



# Preparedness, Warnings and Protective action

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# Purpose



- Preparedness**
- Warnings**
- Protective Action**
- Objectives**
- Materials**

# Preparedness



- **What are some factors that influence individual and household's ability to properly prepare?**

# Warnings



- ❑ **Why don't people automatically heed to warning messages?**
- ❑ **What factors influence one's willingness to heed to warning messages?**

# Protective Action



- **What circumstances affect individual and household protective action?**

# Objectives



- Reinforce the concepts on warnings, receiver characteristics and protective action
- Understand the decision process in taking protective action
- Appreciate costs and hindrances that accompany planning and preparedness
- Introduce and explain the socio-political ecology theory

# Procedures



- Split the class**
  - Emergency Managers**
  - Citizens**
- Explain roles**
- Pass out materials**
- Instruct each half of the class separately**

# Materials



- Map of impact area (Everyone)**
- Description of the threat (EMs only)**
- Demographics of impact area (EMs Only)**
- Character cards (Citizens only)**

# Sample Map



# Sample Demographics



- Female 51.2%
- White 73.8%
- Black 10.3%
- Asian 4.1%
- Hispanic or Latin origin 21.2%
- Foreign Born 12.6%
- Persons below poverty 20.3%
- Language other than English in the home 21.2%
- Home ownership 47.3%

# Citizen Characteristics



- Landlord in debt
- Local business owner without disaster plan
- Grandparents with child
- Grad student
- Visitor
- Single mother of 2
- Person with sensory disability living independently
- Family of 4 with pets

# Discussion



- EMs discuss their plan**
- Citizens discuss their ability to heed the warnings**
- Class discusses**
  - items left out**
  - issues they forgot**
  - What they learned**

# Helpful Links



- ❑ <http://www.fantasymapmaker.com/about/>
- ❑ <http://www.noaa.gov/>
- ❑ <http://www.census.gov/>



□ **Thank You**