



Empowering Smart Disaster Decision-Making through Smart Communication



You can 'Cure Stupid'



Risk Communication

- Avoidance of an event
- Preparedness for an event
- Inciting action

Crisis Communication

- Information about an event that is occurring
- Inciting action

The Process

Communicator	Audience	Outcome
Provide information	Receive Understand Believe	Awareness
Reinforce w/ text, pictures, maps, sources	Personalize Confirm with others Weigh credibility Assess own ability	Intention
Clear directions Expected consequences	Outcome expectancy Cost/Benefit Trust	Action

Elements of Disaster Communication



- Tell them who you are
- Tell them what you know
- Tell them how you know it
- Tell them what to do
- Tell them what will happen if they don't
- Tell them all that quickly and in a way they will understand



Crisis Response

- Uncertainty means you can no longer predict what will happen next, or know how you should respond to it.
- People will reduce uncertainty by seeking information.
- Seeking information is a means of sensemaking.

It's not that a new driver doesn't understand that the road is icy, they just overestimate their own ability to control the car and how the car will respond under those conditions.

Normalcy Bias



It's not that people don't understand that the risk of disaster is real, they just overestimate their own ability to handle it and the resources that will be available in a disaster.



Risk > Crisis > Response

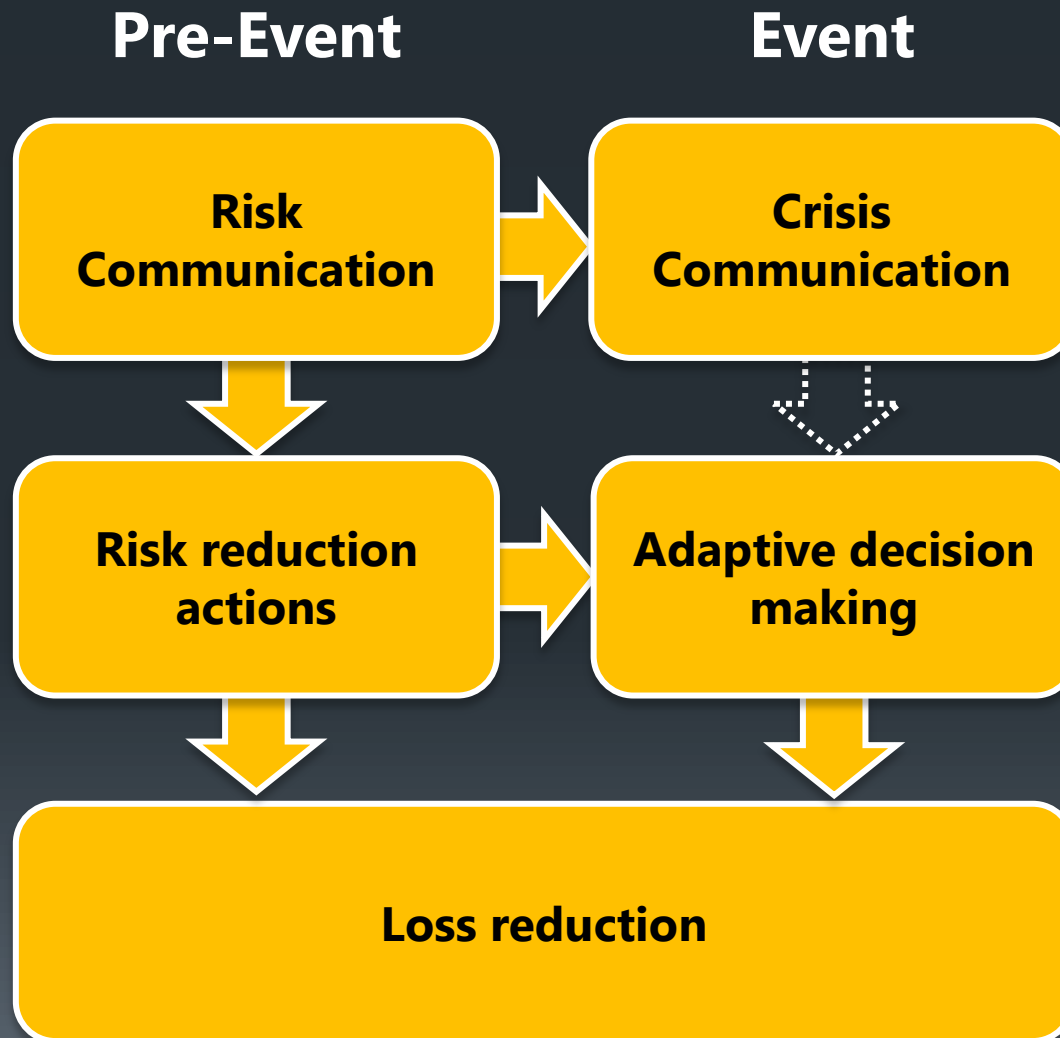
Communication

Communication

Action

- “The ability to deal with a crisis situation is largely dependent on the structures that have been developed before chaos arrives.”
(Lagadec in Weick, 2010)
- Effective risk communication (disaster preparedness education) lays the groundwork for effective crisis communication and effective crisis response.

