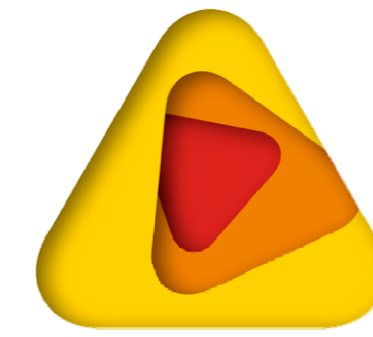


# Flood Risk Communication

## Building resilience through flood risk communication



bushfire&natural  
**HAZARDS**CRC

### Katharine Haynes<sup>1</sup> & Mel Taylor<sup>2</sup>

<sup>1</sup> Risk Frontiers, Macquarie University

<sup>2</sup> Psychology, Macquarie University



#### Background: Previous research

1. Bushfire and Natural Hazards CRC research has identified that floods are the second most deadly natural hazard, following heatwaves, in Australia
2. Detailed research into these fatalities demonstrates that many deaths were avoidable
3. High risk behaviours include:
  - Those driving and entering floodwaters
  - Those recreating in flood waters



#### Background: Wider research needs

1. Limited research that rigorously evaluates the efficacy of flood education and warning strategies with target groups
2. Little research that evaluates the efficacy of incentives and new laws to complement education and warning materials
3. Little advancement in the call to involve target groups in participatory research



#### Project objectives

1. Develop a detailed understanding of the motivations, beliefs, decision making processes and information needs of at-risk groups (split by age and gender).
2. Develop and adapt targeted risk communication materials in partnership with those from at-risk groups and end-users
3. Develop an innovative methodology for evaluating the effectiveness of various communication materials and initiatives using a realistic disaster scenario.



#### The Evaluations

Specific target groups are asked to make decisions independently and collectively regarding entering or playing in floodwaters following exposure to an intervention. Control groups are not exposed.

1. Respondents given the intervention,
2. Exposed to a realistic disaster scenario
3. Asked to make decisions in regards to entering or playing in floodwaters
4. Involved in facilitated interviews (individuals) or focus groups



#### Deliverables

1. End user-directed research and policy recommendation briefs
2. National guidelines document on flood risk communication materials and methods
3. Novel methodology for assessing flood risk communication and education materials
4. Evaluated flood risk communication and education materials

#### Students currently engaged:

Arifa Mohammed - PhD | Title: Entering Floodwater: Occupational and Public Perceptions of Risk and Cue Utilisation

Lisa Sato – Masters of Organisational Psychology | Title: Occupational risk attitudes of emergency and essential workers to driving through floodwater

Gemma Hope - Masters of Organisational Psychology | Title: Judging danger on flooded roads. (Computer-based research - using EXPERTise 2.0 and photo stimuli)



**Business**  
Cooperative Research  
Centres Programme



To contact:

[Haynes.katharine@gmail.com](mailto:Haynes.katharine@gmail.com)

[mel.taylor@mq.edu.au](mailto:mel.taylor@mq.edu.au)

