Welcome

From **Informed** and **Aware**
To **Engaged** and **Prepared**

BUSHFIRE READY NEIGHBOURHOODS
INDIVIDUALS > TFS > COMMUNITIES > WE ALL PLAY A PART

Introduction

Key Messages :-
- Behaviour Change
- Community Profiling
- Asset Based Community Development
- Emergency Preparedness

Tasmania Fire Service

Bushfire-Ready Neighbourhoods Background

Why focus on Behaviour Change

Specific ➡ Risk Targeted
Task orientated

Measurable ➡ We can count change actions (Evaluation)

Achievable ➡ Identify achievable steps towards preparedness

Don't overwhelm people with work

Realistic ➡ Are peoples intentions realistic
Is the property defendable
Are the defenders actually capable

Timely ➡ Allow enough time for people to achieve the changes to their levels of preparedness

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Why Community Profile

Identifies existing groups

Establishes existing states of preparedness

Identifies group variables and community dynamics

Identifies existing Community social assets

Asset Based Community Development
(ABCD)

Shift the mindset to what's strong
and not what's wrong

Identifies community assets and capabilities

Provides pathways for do'ers

Connects existing assets and creates a common goal

Provides opportunities for new assets to appear

Household Emergency Preparedness

This is the end game.
This is where we need communities to be

Tasmania Fire Service

Information

All hazard, Disaster Preparedness is a complex issue. We all hear and see TV, print and social media advertising from every emergency and even non-emergency agency out there promoting advice about preparedness attempting to prompt Behaviour Change.
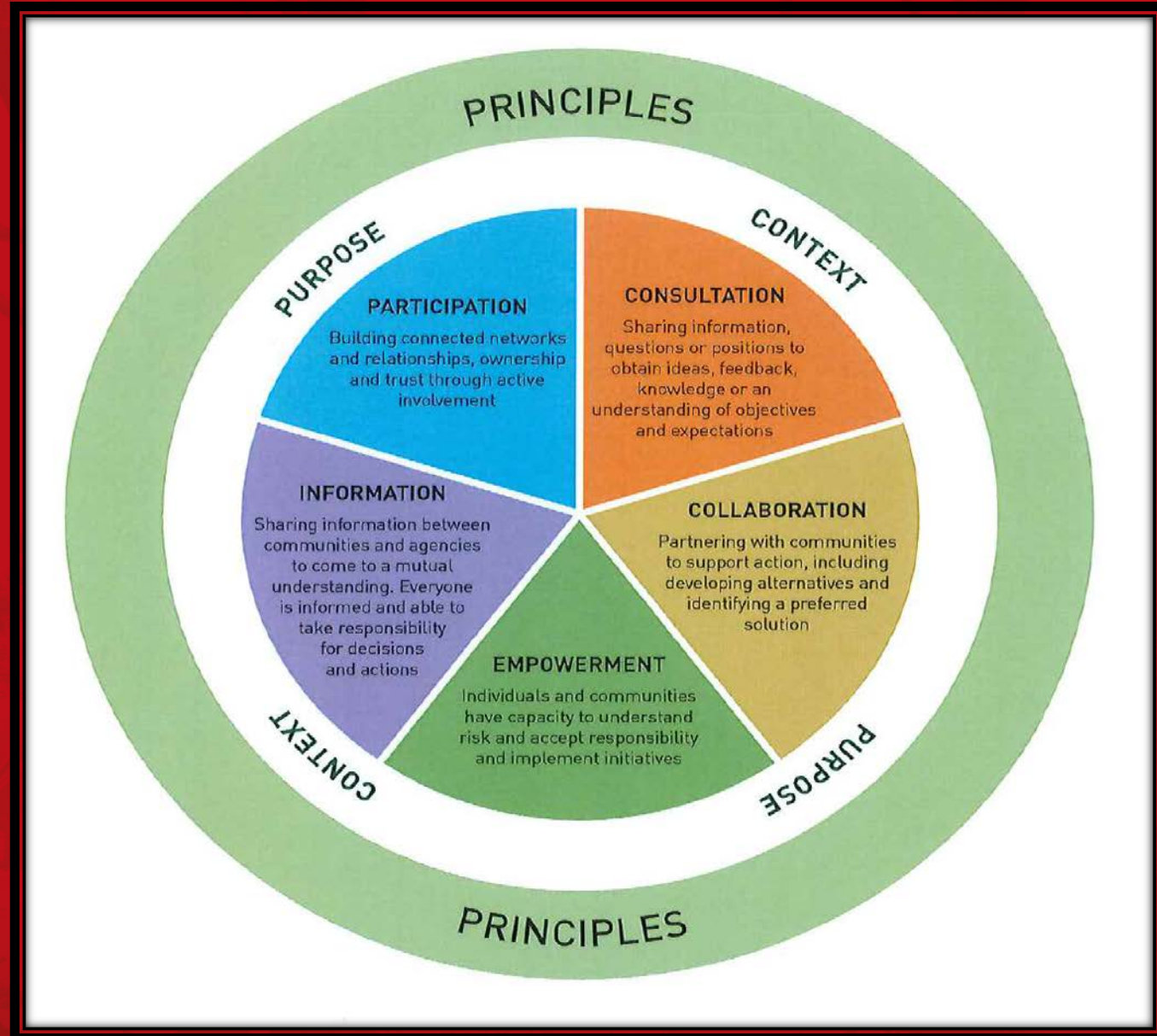
- Road safety – NRMA /TAC

