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4 PRESENTATION TOPICS

- Study Methods
- What Americans Have Done to Get Ready
- What Motivates Americans to Take Action
- Steps to Increased Public Readiness
THE SAMPLE

- Statistically Representative Sample
- All Households in America (N = 3,300)
- Selected So Could Generalize To:
  - Different Areas: Nation as a whole & to New York City, Los Angeles, and Washington, D.C.
  - Different Groups: Everyone & Whites, Hispanics, African Americans, and Asian & Pacific Islanders
DATA COLLECTION

- Computer Assisted Telephone Interviews
  - Pre-tested Questionnaire
  - Trained Interviewers
  - Done in English & Spanish

- Length:
  - Averaged 46 Minutes Long per Interview
  - Gift Certificate Incentive

- When:
  - April 2007 through February 2008
ACTIONS EXAMINED

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**Preparedness:**
- Developed emergency plans, stockpiled supplies, purchased things to make them safer, learned more about terrorism, duplicated important documents, become more vigilant.

**Avoidance:**
- Reduced plane travel, train travel, & use of public transportation, changed mail handling, avoided certain cities, tall buildings, & national landmarks.

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WHAT HAVE AMERICANS DONE?
GENERAL CONCLUSIONS

- Some are Getting Ready, Most are Not:
  - No real differences between area of country or racial & ethnic groups

- Among Those Getting Ready:
  - Terrorism is the least likely reason to do it

- We Aren’t Going to Read Every Number, but Here They Are…….
THE BIG PICTURE

The State of Preparedness & Avoidance Action-taking in America:

- **Location:** nation as a whole
- **Group:** all groups together (everyone)
- **Reason:** any reason including terrorism
PROFILE OF THE NATION
(weighted sample: n = 3,300; for any reason)

1 Developed emergency plans
2 Stockpiled supplies
3 Purchased things to be safer
4 Learned about terrorism
5 Duplicated documents
6 Became more vigilant
7 Reduced plane travel
8 Reduced train travel
9 Reduced public transit
10 Changed mail handling
11 Avoided certain cities
12 Avoided tall buildings
13 Avoided national landmarks

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PREPAREDNESS BASIS:
Any Reason vs. Terrorism
(weighted sample, n = 3,300)
AVOIDANCE BASIS: Any Reason vs. Terrorism
(weighted sample, n = 3,300)
PREPAREDNESS BY AREA:
Any Reason\(^1\) vs. Terrorism\(^2\)
(weighted sample, n = 3,300)

\(^1p = .46;\ ^2p < .001\)
AVOIDANCE BY AREA:
Any Reason\(^1\) vs. Terrorism\(^2\)
(weighted sample, \(n = 3,300\))

\(p = .69; \ p = .68\)
PREPAREDNESS BY GROUP:
Any Reason\(^1\) vs. Terrorism\(^2\)
(weighted sample, n = 3,300)

\(\text{White} \quad 2.7 \quad 1\)
\(\text{Hispanic} \quad 2.7 \quad 0.89\)
\(\text{Afr Amer} \quad 2.8 \quad 0.85\)
\(\text{AAPI} \quad 2.5 \quad 0.89\)
\(\text{Other} \quad 2.7 \quad 0.84\)

\(\text{Any Reason} \quad \text{Terrorism}\)

\(^1p = .58; \quad ^2p = .00\)
AVOIDANCE BY GROUP:
Any Reason\(^1\) vs. Terrorism\(^2\)
(weighted sample, \(n = 3,300\))

\(p = .00; \; 2p = .002\)
WHAT MOTIVATES AMERICANS TO TAKE ACTION?
APPROACH USED

- Tested Every Appropriate Hypothesis
- Performed Simple & Complicated (Model Based) Statistical Analyses
- Analyzed the Data Separately for Each:
  - Geographical area
  - Racial & ethnic group
  - Hazard, e.g., any reason vs. terrorism
AN EXAMPLE MODEL

Demographics

Experience

Cues

Information

Knowledge

Milling

Perceived Effectiveness

Perceived Risk

Action
RESULTS

- Consistent Results (rare) Across:
  - **GROUPS**: Hispanics, African Americans, Asian/Pacific Islanders, Anglos
  - **AREAS**: New York City, Los Angeles, Washington, D.C., the Nation
  - **REASON GIVEN**: Terrorism, any reason

- **Strong** (*as good as it gets*) Findings:
  - High explained variance (41-48%) in preparedness activities done for any reason

- Here are the Major Findings.....

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2 “INFORMATION” TYPES DRIVE PUBLIC ACTION

- **Information “Received”:**
  - 1. Multiple SOURCES
  - 2. Multiple communication CHANNELS
  - 3. Content breadth about ACTIONS TO TAKE and how they CUT LOSSES

- **Information “Observed”:**
  - 5. CUES (seeing others get ready)
& INFORMATION DRIVES ACTION IN 2 WAYS

- DIRECTLY Motivates Readiness &

- INDIRECTLY Motivates Readiness (by first increasing other factors that, in turn, also increase readiness):
  - Knowledge: What’s known about actions
  - Perceived Effectiveness: How they cut losses
  - Milling: Talking about & seeking information about actions
“GOOD NEWS”

THE INFORMATION TO ACTION RELATIONSHIP

- Is Pliable:
  - Able to be molded by policy & programs

- And Linear:
  - More information in = more actions happen
  - Less information in = less actions happen
OTHER THINGS DON’T MATTER MUCH

- Many Other Things Aren’t:
  - Statistically significantly related to readiness

- Others Things Are, But:
  - Effects aren’t real (go away when other factors are controlled)
  - Little predictive value & should be ignored

- Examples Include:
  - Perceived risk & demographics
STEPS TO A BETTER READI ED PUBLIC BASED ON THE FINDINGS
THE GENERAL PRINCIPLE

- Information is the KEY Factor that Motivates the Public to Get Ready:
  - It works everywhere & for everyone
    - Mainstream Americans & racial/minorities
    - Across the country & in different cities
  - The Information Imperative: richer fields of information, e.g., sources, channels, breadth, yield more public readiness actions
10 STEPS TO A BETTER READIED PUBLIC

- **STEP 1**: All information campaigns are not equal. Use *research-based approaches* to make them most effective.

- **STEP 2**: Stop using risk probabilities (codes) to motivate public action. It doesn’t help.

- **STEP 3**: *Work with partners* not alone. More partners=more sources=more public action.
10 STEPS (cont’d)

- **STEP 4:** Stop different groups from providing different messages. *Branded (the same) repetitive messages* work best.

- **Step 5:** Distribute the same information over *different channels*. People act when they get the same information different ways.

- **STEP 6:** It works best to *communicate over the long-haul* & not just for a day or week.
10 STEPS (cont’d)

– **STEP 7:** The most effective information *tells people exactly what to do to get ready*, and where to find out more about how to do it.

– **STEP 8:** Talk about risk in a particular way. People are more likely to act based on information about *how readiness actions cut losses* in case something happens.
10 STEPS (cont’d)

- **STEP 9:** Position *visible cues* for people to see, e.g. readiness actions by others. Get public readiness out of the closet & in the streets. “Monkey see, monkey do” applies.

- **STEP 10:** Encourage people to *talk about getting ready* with each other. People are more likely to act after talking with others.
MORE DATA/ INFORMATION AVAILABLE ON LINE:

- Three Items Available On-Line:
  - Descriptive Report
  - Questionnaire
  - Study Specifications

Go to:

http://www.ph.ucla.edu/sciprc/3_projects.htm

Scroll-down to “Disasters”