Disaster Communication



Risk Communication

- Preparedness activities should be “training” to develop mental models that will help people interpret disaster input:
 - What they see
 - What they hear
 - What we are telling them



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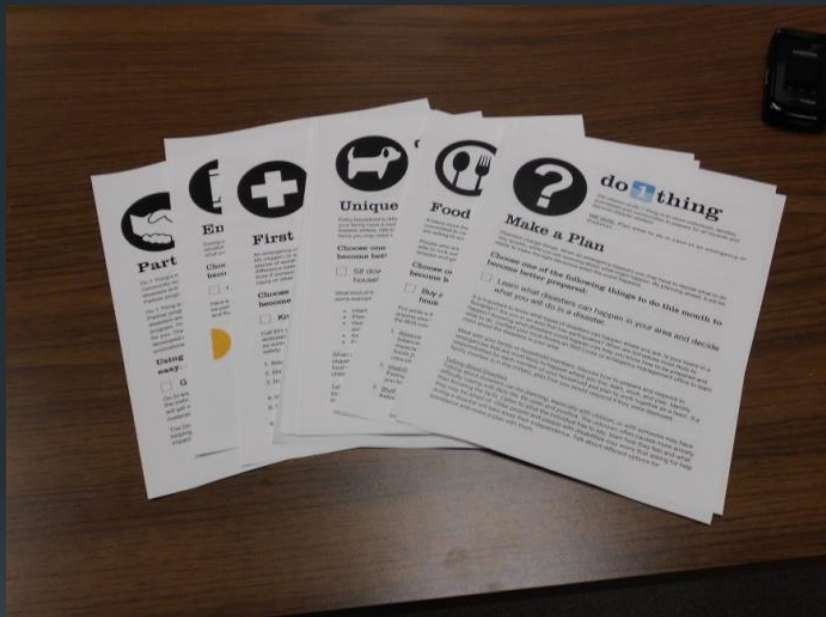




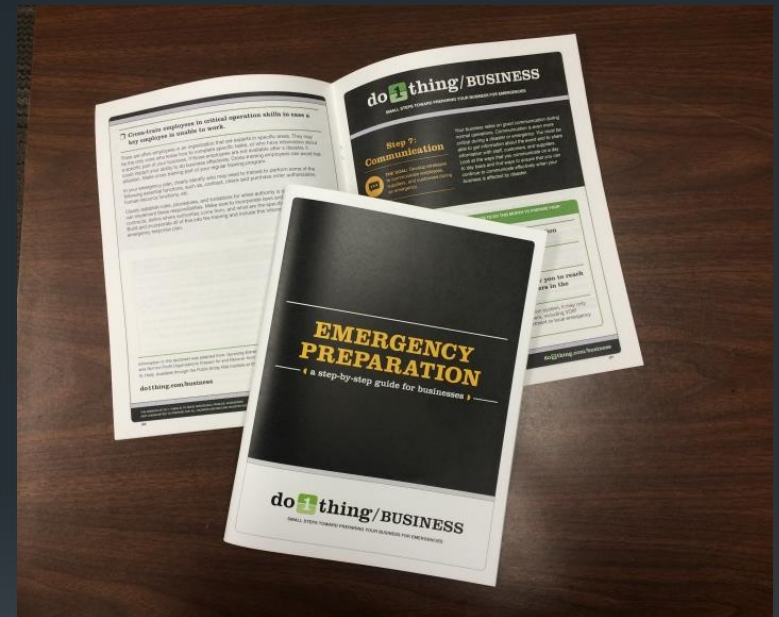
Do 1 Thing Themes

- Personal responsibility
- Social responsibility
- Empowerment – You can take a small step and make a difference
 - Disasters change things

How it works



www.do1thing.com



www.do1thing.com/business



Promoting Preparedness

- Follow Do1Thing or other preparedness programs on social media and repost/retweet
- Highlight preparedness topics in outreach
- Partner on preparedness calendars



Conclusion

- Crisis communication is more effective when preceded by risk communication.
- Crisis communication should enable sensemaking.

Questions?

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“The intellectual function of trouble is to lead men to think.”

- Thomas Dewey