- Flood and Weather events – SES

- Fire – RFS / CFA / TFS

- Bureau of Met – Cyclone / Storm / Tsunami

- State and Federal Gov – Pandemic

- Dept. of Environment – Animal health - Bird flu- Horse flu-

- Smoke detector programs.

How much of the advertising do most people take in?

Is the advertising classified as information, advise, warnings, a prompt to take action or is it just haze on most people's TV's. ?
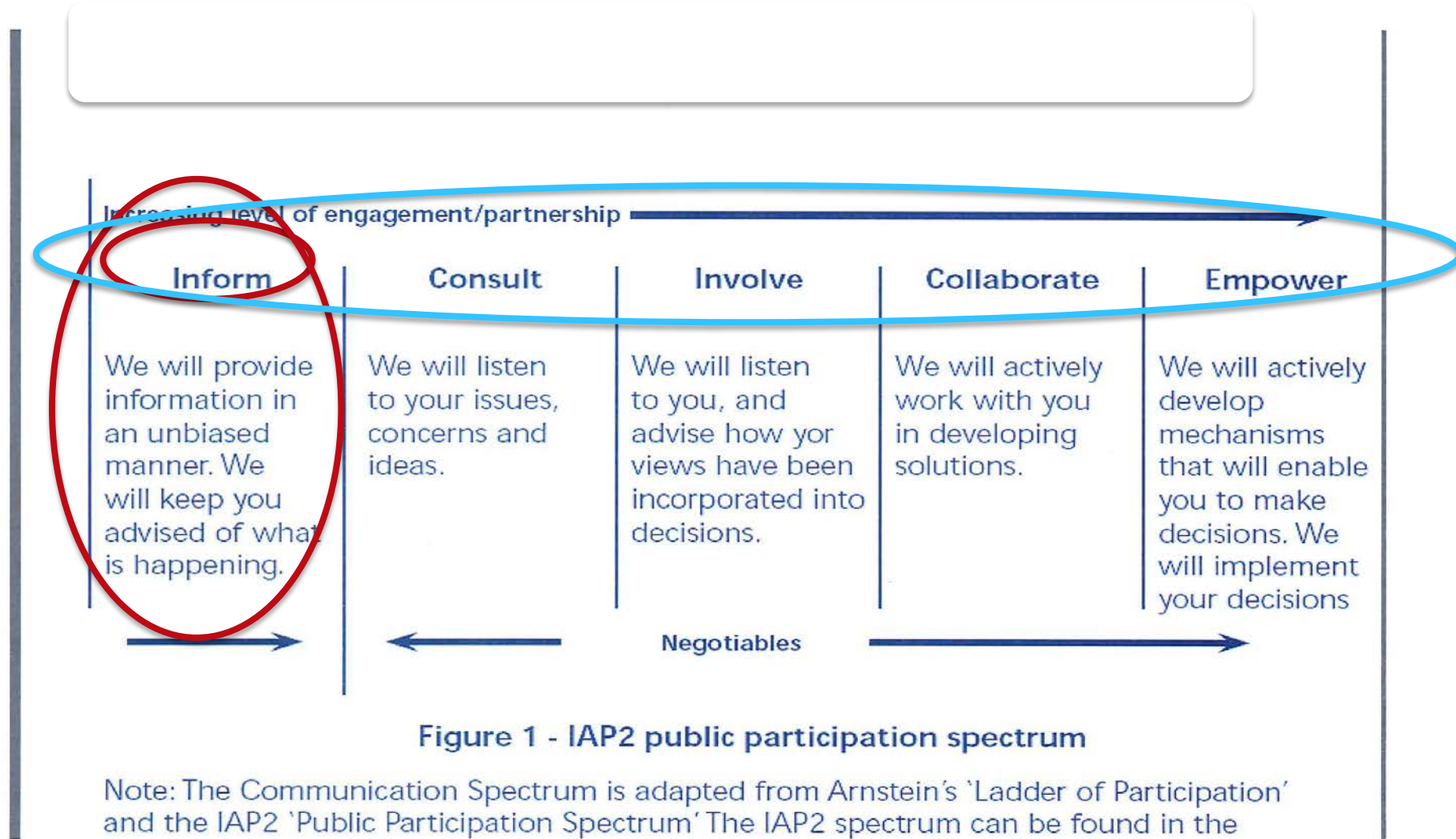
Community Engagement Model for Emergency Management.

