What is ‘(In)Action’? Rethinking Traditional Understandings of Disaster Risk Reduction in Urban Households

Community Engagement for Disaster Risk Reduction (CEDRR)

Isabel Cornes
PhD Candidate, University of Melbourne
@IsabelCORNES & @CEDRR_Project

Dr Brian Cook, University of Melbourne
Dr Paula Satizábal, University of Melbourne
Dr Maria De Lourdes Melo Zurita, University of New South Wales
1. What is the CEDRR Project?

- Response to challenges raised by practitioners and within literature regarding household inaction
- Collaboration between Emergency Services, Researchers, and the Public
- Participatory Approach - Focus on the relationship rather than the transfer of information in engagements
2. What makes CEDRR different?

Information Dissemination & Education is not the goal of the Engagement

Avoid Predetermining Risk and Rationalities for (In)Action

Approach ‘extends’ rather than ‘scales’ and can be widely implemented

www.communityriskreduction.org.au
Hypothesis

“Nurturing *relationships* that can be activated by publics may be more effective in generating behaviour change than practices rooted in educative approaches, and that these relationships may enable a better understanding of the contextual and household decisions that influence (in)action.”

(Cornes et al., 2018 *in Review*)
An Approach to Changing Lives in a Changing World?

People change their behaviour when they want to – creating relationships allows them to draw on this when they are ready to change

(Dolan et al., 2012)
3. Methodology

- Random Sample, Clusters of 6 Households
- Cold-Call Doorknock by Emergency Service Personnel
- 18 Question Survey, 10 mins, ‘Real Time’ 4G Network > 2 Follow Ups
- Facilitates Dialogue & Relationship Building
4. City of Whittlesea LGA, Victoria, Australia

- Exposed to frequent hazards & diverse population
- 18 Volunteers, 3 Weekends
- 74 Completed Surveys, 64 Provided Additional Demographics
5. Preliminary Findings: Who ‘are’ these households?

- 48% Identified as Female
- Median Age 35-44
  Median Income $65,000-77,999
- 73% Owned Home
- 47% Lived In Australia All Their Lives
- 24% Single Person
  31% Partner & Dependents
  37% Partner
- 25% Predominantly Spoke A Language Other Than English At Home
Preliminary Findings: What risks do these households perceive, and how are they responding?

• 66% expected to experience a ‘large-scale’ emergency in the next 10 years, 23% expected to experience ‘none’

• 28% stated they had done ‘nothing’ to prepare

• A range of responses to perceived ‘large-scale emergencies’, and actions taken in response to those that fell outside ‘traditional’ measures
### Preliminary Findings: What impact did these engagements have?

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<tr>
<th></th>
<th>Already Had</th>
<th>Action</th>
<th>Intention</th>
<th>Not Needed</th>
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<tbody>
<tr>
<td>Checked Smoke Alarm</td>
<td>81%</td>
<td>4%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Home Escape Plan</td>
<td>41%</td>
<td>4%</td>
<td>35%</td>
<td>20%</td>
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<tr>
<td>Emergency Kit</td>
<td>18%</td>
<td>-</td>
<td>35%</td>
<td>4%</td>
</tr>
<tr>
<td>First Aid</td>
<td>59%</td>
<td>-</td>
<td>8%</td>
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Preliminary Findings: More than the numbers

Positive Impacts on the Public and the Volunteers
Preliminary Findings: Are households interested in continuing the conversation?

85% of Households Agreed to a Follow-Up Visit
### 6. Significance of Findings?

Expert-determined benchmarks are not capturing the complexities of household perception of risk, capacities, & rationalities for (in)action

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<td>Quantifiable intentions <strong>and</strong> actions taken as a result of the engagements</td>
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<td>Clear indication of value and a willingness to engage further</td>
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7. Key Points

CEDRR as an alternative to current ‘engagement’ approaches

Participatory engagement approach based on **relationship building** between emergency services and the public

Demonstrable impacts from the CEDRR engagements
Questions?