with universities and in particular, with International Student Office personnel.

#### **Recommendation 4**

**If ongoing Project funding is provided, it is recommended that this build on the knowledge gained from the Project in engaging with universities, with a view to involving all three universities, integrating the training and information component into international student activities and policy processes.**

## APPENDIX A: TRAINING WORKSHOP TOPICS AND SPEAKERS

---

Topic	Agency	Speaker
1 Overview of SA emergency events	SAPOL, Emergency & Major Event Section	Sgt Russell Dippy
2. Earthquake	DPTI, Emergency Management Risk and Assurance	Daniel Minchin
3. Heatwave	SA Health	Dr Monica Nitschke
4. Storm, Flood, Emergency Kit	SES, Community Engagement	Oshanna Alexander
5. Bushfires	CFS, Community Engagement	Chris Sedunary
6. House fires	MFS, Community Engagement	Philip Evans
7. Hazardous material	MFS, Hazmat/CBRN	Joseph Hansen
8. Red Cross and Rediplan	Red Cross	Rhoda Conway
9. Preparing a Community Emergency Plan	MCCSA	Isabella Bracco

## APPENDIX B: WORKSHOP SURVEY TABLES

**TABLE 3: RATING THE EMERGENCIES AND STATE EMERGENCY MANAGEMENT PLAN SESSION**

<b>Session 1: Emergency and State Emergency Management Plan</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	7	12	5	2		0
Level of Understanding <u>after</u> the session			1	16	9	0

**TABLE 4: RATING THE EARTHQUAKE SESSION**

<b>Session 2: Earthquake</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	3	9	9	4	1	0
Level of Understanding <u>after</u> the session			4	12	10	0

**TABLE 5: RATING THE HEATWAVE SESSION**

<b>Session 3: Heatwave</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	3	6	11	6		0
Level of Understanding <u>after</u> the session			1	16	9	0

**TABLE 6: RATING THE STORM, FLOOD AND EMERGENCY KIT SESSION**

<b>Session 4: Storm, Flood, Emergency Kit</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	3	11	10	2		0
Level of Understanding <u>after</u> the session				9	17	0

**TABLE 7: RATING THE BUSHFIRES SESSION**

<b>Session 5: Bushfires</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	6	7	10	3		0
Level of Understanding <u>after</u> the session			1	8	17	0

**TABLE 8: RATING THE HOUSE FIRES SESSION**

<b>Session 6: House fires</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	2	5	15	3		0
Level of Understanding <u>after</u> the session				7	18	0

*Note: Total is 25 because 1 person had to leave before this session began*

**TABLE 9: RATING THE HAZARDOUS MATERIAL SESSION**

<b>Session 7: Hazardous material</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	7	8	6	3	1	0
Level of Understanding <u>after</u> the session			2	11	12	0

*Note: Total is 25 because 1 person had to leave before this session began*

**TABLE 10: RATING THE AUSTRALIAN RED CROSS AND REDiPLAN SESSION**

<b>Session 8: Red Cross and RediPlan</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	5	6	11	2		0
Level of Understanding <u>after</u> the session			2	15	7	0

*Note: Total is 24 because 2 people had to leave before this session began*

**TABLE 11: RATING THE COMMUNITY EMERGENCY PLAN PREPARATION SESSION**

<b>Session 9: Community Emergency Plan</b>	1= Very low	2= Low	3= Satisfactory	4= High	5= Very High	DON'T KNOW / UNSURE
Level of Understanding <u>before</u> the session	2	11	8	2		0
Level of Understanding <u>after</u> the session			2	15	6	0

*Note: Total is 23 because 3 people had to leave before this session began*