AIM
To examine evidence-based strategies that motivate appropriate action and increase informed decision-making during the response and recovery phases of disasters.

PURPOSE
This project combines expertise in communication, consumer psychology and marketing, disaster and emergency management, and law to examine the aim above. The project adopts a multi-hazards approach to examine the effectiveness of response and recovery communication in communities (made up of individuals, groups, and businesses) affected by floods, cyclones, fires, and earthquakes. Through a multi-method research design, the project seeks to:

- examine the content and delivery strategies of official emergency messages;
- develop evidence-based advice to guide trigger communications during hazards;
- analyse the effectiveness and efficiency of official emergency messages in the response and recovery phases;
- promote both community and end-user understanding of the psychological and legal motivators for maximising engagement with emergency instructions;
- examine opportunities for application of new technology and communication systems to maximise the comprehension and compliance of communities at risk.

LEGAL PERSPECTIVE
This project seeks to understand the legal issues surrounding compliance, and compliance-gaining messages. Key issues for investigation include:

- What are the legal implications for deviating from what an emergency management policy stipulates as what should be said or done?
- What are the gaps between existing policies and the Acts from which they are developed?
- What legal issues do emergency services personnel and volunteers need to understand during the response and recovery phases of a disaster?

MESSAGE COMPLIANCE
Compliance is an individual’s implicit or explicit behaviour, in response to a communicated request by another individual, organisation, or entity. A preliminary framework has been developed that identifies the key factors informing message compliance (Figure 1).

SEGMENTATION FOR COMPLIANCE
Communities can also be segmented into four groups based on their level of planning and experience, and level of adaptability (Figure 2). It is proposed that each group will have a different propensity for non-compliant behaviour, and will require tailored messages to achieve compliance.

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