

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



bushfire&natural
HAZARDSCRC

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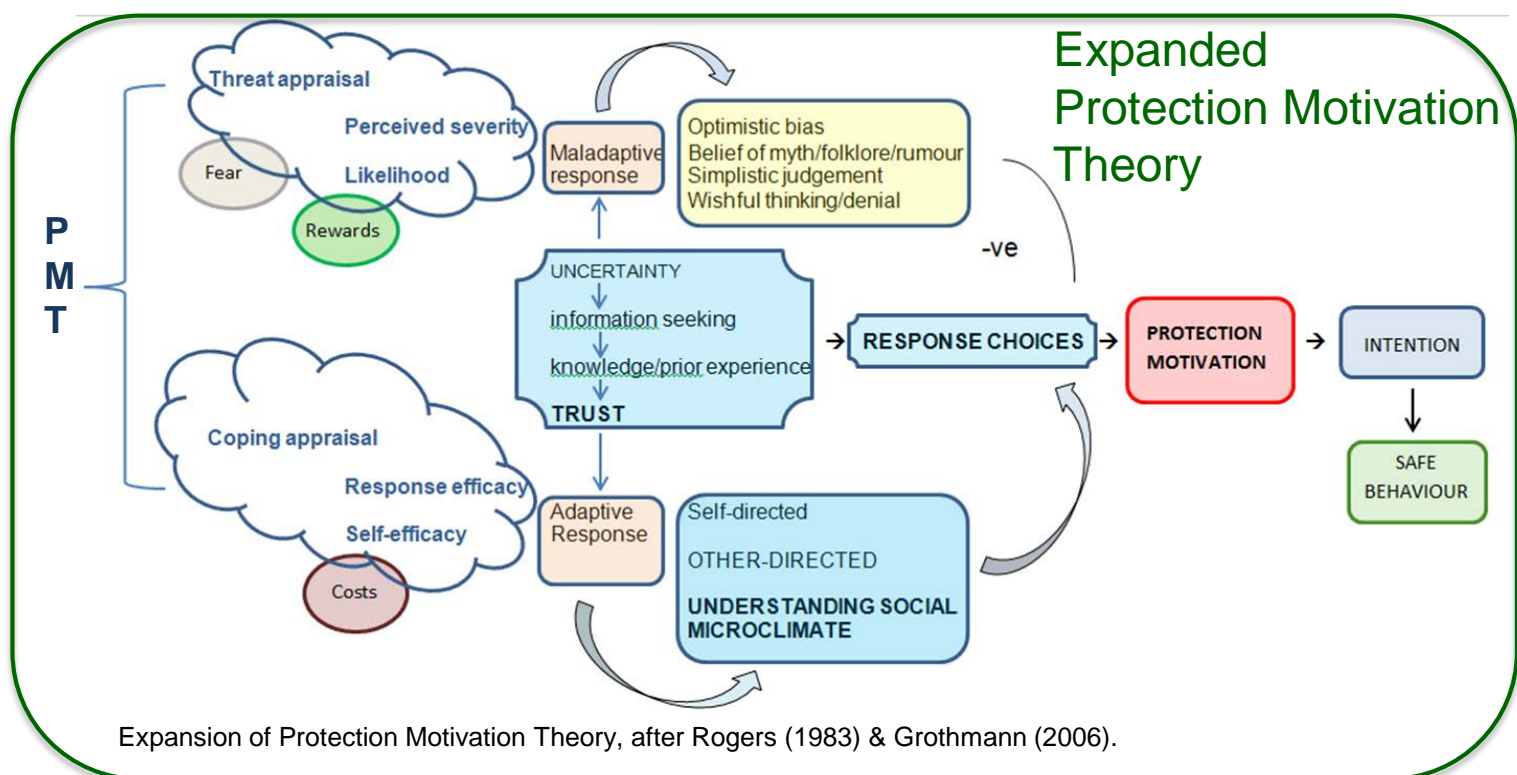
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Background & Purpose

- * 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.

GROTHMANN, T. & REUSSWIG, F. 2006. People at Risk of Flooding: Why Some Residents Take Precautionary Action While Others do not. *Natural Hazards*, 38, 101-120.
MADDUX, J.E. & ROGERS, R.W. 1983. Protection motivation and self-efficacy: A revised theory of fear appeals and attitude change. *Journal of Experimental Social Psychology*, 19, 5, 469-479

