Mapping approaches to community engagement for preparedness in Australia

Research advisory forum / 2019

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Research Challenge

Challenge
• Translation to practice - models/approaches
• Transfer of knowledge between practice
• Evaluation of community engagement for preparedness

Goal
• To map and synthesise the community engagement for preparedness approaches used by Australian emergency agencies.
• Provide an empirically-based method of undertaking community engagement for emergency preparation

Five research questions
1. What are the attributes of a best practice approach to CE for preparedness?
2. What frameworks and models for CE do Australian end-user/agencies use for preparedness?
3. What are the key community competencies for preparedness in disaster response?
4. What approaches do Australian end-user/agencies use to identify and build community competencies for preparedness?
5. What approaches do Australian end-user/agencies use to engage with and create relationships with communities for preparedness

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Method

STAGE 1: REFERENCE GROUP & LITERATURE REVIEW
- Interviews (n=30) & document analysis

STAGE 2: DATA COLLECTION: Oct 18 – Feb19
- Scoping, establishing competencies & indicators ethics approval, interview protocol

STAGE 3: SYSTEMATIC LITERATURE REVIEW
- Framework 1 & 2: Application, evaluation & analysis
  Melbourne and Brisbane

STAGE 4: PILOT WORKSHOPS
- Australian Generative Model of Community Engagement
  Rockhampton workshop (QFES)

STAGE 5: FINAL FRAMEWORK & IMPLEMENTATION

STAGE 6: DISSEMINATION AND PUBLICATIONS

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Findings

RQ1: Attributes Best CE Practice
- Awareness and understanding of risk
- Recognition of self responsibility
- Preparedness desirable and valued

RQ2: Frameworks of CE Used in Practice
1. Community Development
2. Co Design
3. IAP2
4. Command & Control

RQ3: Key Competencies to Prepare
- Community
  - Community-led activity
  - Confidence and capacity to act
  - Accurate risk perception: personal /community
- Agency
  - Cross-agency commitment
  - Valuing a c-led approach
  - Staff capacity (Know/Skills/philosophy)
  - Resourced
  - Connected

RQ4: Approaches to Build Competencies
- Building community connection, resilience & trust
- Empower the community
- Tailored

RQ5: Approaches to Build Community Relationships
- Embedded processes
- Optimism bias
- Conflicting messages
- Community-led activity
- Confidence and capacity to act
- Accurate risk perception: personal /community

Attributes
- Awareness and understanding of risk
- Recognition of self responsibility
- Preparedness desirable and valued

Enablers
- Connectedness
- Leadership
- Resourcefulness

Barriers
- Embedded processes
- Optimism bias
- Conflicting messages

Approaches
- Building community connection, resilience & trust
- Empower the community
- Tailored

CE Programs Need to Be
- Authentic
- A journey
- Relational
- Aim to build capacity & social capital
Figure: Australian Generative Model of Community Engagement (Johnston, Ryan & Taylor, 2019)
Research, Monitoring, Evaluation & Learning

**COMMUNITY PROFILING**
- **UNDERSTAND**
  - Current levels of risk awareness (benchmark)
  - Existing relationships
  - Existing social networks
  - Conditions for behavioural change
- **TACTICS/TOOLS**
  - Research tools
    - Primary data
      - Survey
      - Focus Groups
      - Interviews
    - Secondary data
      - ABS data (quick stats)
      - Media analysis
      - Social network analysis
      - Other agency reports
- **EVALUATION**
  - Baseline data / Benchmarking
    - Establishing objectives
    - Identification of OL
    - Identification of social network

**RELATIONAL TIES**
- **BUILD CONNECTIONS**
  - Cooperative community ties
  - Establish context and relevance
  - Build baseline knowledge
  - Build collective value for preparedness
- **TACTICS/TOOLS**
  - Set engagement milestones
  - Relational mapping
  - Diagnose relationships and networks
  - Identify motivators
  - Community events
- **EVALUATION**
  - Relational mapping (strength of ties)
  - Focus groups (connectedness)
  - Storytelling – key messages/media messages
  - Influencers and opinion leader mapping

**CAPACITY BUILDING**
- **BUILD COMPETENCY**
  - Education & Experience
  - Build competencies & capacity
  - Understand
    - risk and responsibility
    - What preparedness means
    - Collective value
    - Capacity to act
- **TACTICS/TOOLS**
  - Research tools: Primary data
    - Survey
    - Focus Groups
    - Interviews
  - Research tools: Secondary data
    - ABS data (quick stats)
    - Media analysis
    - Social network analysis
    - Other agency reports
- **EVALUATION**
  - Baseline data & benchmarking
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**COMMUNITY PROGRAMS**
- **COMMUNITY LED ACTION**
  - Foster, resource & support community-led action
  - Mentoring local OL
  - Support to develop local goals
  - Champion local preparedness activities
- **TACTICS/TOOLS**
  - Co-design events
  - Mentoring
  - Community-led
d  - Capacity index
- **EVALUATION**
  - Milestones achieved
  - Impact objectives set for all events
  - Indices around n= local initiatives
  - Number/type/volume
  - Evidence from capacity index tool
  - Guided action
  - Other counts and amounts

**LOCAL HAZARD ACTION**
- **CONTEXT & LEADERSHIP**
  - Specific actions relating to context
  - Community leaders emerge to initiate/motivate/guide others (self-sustaining)
- **TACTICS/TOOLS**
  - Specific to hazard
- **EVALUATION**
  - Community evaluation
  - Compare with profiling data measures/benchmark
  - Repeat
  - Agency evaluation
  - Map to agency objectives

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Community Competencies

Mapped to level and tools
Deliverables

Goal: Map and empirically build an Australian agency CE for preparedness and provide evaluation framework

1. An Australian framework of community engagement for emergency preparation
2. Systematic literature review of preparedness activities (empirical)
3. Community competencies for preparedness index
5. An index of preparedness activities across a range of disasters.
6. Toolkit – CE techniques to align with each level in the model
7. Toolkit – Monitoring and Evaluation
8. Workshops (two pilot and one implementation)
Future Research

1. Testing and validating the Australian Generative Model of Community Engagement
   • Longitudinal study
2. Hard to reach/disempowered/disengaged groups
3. Preparedness checklist for social elements of preparedness ie: personal and household safety
4. More is needed to understand the capacity building and community programs steps in the model to start to prioritise most successful and a matrix of effort/resources and outcomes
5. Testing of CE techniques for use in the preparedness context
Questions
Mapping approaches to community engagement for preparedness in Australia

Webinar: 1 October 10.30am

Thank you to our partners and all participants

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