

# “Cracking the Code”

## Awareness to Action: The Role of Value-Based Messaging

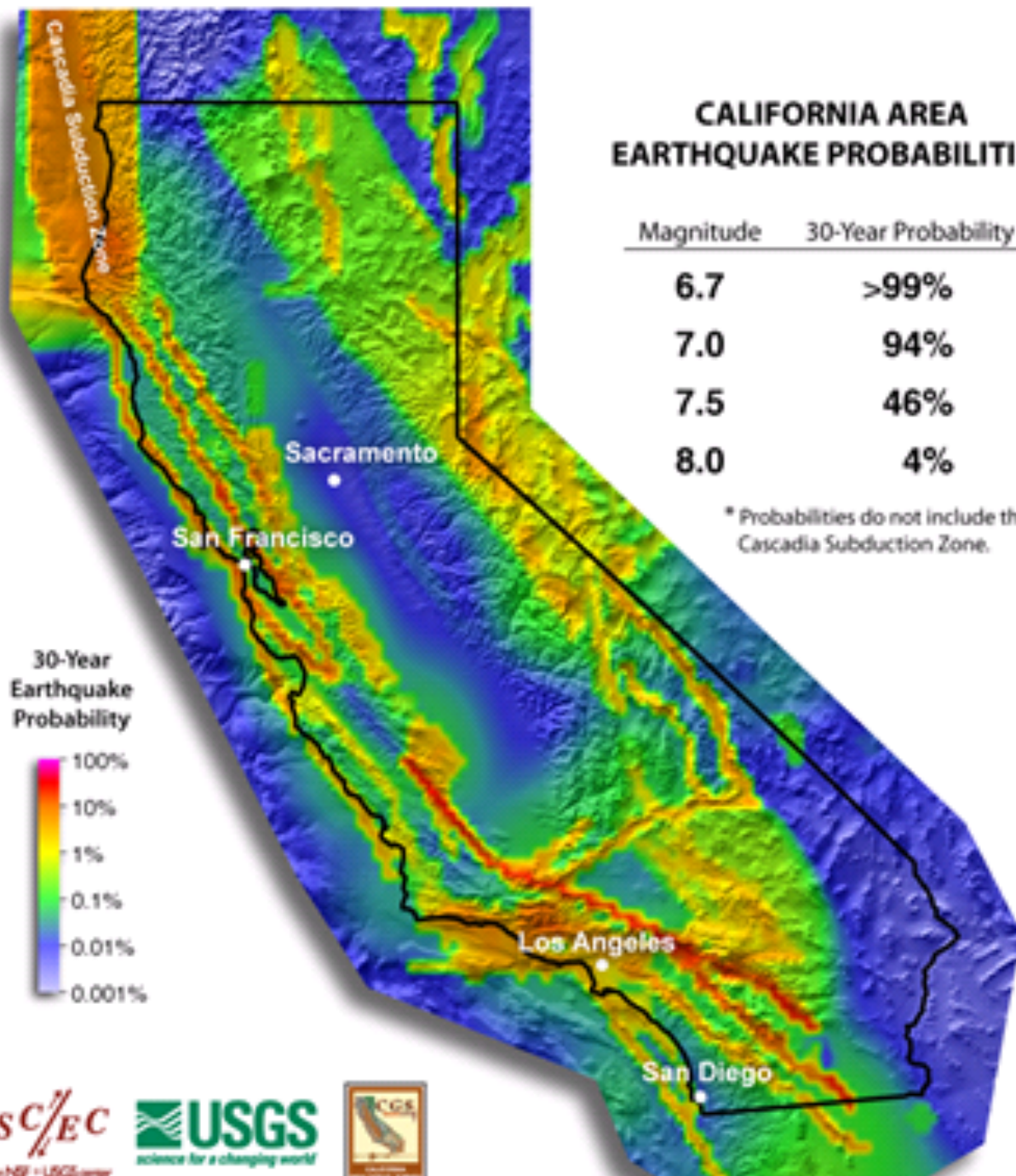
Kate Long  
Earthquake & Tsunami Program



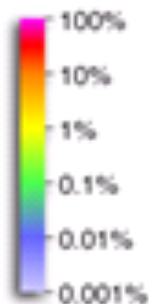
## CALIFORNIA AREA EARTHQUAKE PROBABILITIES

