Taking emergency preparedness action to scale
"Nina"

I'm not as prepared as I thought I was...

You don't need a "hook" to compel me to take action.

I care about being safe.

You just need to reach me during my "moments that matter".
• People are unlikely to be thinking about emergencies unless one is imminent, they are experiencing one or have experienced one in the relatively recent past.

• Understanding a person’s context is critical to motivating preparedness action. If a message and action does not reflect a person’s context and doesn’t provide an immediate opportunity or address a perceived immediate threat, it’s unlikely to prompt action.

Because
• Everything we are asking people to do outside of that moment of experiencing an emergency is happening alongside the busy-ness of life.
Value  ≠  Action
”Nina”

I’m not as prepared as I thought I was...
EMERGENCIES HAPPEN:
PROTECT WHAT MATTERS MOST

Your Emergency RediPlan
redcross.org.au/prepare
VISION: Human dignity, peace, safety and wellbeing for all

PURPOSE: Supporting and empowering people and communities in time of vulnerability, preventing and alleviating suffering across Australia and internationally through mobilising the power of humanity

1. Build an inclusive, diverse and active humanitarian movement based on voluntary service
   - 2.5 million people, reflecting the diversity of our community, take voluntary humanitarian action with Australian Red Cross to help others
   - 50% (of 2.5 million) are self-organising and leveraging Australian Red Cross knowledge, expertise and evidence to advocate for and help others
   - Australians trust and respect Australian Red Cross

2. Save lives, build resilient communities and support people in disasters
   - 2 million Australians are equipped to be prepared for and recover from disasters

3. Prevent and alleviate human suffering in times of war and conflict and promote non violence and peace
   - Australian attitudes and behaviours strongly reflect humanitarian values

4. Improve the wellbeing of those experiencing extreme vulnerability
   - 100% of Australian organisations working in conflict zones have implemented an IHL action plan

5. Maintain a strong, innovative, sustainable and accountable organisation capable of achieving our humanitarian goals
   - All Red Cross people are empowered, engaged, accountable and acknowledged for their contribution to our humanitarian goals

6. Provision of a safe, secure and cost-effective supply of blood and related products
   - Efficient and effective business: We will continue our focus on delivering efficiencies in collecting, processing, testing and distribution, while maintaining a focus on product quality, donor health and meeting customer requirements
   - Secure Australian plasma: We are focused on testing and developing solutions to increase efficiency and reduce our need to supply plasma products to the nation
   - Greater contribution to healthcare: Our arms-by-lowering our costs and infrastructure to invest in the expansion of testing and new business and product lines, to deliver improved patient outcomes for Australians

humanity in action

STRATEGY 2020

[Diagram with various icons and text boxes]
3 million Australians are equipped to be prepared for and recover from disasters
Immediate challenges

- Defining & measuring a subjective & infinite state
- Scale v impact
- Idea overload
CONCEPT
THE POWER OF HINDSIGHT

You are placed into the home of a family that has been impacted by a severe storm event some time in the past, and the effects are all around you – from physical damage to evidence of ongoing stress such as financial hardship and relationship breakdown.

As you explore the rooms of the house, you are exposed to immersive back-stories of the lives of the family who live here and, with the power of hindsight, you are presented with opportunities to go back in time and improve the family’s outcomes through your actions.
Disaster Planner

Tell me what your plan is:

Prepare an emergency plan.

$123,456.78
OUT OF POCKET

Personal Support

Make a plan to support each other in the event of an emergency.

