CONNECTING COMMUNITIES AND RESILIENCE

A multi-hazard study of preparedness, response, and recovery information

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An Australian Government Initiative

CRC AUSTRALIA

QUT Queensland University of Technology

THE UNIVERSITY OF MELBOURNE

PROJECT BACKGROUND

PROJECT OBJECTIVES

| Preparedness and Planning | Response | Recovery |
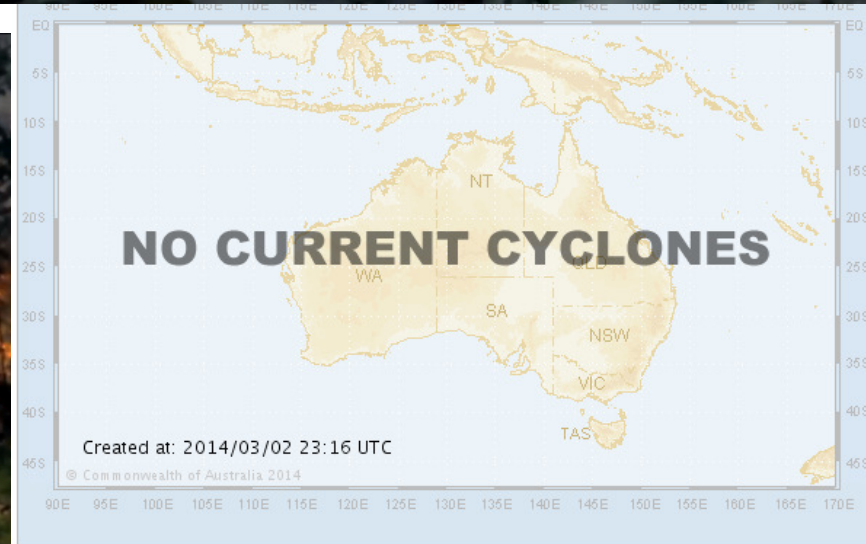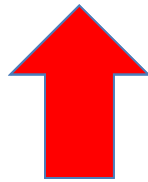
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PROJECT TEAM – RESEARCHERS

1) Dr Ilona (Illy) McNeill (CI) – University of Melbourne, School of Psychological Sciences, Melbourne

2) A/Prof Jennifer Boldero (CI) – University of Melbourne, School of Psychological Sciences, Melbourne

3) Prof John Handmer – RMIT, Math & Geospatial Sciences, Melbourne

4) Prof David Johnston – GNS Sciences, Wellington, NZ

5) Dr Paul Dudgeon – University of Melbourne, School of Psychological Sciences, Melbourne

6) Prof Alex Wearing – University of Melbourne, School of Psychological Sciences, Melbourne

PROJECT TEAM – END-USERS

1) Andrew Richards – NSW SES (Lead End-User)

2) Anthony Clark – NSW RFS

3) Ben McFadgen – VIC SES

4) Fiona Dunstan – CFS

5) Glenn Benham – SA MFS

6) Jennifer Pidgeon – DFES

7) Karen Enbom – CFA

8) Samantha Chard – Attorney General's Dept

9) Sandra Barber – TFS

10) Simon Goodwin – Safecom SA

11) Trent Curtin – MFB

PROJECT OBJECTIVES

Develop and test strategies to increase levels of preparedness and quality of planning for response and recovery by residents of hazard prone areas.

We will do so in the context of Bushfires and Floods.

Findings should be applicable to other recurring hazards that require preparedness and planning.

PROJECT OBJECTIVES

Steps:

1) Increase our understanding of what a good/safe hazard plan for bushfires and floods entails.

2) Develop a quantitative measure of hazard plan quality for bushfires and floods.

3) Document variation in residents' hazard plans (incl. communication preferences and intended action triggers).

4) Identify factors that might form barriers to preparedness and planning by residents.

5) Use social psychological research to create interventions aimed at improving preparedness and response plan quality by residents of hazard prone areas.