Magnitude	30-Year Probability *
6.7	>99%
7.0	94%
7.5	46%
8.0	4%

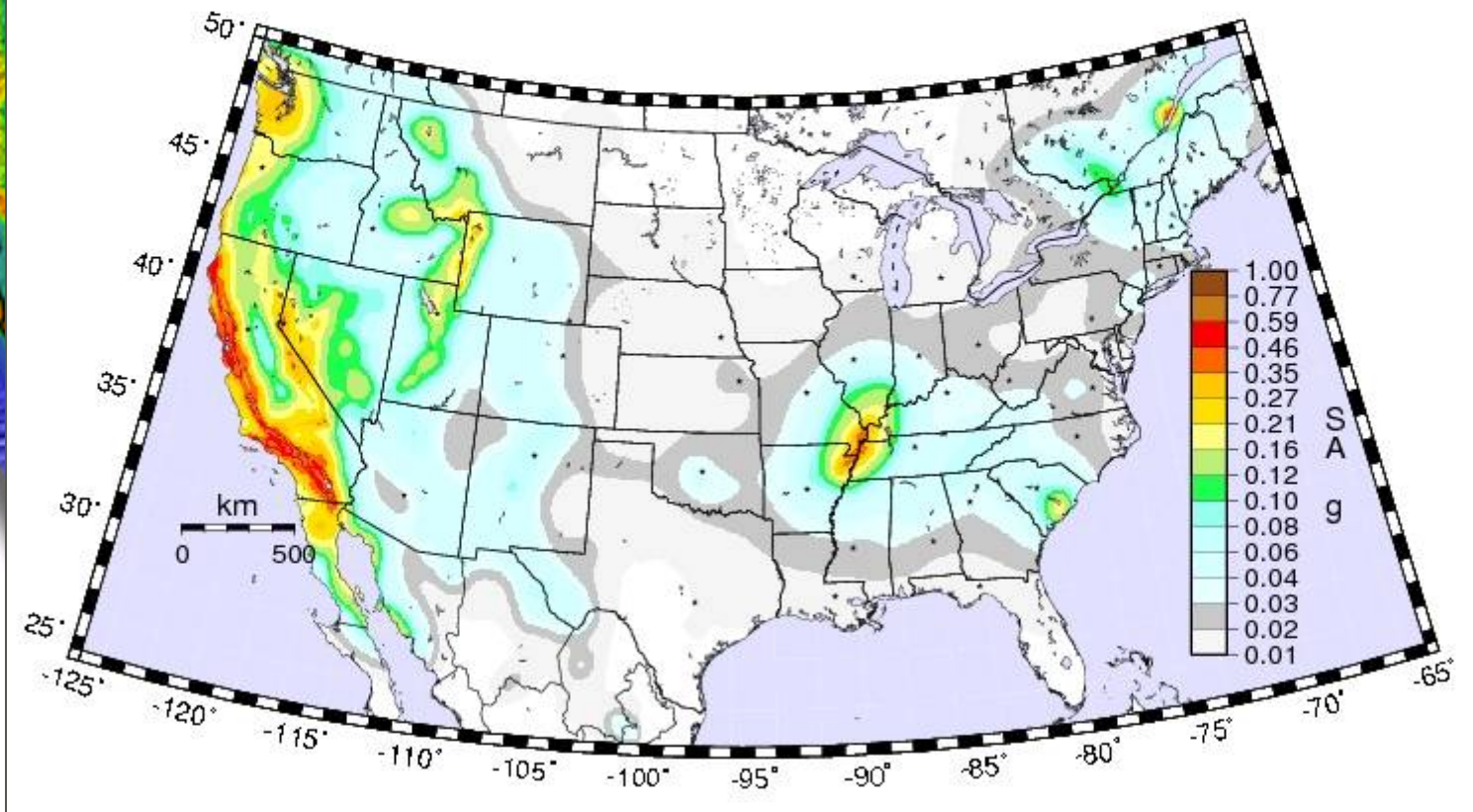
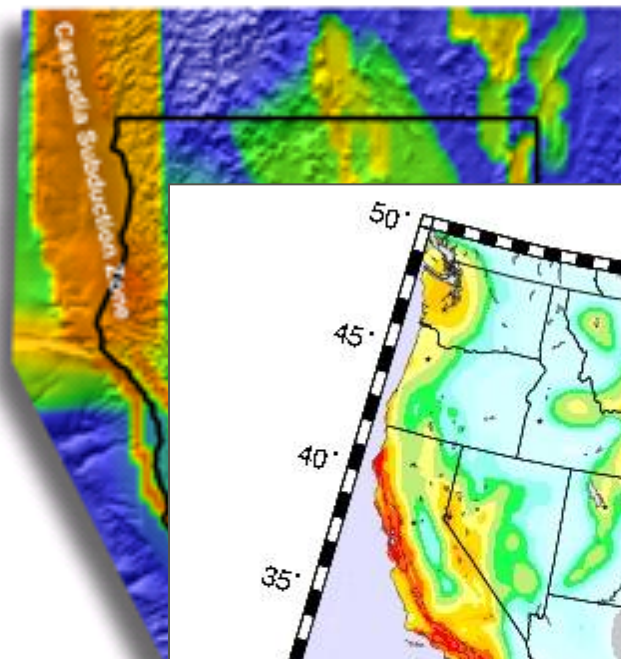
\* Probabilities do not include the  
Cascadia Subduction Zone.



