

# What is '(In)Action'? Rethinking Traditional Understandings of Disaster Risk Reduction in Urban Households

## Community Engagement for Disaster Risk Reduction (CEDRR)

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# 1. What is the CEDRR Project?



- Response to challenges raised by practitioners and within literature regarding household inaction
- Collaboration between Emergency Services, Researchers, and the Public
- Participatory Approach - Focus on the **relationship** rather than the transfer of information in engagements



## 2. What makes CEDRR different?

Information  
Dissemination &  
Education is ***not***  
***the goal*** of the  
Engagement

Avoid  
Predetermining  
Risk and  
Rationalities for  
(In)Action

Approach  
'extends' rather  
than 'scales' and  
can be widely  
implemented

# Hypothesis

“Nurturing ***relationships*** that can be activated by publics may be more effective in generating behaviour change than practices rooted in educative approaches, and that these relationships may enable a better understanding of the contextual and household decisions that influence (in)action.”

(Cornes et al., 2018 *in Review*)

# An Approach to *Changing Lives in a Changing World?*

People change their behaviour when they want to  
– creating relationships allows them to draw on  
this when ***they*** are ready to change

(Dolan et al., 2012)

# 3. Methodology

- Random Sample, Clusters of 6 Households
- Cold-Call Doorknock by Emergency Service Personnel
- 18 Question Survey, 10 mins, 'Real Time' 4G Network > 2 Follow Ups
- Facilitates Dialogue & Relationship Building



**Help Support Community Resilience**

> Pass this information on to a friend, neighbour, or relative.

**Referer:**

A: write your number here

B: write your number here

C: write your number here

D: write your number here

E: write your number here

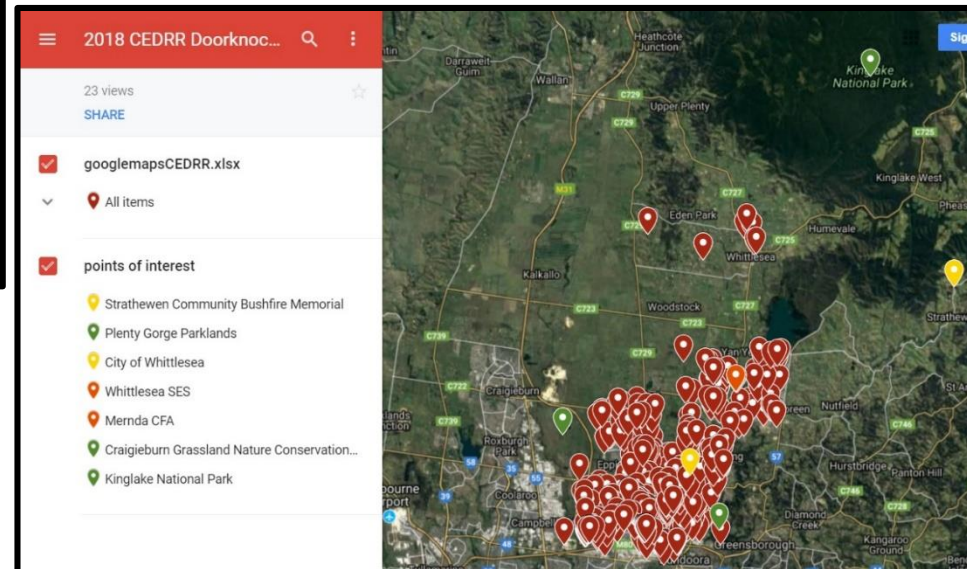
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# 4. City of Whittlesea LGA, Victoria, Australia



- Exposed to frequent hazards & diverse population
- 18 Volunteers, 3 Weekends
- 74 Completed Surveys, 64 Provided Additional Demographics



# 5. Preliminary Findings: Who 'are' these households?

**48% Identified as  
Female**

**Median Age 35-44  
Median Income  
\$65,000-77,999**

**73% Owned Home**

**47% Lived In  
Australia All Their  
Lives**

**24% Single Person  
31% Partner &  
Dependents  
37% Partner**

**25%  
Predominantly  
Spoke A Language  
Other Than  
English At Home**



# Preliminary Findings: What risks do these households perceive, and how are they responding?

- 66% expected to experience a 'large-scale' emergency in the next 10 years, 23% expected to experience 'none'
- 28% stated they had done 'nothing' to prepare
- A range of responses to perceived 'large-scale emergencies', and actions taken in response to those that fell outside 'traditional' measures

