Proactive engagement with neighbours

More enduring connections

Higher social capital

Better community response during emergencies

Campaign Objectives

- Showcase the link between strong relationships with neighbours and emergency management outcomes

- Provide a fun, practical opportunity for members of VICSES, CFA and Red Cross working in community safety and community preparedness to walk-the-talk and connect with their neighbours.

Methods

The Neighbour Day Challenge 2019 was built on the premise that proactive engagement with neighbours leads to more enduring connections and higher social capital which results in better community response during and after emergencies. By leveraging off an existing corporate partnership to provide some member incentives, and through the use of a coordinated social media competition, the three agencies invited and encouraged members of their agencies (staff and volunteers) to connect with their neighbours on Neighbour Day.

VICSES, CFA and Red Cross provided templates for social media, and calling cards for members to use in the lead up to the event:

Results & Evaluation

The Neighbour Day Challenge resulted in lots of VICSES, CFA and Red Cross members coming together with their neighbours for a cup of tea, a drop in or a barbeque.

“Neighbour Day afternoon tea at my apartment block on St Kilda Rd. It was a lovely friendly event where new connections were made. We’ll be doing it again!”
- Cath Szen

“A comprehensive process and outcome evaluation of the Neighbour Day Challenge 2019 is underway to assess both the feasibility of the intervention and whether it may contribute to building social capital. This is incorporating a longitudinal participant survey, analytics on the social media and post-activity workshops. The findings will inform future enhancements to the intervention and approaches to support better member engagement.”

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