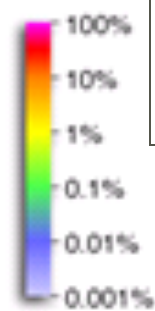
30-Year  
Earthquake  
Probability



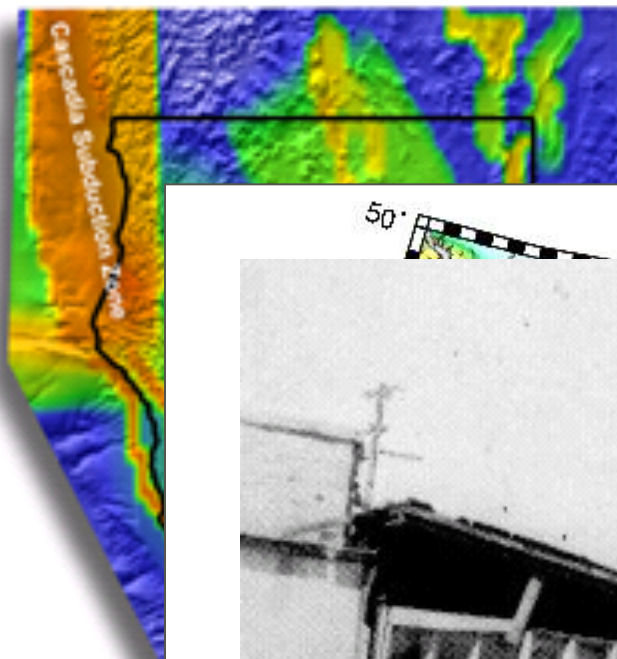
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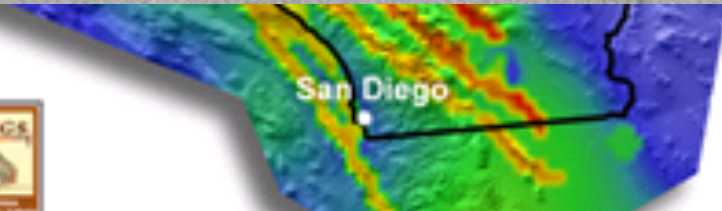
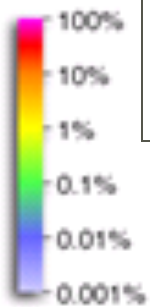
30-Year  
Earthquake  
Probability



