“That Psychological Bullshit”

How the surprising findings from community research are improving psychological preparedness communication.
The effects of stressful events on the brain

Frontal cortex

amygdala protected

brain stem

Frontal cortex is disengaged from the amygdala
PSYCHOLOGICAL PREPAREDNESS

An individual’s anticipated psychological and emotional ability to cope with the threat, uncertainty, unpredictability and confusion that may be experienced in the warning phase and at a disaster’s point of impact (Boylan, 2016)
• What do residents and emergency services know about psychological preparedness?

• What are the terms, phrases and delivery methods which may be most effective in communicating this?

• What additional training and materials would help emergency services deliver education about emotional preparedness?
The disaster and emergency managers

CHANGING OUR PRACTICE
Are you ‘Emotionally Prepared’ for a disaster?

Those who haven’t experienced a disaster event before can easily underestimate how stressful and terrifying it can be.

Remember, how we think and feel affects our behaviour.

Everyone may think, feel and act differently in a disaster situation.

Bundaberg Regional Council recognises that being ‘emotionally prepared’ for a disaster can help you to feel more confident and better prepared to make effective emergency plans and important lifesaving decisions.
After seeing and hearing that... how do you FEEL? How are you behaving? Talking faster? Different tone? Rushing?
A 20-fold increase in the use of Council’s interactive flood mapping
If we freeze it there, we can see that strong wind and rain will impact your house in 12 hours...stay tuned for flood warnings.

...if you run off Renouf often enough, you score tries...
Next steps: developing a public profile as a Disaster Manager

https://www.facebook.com/BundabergRegionalCouncil/videos/1600674119981801/
QFES is changing the way it sees their communities.
QFES and Bundaberg Regional Council – LDMG – partnership
Increased stakeholder engagement
Looking forward and our eyes are wide open
• Our people matter
• Our communities matter
• The way we cope with events - matters