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## AIM

**To examine evidence-based strategies that motivate appropriate action and increase informed decision-making during the response and recovery phases of disasters.**

### PURPOSE

This project combines expertise in communication, consumer psychology and marketing, disaster and emergency management, and law to examine the aim above. The project adopts a multi-hazards approach to examine the effectiveness of response and recovery communication in communities (made up of individuals, groups, and businesses) affected by floods, cyclones, fires, and earthquakes. Through a multi-method research design, the project seeks to:

- ▶ examine the **content and delivery** strategies of official emergency messages;
- ▶ develop evidence-based advice to guide **trigger communications** during hazards;
- ▶ analyse the **effectiveness and efficiency** of official emergency messages in the response and recovery phases;
- ▶ promote both community and end-user understanding of the **psychological and legal motivators** for maximising engagement with emergency instructions;
- ▶ examine opportunities for application of **new technology and communication systems** to maximise the comprehension and compliance of communities at risk.

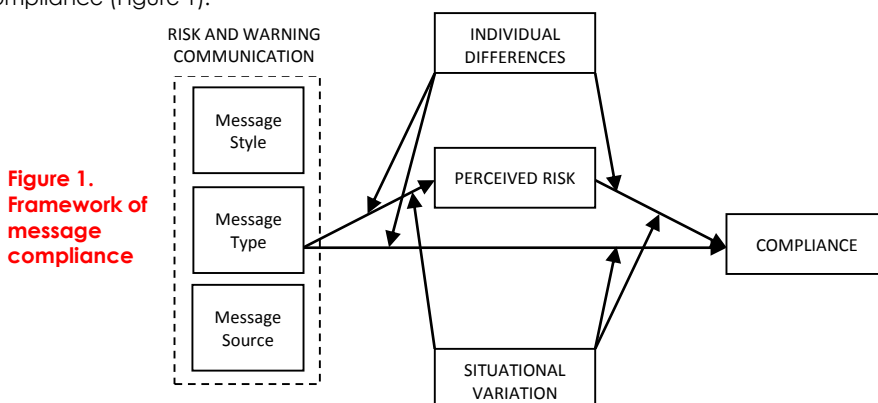
### LEGAL PERSPECTIVE

This project seeks to understand the legal issues surrounding compliance, and compliance-gaining messages. Key issues for investigation include:

- ▶ What are the legal implications for **deviating from** what an emergency management **policy** stipulates as what should be said or done?
- ▶ What are the **gaps** between existing **policies** and the **Acts** from which they are developed?
- ▶ What **legal issues** do emergency services **personnel** and **volunteers** need to understand during the response and recovery phases of a disaster?

### MESSAGE COMPLIANCE

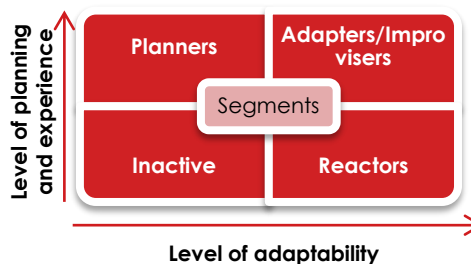
Compliance is an individual's implicit or explicit behaviour, in response to a communicated request by another individual, organisation, or entity. A preliminary framework has been developed that identifies the key factors informing message compliance (Figure 1).



**Figure 1.** Framework of message compliance

### SEGMENTATION FOR COMPLIANCE

Communities can also be segmented into four groups based on their level of planning and experience, and level of adaptability (Figure 2). It is proposed that each group will have a different propensity for non-compliant behaviour, and will require tailored messages to achieve compliance.



**Figure 2.** Community Segments

### METHODOLOGY

Following an analysis of the peer reviewed literature, policy documents, legislation, inquiry and industry reports, the researchers will draw on multiple and mixed methods including in-depth interviews and experiments. Interviews will take place with three groups:

- (1) High-level emergency services personnel – ‘what *should* be said and done’
- (2) Communications personnel – ‘what is *really* said and done’
- (3) Community members – ‘what is *actually* interpreted’

Experiments will involve testing a series of messages against existing messages to find out which leads to more compliant behaviour.