Engagement Spectrum

Figure 1 - IAP2 public participation spectrum

Increasing level of engagement/partnership

Inform	Consult	Involve	Collaborate	Empower
We will provide information in an unbiased manner. We will keep you advised of what is happening.	We will listen to your issues, concerns and ideas.	We will listen to you, and advise how yor views have been incorporated into decisions.	We will actively work with you in developing solutions.	We will actively develop mechanisms that will enable you to make decisions. We will implement your decisions

Negotiables

Note: The Communication Spectrum is adapted from Arnstein's 'Ladder of Participation' and the IAP2 'Public Participation Spectrum' The IAP2 spectrum can be found in the

Question

How many people actually take action in relation to emergency preparedness influenced by mass television or radio advertising ?

How many TV advertisements actually stimulate behaviour change?

Research shows that simply providing information to communities about emergency risk is not enough to promote behaviour change.

Livelihood Defenders:-

Committed to staying to defend their property, stock and other assets form the threat of an emergency if possible, given the likely conditions.

FARM DEFENDERS

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Considered Defenders:- Strongly committed to staying and defending their property. This group have recognised the risks and made deliberate efforts to prepare for the emergency threat.

You will need at least 10,000 litres of water, and you must have at least two adults fit to fight the fire.

Can Do Defenders:-
Action orientated and self sufficient, with confidence and determination to protect property and deal with the emergency.
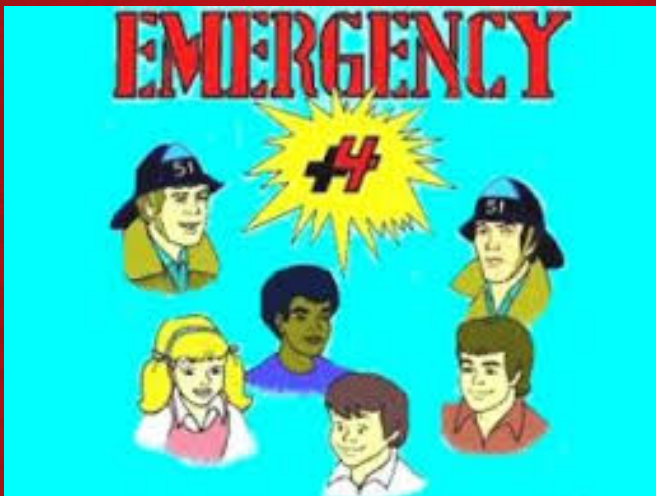
At Risk Individuals & Communities

Threat Monitors:-

don't intend to remain at their property if the threat becomes serious, but don't want to leave until they feel it is totally necessary.