# Preliminary Findings:

## What impact did these engagements have?

	Already Had	Action	Intention	Not Needed
Checked Smoke Alarm	81%	4%	-	-
Home Escape Plan	41%	4%	35%	20%
Emergency Kit	18%	-	35%	4%
First Aid	59%	-	8%	-

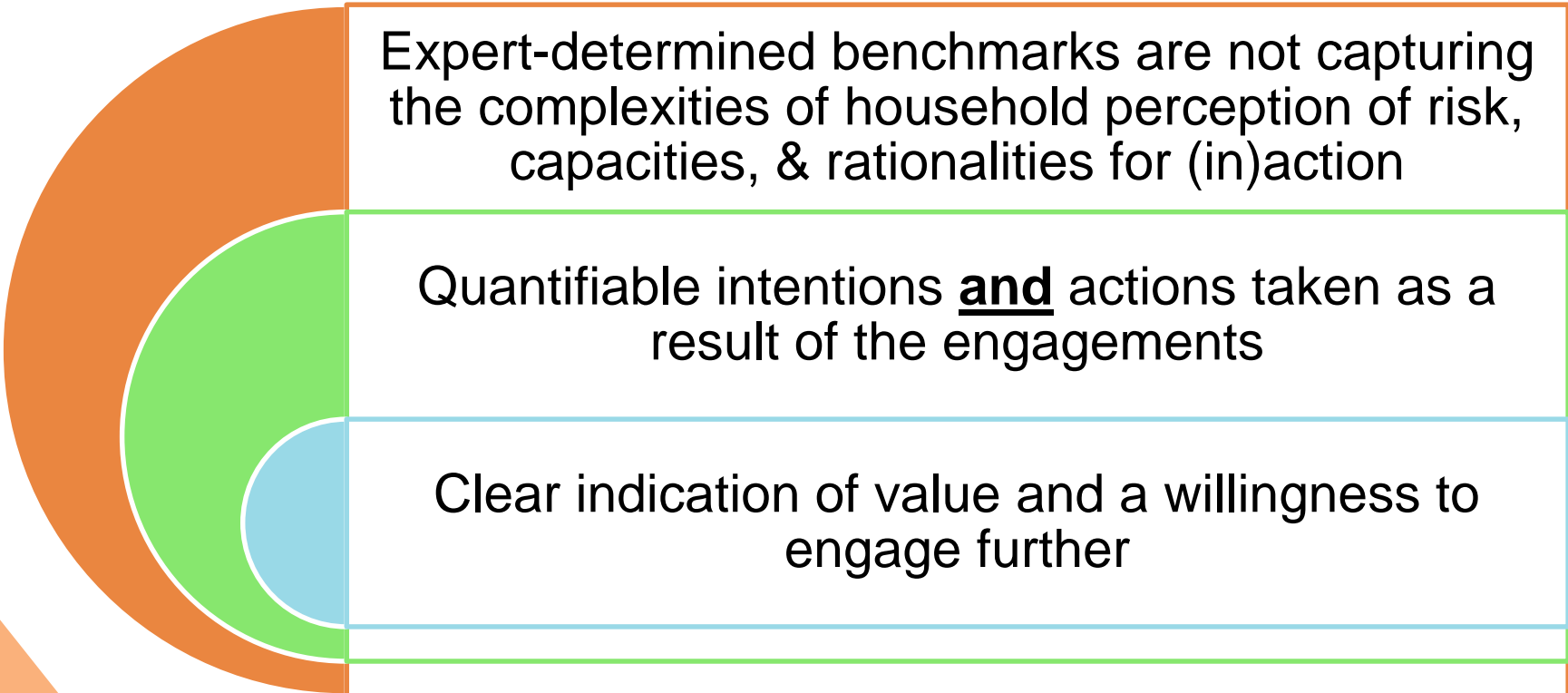
# Preliminary Findings: More than the numbers

Positive Impacts on the Public *and* the Volunteers

# Preliminary Findings: Are households interested in continuing the conversation?

85% of Households Agreed to a Follow-Up Visit

## 6. Significance of Findings?



Expert-determined benchmarks are not capturing the complexities of household perception of risk, capacities, & rationalities for (in)action

Quantifiable intentions **and** actions taken as a result of the engagements

Clear indication of value and a willingness to engage further

# 7. Key Points

**CEDRR as an  
alternative to current  
'engagement'  
approaches**

Participatory  
engagement approach  
based on ***relationship  
building*** between  
emergency services  
and the public

**Demonstrable  
impacts from the  
CEDRR  
engagements**



**Questions?**