NARROWING THE AWARENESS-PREPAREDNESS GAP: INVESTIGATING AN OTHER-DIRECTED APPLICATION OF PROTECTION MOTIVATION THEORY (PMT) FOR ANIMAL OWNERS AND EMERGENCY RESPONDERS IN BUSHFIRE EMERGENCIES

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Background & Purpose
* Bushfires are worsening
* Awareness-preparedness gap persists
* Impetus is human safety
* $$$ Response/Recovery >> Prevention
* New ways to translate knowledge into safe and effective action

PMT
* Self-directed health applications
* Is robust and versatile
* Used in environmental domain
* Other-directed applications in natural hazards, and in a complex social microclimate?

If you are an able bodied person on your own with one cat then it’s simple – have a backpack ready, put the cat in a carrier and you’re away in about 30 seconds. If you’re a single mum with an autistic child and an assistance dog, and you have Nanna on Tuesdays and you have 6 chooks, 2 ponies, 3 dogs and goldfish, you’re better off starting in about September. Therese Pedler, Community Engagement Officer, Region 6, South Australian Country Fire Service.