At Risk Individuals & Communities

Threat Avoiders:-

Conscious of the emergency threat and feel vulnerable. This group plans to leave early before there is any real threat.

Isolated and vulnerable:-

Highly vulnerable because of their physical, psychological or social isolation. Other factors may also limit their ability to respond, safely.

Unaware reactors:-
don't believe they live with a
risk to an emergency, they
are either unaware of the
risk or have been given no
reason to be concerned.

Resident Profile Groups.

Group "X"

3 out of 10 people.

Uninformed and
Unaware.

Have No Idea,

Failed to engage
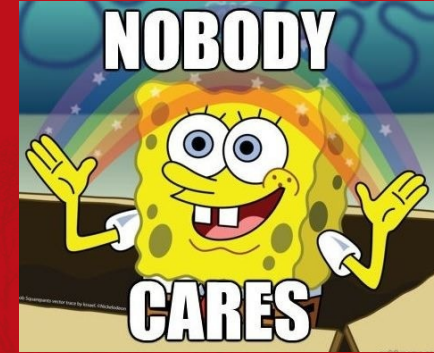
Resident Profile Groups

Group "Y"

5 out of 10 people

Informed and Aware

Resident Profile Groups.

Group "Z" =

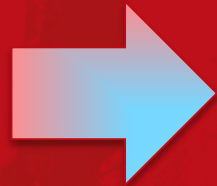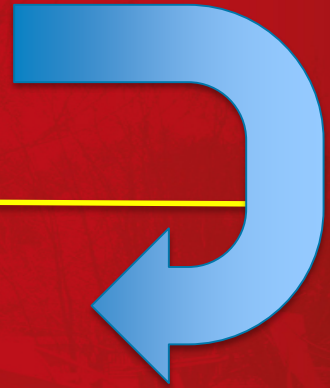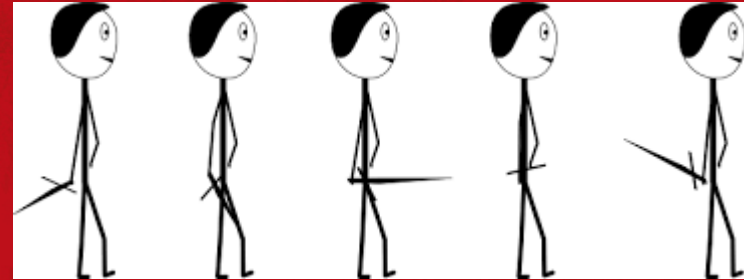## 2 out of 10 people are Engaged and Prepared

From Informed and Aware to Engaged and Prepared

NFI - No Firm Intentions
Group "X"

Informed   Aware
Group "Y"

Engaged

Prepared

Group "Z"

Task

1- Identify who fits into groups X,Y & Z from Resident Profiles

2-Identify People assets in you Community

3- Identify commonalities between Groups X,Y & Z

Task

4- Consider stakeholder **engagement-**

- Is group x, y & z considered 1, 2 or 3 separate groups?

- Would you engage with the groups differently?

- Would you involve everyone in the discussion?

- Would you vary your engagement strategy between the groups?

- What advantages exist in engaging differently with the groups?

- Is your strategy likely to stimulate behaviour change?

Task

5- Identify engagement method alternatives that might develop, guide or encourage behaviour change in household preparedness.

6- Identify obstacles and blockages in stimulating behaviour change with in groups x, y and z.

7- **OFFSETS-**
Identify linkages between people assets and obstacles.

Task

8- Describe / identify how you might evaluate behaviour change in household disaster preparedness as an outcome of your engagement.

Presentations

- Prepare a two minute presentation to present to the group. Include dot points about tasks 1 - 8

- Questions

- Feedback

Thank you for your attendance