

How bushfire-prepared is your community?

We've translated the latest bushfire archetype research into a tool to help your community better prepare for bushfires with personalised tips tailored to their needs.

Community engagement challenges



Engaging the disengaged

Whether it's due to competing priorities, busy lives, bushfire-related trauma, or messaging fatigue, engaging communities is difficult.

Our solution: Following advice from the 2009 Victorian Bushfire Royal Commission, we create engaging bushfire preparedness resources that are bite-sized and backed by research.



No one-size-fits-all approach

Every community is unique and is made up of people of all genders, ages and backgrounds, meaning there is not just one strategy that will resonate with everyone.

Our solution: Understanding a community's uniqueness can lead to a program's success (Erisken 2014), which is why we create our tools with communities in co-designed workshops.



Communities now considered bushfire-prone

Climate change is intensifying the occurrence, length and impact of bushfires (BOM 2020), creating new bushfire-prone areas in communities that have never been affected.

Our solution: Residents are more engaged when messaging is tailored to them (Towers et. al 2018), so we work with communities to tailor communication strategies suited to their needs.

Online quiz and behaviour change tool: How prepared are you for a bushfire?

We have created a research-backed, free online quiz and behaviour change campaign, to help respondents to be better bushfire-prepared with tips tailored to them.

We are currently developing a tailored version of this tool for the Macquarie region in New South Wales thanks to a NSW Resilience BCRRF Stream 2 grant.

This tool can also be tailored directly to your community, chat to us today!



Backed by research

Our tool is based on research (Strahan et. al 2018) that analysed how people decide to stay or leave in a bushfire. After surveying more than 450 residents, the researchers developed seven archetypes that categorised peoples' different values, beliefs and attitudes towards bushfires.



A community resilience dashboard – measuring behaviour change

In the tailored version of our tool, LGA's will have access to a community resilience dashboard to measure their community's knowledge gaps and changes in behaviour over time in the backend of the web application.

Our approach

Conduct surveys and user testing with audiences

Take on feedback, and pivot approach if needed

Learn

Measure

Build, measure and learn

Incorporating Reis' (2011) lean startup approach with design thinking and human-centred design methodologies, we

- empathise and understand communities and residents,
- measure and validate the impact of our tools, campaigns and assets, and
- embed and constantly adapt to these learnings as an iterative process

We employ this model at a micro and a macro level from our product inception, giving the community a stakeholder position to ensure the tool reflects the users' needs.

Build

Research industry case studies and speak to academics



Community Guided

You are committed to evacuating and will follow community advice to do so. You make moderate preparations to your household to protect it in your absence and have materials ready to protect it from spot fires.



Considered Evacuator

You understand that evacuation is the best way to protect yourself and your property. You make moderate preparations to your house in your absence.



Responsibility Denier

You are highly committed to evacuating in a bushfire but expect others to direct and assist. You do minimal preparation to your house in the lead up to the bushfire season.



Threat Denier

You are highly committed to remaining and do not perceive bushfires as a threat. You don't own fire fighting equipment, protective clothing, and don't make any preparations for your property.

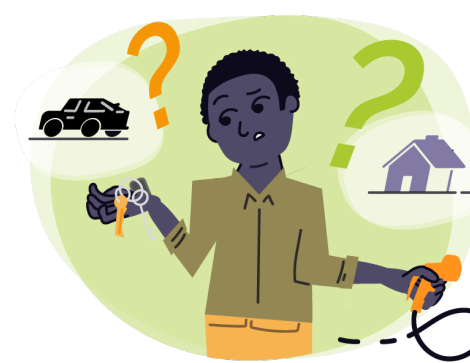
Which bushfire evacuation archetype are you?

Learn about the different archetypes underpinning the *How prepared are you for a bushfire?* web application.



Experienced Independent

You are committed to defending your property, but are willing to evacuate in certain circumstances. You thoroughly prepare your property in the lead up to the bushfire season.



Worried Waverer

You are prepared to stay and defend your property, but worry you lack experience. This often leads you to wavering between staying or going. You thoroughly prepare your property in the lead up to the bushfire season.



Dependent Evacuator

You are highly committed to evacuating but you rely on others to direct and assist you. You do minimal preparation to your property in the lead up to the bushfire season.



'How prepared are you for a bushfire?' FireThrive's unique web application

The tool provides a free short digital quiz that outputs a tailored profile based on Strahan et al's (2018) self-evacuation archetype research. The profile breaks down the strengths and improvable traits of the individual archetype and allows us to create tailored campaigns to positively influence resident behaviours.

We are currently developing a tailored version of this tool for the Macquarie region in New South Wales thanks to a NSW Resilience BCRRF Stream 2 grant.



Tailored campaigns

Whilst our generic, national web application exists, this program can be tailored directly to residents and communities offering unique, location-based educational resources.

Get in contact with us

A simple conversation can be the first step towards creating a more bushfire-ready community. We'd love to help you and your community adapt and thrive. You can get in touch via hello@firethrive.com

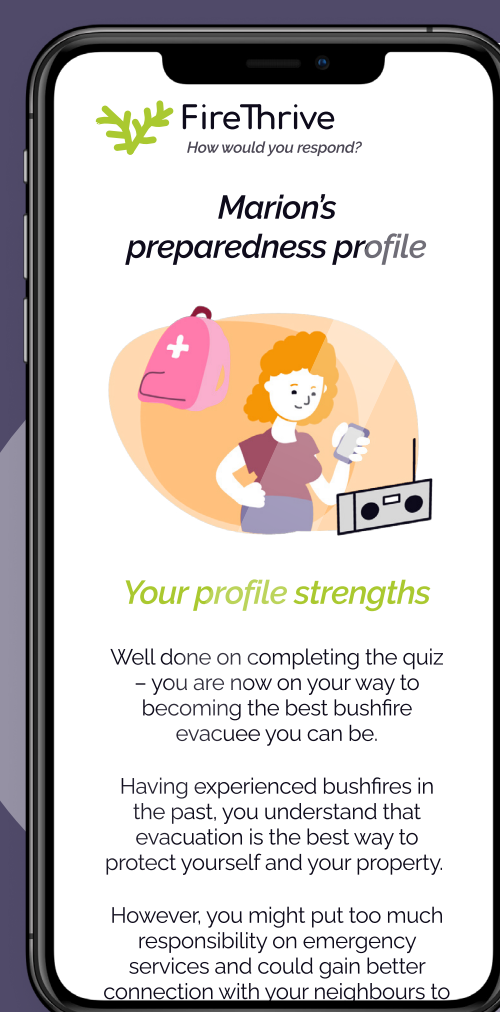
Special thanks

FireThrive would like to thank **Dr Kenneth Strahan** for his support throughout the development of our web application and overarching framework.

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Try it yourself today!



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Scan the QR code and undertake the quiz to reveal your personalised bushfire preparedness profile and recommended educational resources.