METHOD FOR INTERVENTION TESTING

T1
(around start of hazards season)

Measures:
- Current Preparedness and Planning
- Personality Factors and Situational Factors
- <u>Intervention vs control condition</u>
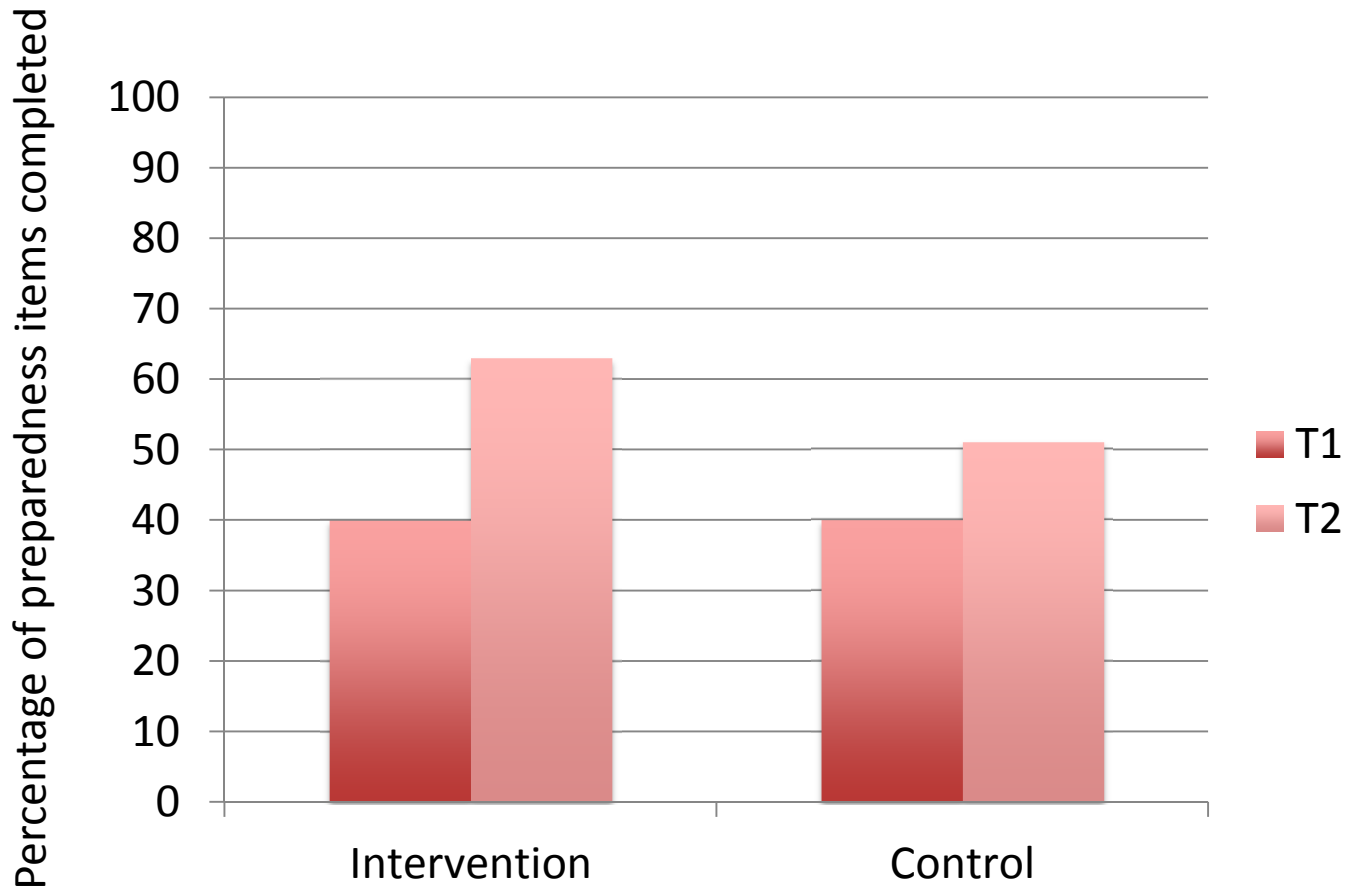- Intentions to increase Preparedness and Planning over next 8 weeks
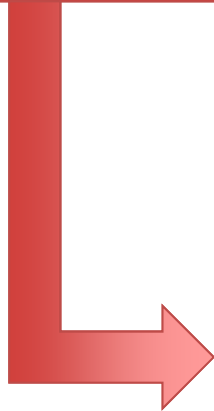
T2
(8 – 10 weeks later)

