

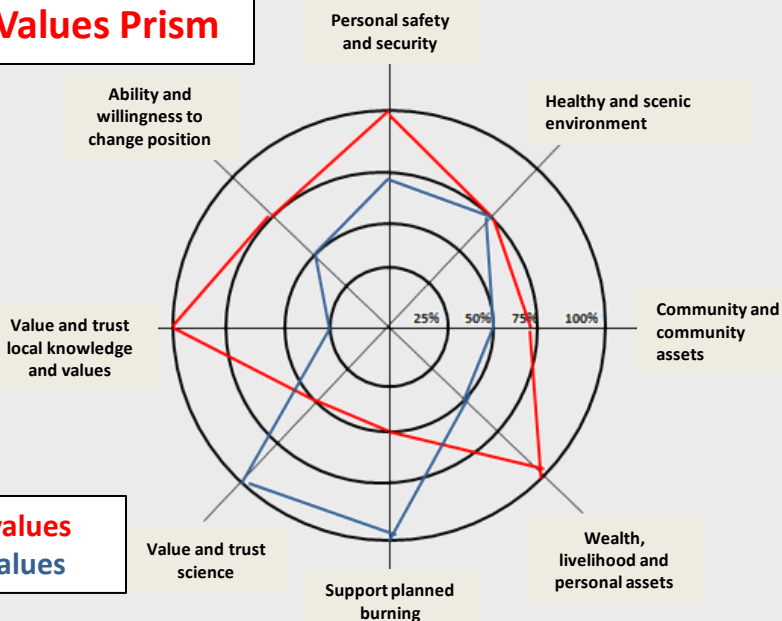
# Values-based communication: a new way to engage with communities

Dr Craig Cormick, Rob Mercer, David Donnelly, Jennifer Dickson, Fiona McLean,  
instinct and reason

Focus groups were held with **four diverse** communities across rural Victoria to determine what their **key values** were, and to discover how **values** could lead to **different ways to engage** with communities about **fire risks**.



## The Values Prism



**Community values**  
**Fire agency values**

Mapping community values, across a values prism allowed for an understanding of what were the **highest values** that would most **engage** communities.

And when compared with a values map of fire agencies, it also showed where the biggest **values gaps**, and subsequent **difficulties of aligning perspectives** were likely to be.

Knowing the **top values** within a community means knowing how to **frame** your **engagement** conversations with those communities.



Start by **talking about** what they value!

## Key values of the four communities

### Top Values within Town A

- People and sense of community
- Environment: and foliage, great climate, river and hills
- Serenity: the peace and quiet and ease of getting to know people
- Spirit of the community and ease of fitting in.

### Top Values within Town B

- Sense of community
- Peace and tranquility
- Opportunities for the kids
- Close to facilities in Melbourne
- Safety
- Wildlife

### Top Values within Town C

- Family and friends
- Central location
- Environment, trees and native plants
- Close community and very relaxed
- Arts community
- Health and education and good job opportunities
- Cheap housing

### Top Values within Town D

- Family
- Health
- Friends
- Environment
- Home and security
- Personal assets

## Why?

New way of thinking about communicating risk and a new way of thinking about community engagement

## What?

1. Start conversations around community values
2. Use community expertise and preferences for managing risk
3. Incorporate agency expertise

## What else?

Mutually develop plans to address risks that have more community involvement and buy-in to achieve behaviour change.

## How

- Achieve behaviour change via:
- Nudging
  - Adult learning
  - Peer reinforcement
  - Trusted influencers
  - etc