

Great Lakes Operational Meteorology Workshop Presentation Abstract

Title: Empowering Smart Action through Smart Communication (You can 'cure stupid')

Objectives

- Provide a brief review of findings regarding why people don't prepare and don't follow emergency instructions.
- Provide an overview of the Do 1 Thing/Do 1 Thing Business emergency preparedness programs, which were built from those findings.

Takeaway messages

- We can teach people to be better disaster decision-makers through risk and crisis communication.
- Better disaster decision-making means reduced injuries and property loss (i.e. more resilient communities).

Length: 10-15 min

Presenter: Ronda Oberlin, CEM CFM

Speaker Bio:

Ronda Oberlin is Certified Floodplain Manager and a Certified Emergency Manager. She has a B.A. in Communications and is working on her Masters in Emergency Management. She has been employed by the City of Lansing since 1992. As an Emergency Management Specialist since 1999 she has focused on natural hazard mitigation and risk and crisis communication. Ronda was the Michigan Stormwater Floodplain Association's Floodplain Manager of the Year in 2013.

Ronda is a co-creator of the Do 1 Thing emergency preparedness program (do1thing.com), which applies principles of effective communication to encourage emergency preparedness for individuals and businesses.