Measures:
- Current Preparedness and Planning

METHOD FOR INTERVENTION TESTING

OUTPUTS

1) Provide a measure that enables researchers and end-users to quantitatively compare the quality of residents' planning for response to bushfires and floods.

2) Provide a set of evidence-based guidelines for the development of communication strategies with the aim of increasing preparedness and planning for natural hazards.

PROJECT TEAM

1) **Professor Vivienne Tippett CI [A] & Cluster Lead Researcher** – Queensland University of Technology [QUT] School of Clinical Sciences & the Centre for Disaster and Emergency Management [CDEM]
2) Dr Amisha Mehta CI – QUT Business School & CDEM
3) Dr Dominique Greer CI - QUT Business School & CDEM
4) Professor Bill Duncan CI – QUT Faculty of Law, CDEM and the Commercial and Property Law Research Centre
5) Professor Sharon Christensen CI -QUT Faculty of Law, CDEM and the Commercial and Property Law Research Centre
6) Ms Amanda Stickley CI - QUT Faculty of Law & CDEM
7) Ms Paula Dootson [Project Manager/post-doc]
8) Ms Jacinta Buchbach[Research Assistant]
9) Ms Melanie Baker-Jones – PhD student

END-USER GROUP

1) Andrew Richards [Lead End User] , SES Manager Community Education, NSW
2) Anthony Clark, Group Manager, Corporate Communications, RFS
3) Jennifer Pidgeon, Manager community Engagement, Department of Fire and Emergency Services, WA
4) Reegan Key, Community Information and Warnings Advisor, Fire Services commissioner, VIC
5) Suellen Flint, Director Community Engagement, Department of Fire and Emergency Services, WA
6) Trent Curtin, Commander Community Development, MFB, VIC
7) Nicole Ely, South Australian Fire Service, SA
8) Gwynne Brennan, Manager Community resilience, Country Fire Authority, VIC

PROJECT OBJECTIVES

Develop methods of maximizing the effectiveness of response and recovery messages to the community AND promote community & disaster agency understanding of the legal motivators for maximizing engagement/response to these messages by:

1) Testing the efficacy of emergency messages developed by response agencies during the response and recovery phases

2) Providing an assessment of the likely level of community comprehension/interpretation of these messages and associated triggers for action

3) Assessing the potential for message degradation/enhancement as a consequence of media bulletins and social media traffic

4) Testing messages against legal enablers

METHOD

1) Review of relevant peer-reviewed & national review policy documents, SOP's, media campaigns, emergency message content/timing/medium.

2) Field work/case study development in affected communities.

3) Consultation with State and Territory agencies via the end-user group.

4) Identify and test the most persuasive messaging content and delivery mechanisms.

OUTPUTS

1) Provide a set of evidence-based guidelines for the construction and delivery of emergency messages during and immediately following a natural hazard event.

2) Inform the sector further on the factors which affect consumer risk assessment and response to emergency instruction

& SUMMARY

Generate evidence-based strategies and guidelines to:

- Increase community preparedness and planning for response during natural hazard events;

- Maximise positive compliance of the community to emergency messaging during the response and recovery phases of a natural hazard event