Reducing Stress

Use these tips to reduce stress and help you stay calm during an emergency.
With bushfires already impacting communities in #Queensland and #Victoria, further hot and dry weather forecast and the cyclone season on the way, your preparedness for #disasters has never been more important! Get prepared: rcau.org/6FSJ30mXdoAz

Get Prepared helps you connect with your key support people, accomplish simple tasks to make you and your loved ones safer, and protect the getprepared.app.link

Australian Red Cross @RedCrossAU

15 people are talking about this
• 76% of people surveyed had 2 or more people to rely on in a crisis
• Despite having people to call on in a crisis, 33% of people often felt quite lonely and were not sure of how to connect with people around them

• 83% of people had taken one or more actions to prepare for a crisis

3 most common actions taken:
1) Stored important documents
2) Identified people to reach
3) Updated/purchased insurance

3 main prompts to take action:
1) Upcoming disaster
2) Health scare
3) Seeing a family member or friend experience a crisis

• People who had experienced an emergency were more likely to have taken action to prepare

Read more about this work at: https://medium.com/@projectequipped/
<table>
<thead>
<tr>
<th>ENABLERS</th>
<th>BARRIERS</th>
<th>MOST COMMON ACTIONS TAKEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lived experience of an emergency*</td>
<td>• Lack of time*</td>
<td>• Storing important documents*</td>
</tr>
<tr>
<td>• Perception that there is an imminent and/or proximate risk*</td>
<td>• Perception that there is not a proximate risk</td>
<td>• Identifying people to reach out to</td>
</tr>
<tr>
<td>• A health scare</td>
<td>• Inability to take action (real or perceived)</td>
<td>• Purchasing/updating insurance.</td>
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<tr>
<td>• Witnessing a family or friend experience an emergency</td>
<td>• Having other, more pressing priorities</td>
<td></td>
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<tr>
<td>• Having a responsibility for others</td>
<td>• Perception that one is already prepared.</td>
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<tr>
<td>• Gender (middle-aged women are more likely to take preparedness action)*</td>
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<tr>
<td>• Having a condition that is likely to be exacerbated by an emergency.</td>
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Key takeaways

Preparedness is a hard sell

The user comes first - action shouldn’t be forced from the top down.

We need to better understand the whole human experience of emergencies end-to-end.

Using evidence to inform decision-making is critical.

Working with people who think and do things differently inspires great things.
<table>
<thead>
<tr>
<th>Scale</th>
<th>Measurement</th>
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<tbody>
<tr>
<td>Sphere of interest</td>
<td>Ambitious targets (e.g. 3 million equipped)</td>
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<tr>
<td>Societal</td>
<td>Digital measurement tools</td>
</tr>
<tr>
<td>Broad-scale</td>
<td>Exploratory</td>
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<tr>
<td>We engage indirectly via other means (partners, media etc.; e.g. public campaigns)</td>
<td>Indirect causality</td>
</tr>
<tr>
<td></td>
<td>Seek to establish contribution/association</td>
</tr>
<tr>
<td>Sphere of influence</td>
<td>Segmented sampling</td>
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<tr>
<td>Specific audience groups targeted at a larger scale</td>
<td>Partner survey</td>
</tr>
<tr>
<td></td>
<td>Mixed methods</td>
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<tr>
<td>We engage directly but influence indirectly (i.e. ToT)</td>
<td>Multiplier effect (i.e. 1:3)</td>
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<tr>
<td></td>
<td>Digital/manual tools mix</td>
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<tr>
<td></td>
<td>Seek to establish contribution/association</td>
</tr>
<tr>
<td>Sphere of control</td>
<td>Targeted sampling</td>
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<tr>
<td>Specific target groups (high need/risk)</td>
<td>Seek to establish attribution</td>
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<tr>
<td>We work and influence directly (i.e. 1:1)</td>
<td>Direct causality</td>
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<tr>
<td></td>
<td>Explanatory</td>
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<tr>
<td></td>
<td>Manual measurement</td>
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<td>Qualitative methods appropriate</td>
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Opportunities

- Re-think how we work
- Space to explore the problem/s
- Improve how we measure our activities
- Lead with evidence
- Collaborate for greater impact
NEXT STEPS

- Articulate our learnings and insights to share – before and after
- Continue to develop the Get Prepared app alongside IAG
- Explore actions we can take off the back of Tathra workshop
- Explore how we can integrate HCD methods into our service delivery
- Deliver a campaign in Sept dedicated to Nina
- Continue to improve our measurement framework
- Continue to collaborate
THANK YOU

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