

# Session Overview

- Public Apathy: Why must emergency managers understand it?
- Key reasons for public apathy
- Social factors that constrain hazard perceptions
- Social factors that constrain effectiveness of hazard awareness programs
- Implications for disaster planning
- Strategies for reducing public apathy

# Public Apathy and Emergency Managers

- How can public apathy be influenced?
- How can public apathy be circumvented?
- What are realist limitations imposed on emergency managers by public apathy?

Source: Adapted from Auf der Heide. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby and Company, p. 14.

# Reasons for Public Apathy

- Lack of Awareness
- Underestimation of Risk
- Reliance on Technology
- Fatalism/Denial
- Social Pressures

Source: Adapted from Auf der Heide. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby and Company, pp. 14-17.

# Social Factors that Constrain Hazard Perceptions

- Experience
- Age
- Gender
- Location
- Job Dependence
- Personality

# Workshop Tasks

- Group 1 – According to Lindell (1997), what are six informational qualities, i.e., sources and channels, that constrain the effectiveness of hazard awareness programs?
- Group 2 – According to Lindell (1997), what are six message characteristics that constrain the effectiveness of hazard awareness programs?
- Group 3 – According to Lindell (1997), what are six receiver characteristics that constrain the effectiveness of hazard awareness programs?
- Group 4 – According to Lindell (1997), how is the effectiveness of hazard risk reduction constrained by use of sanctions?

# Disaster Planning Implications

- Prepare for most likely events
  - A. Moderate-sized events
  - B. Most common types
  - C. Predictable tasks
- High adaptability
  - A. Adapt to routine emergencies
  - B. Modular expansion
- Credibility and legitimacy
  - A. Performance
  - B. Trust

Source: Adapted from Auf der Heide. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby and Company, pp. 23-27.

# Strategies for Reducing Public Apathy

- Liability
- Recent Disasters
- Public Education

Source: Adapted from Auf der Heide. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby and Company, pp. 27-31.