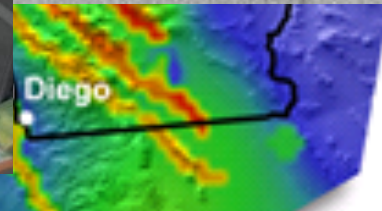
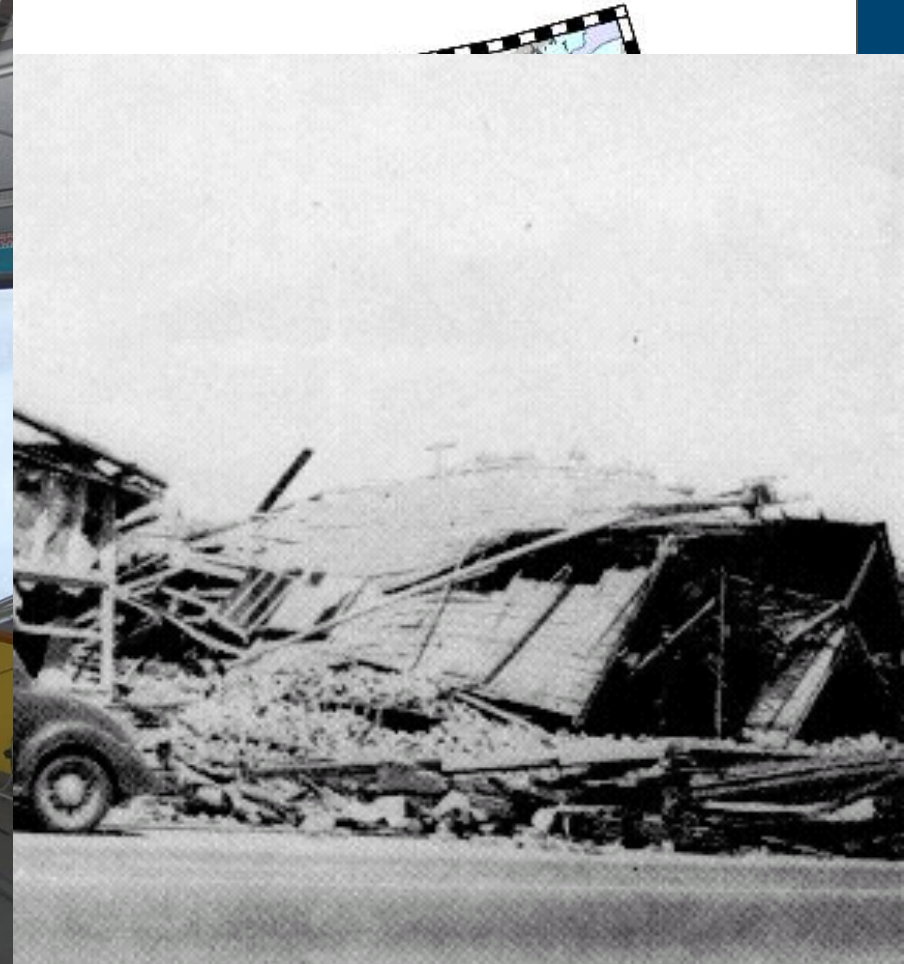
# CALIFORNIA AREA EARTHQUAKE PROBABILITIES



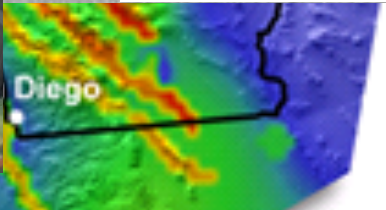
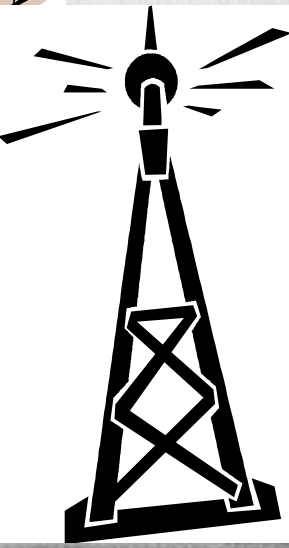
30-Year  
Earthquake  
Probability



# CALIFORNIA AREA HOLIAKE PROBABILITIES



# CALIFORNIA AREA HOLIAKE PROBABILITIES



# Earthquake Preparedness Research Experts

Linda Bourque, Ph.D.

University of California  
at Los Angeles



Dennis Mileti, Ph.D.

University of Colorado  
at Boulder



# California Earthquake Preparedness Survey

(Research by Bourque et al.)

- Produced 2008 **baseline** data describing **how prepared** California residents are for earthquakes, **where they get their information** about preparedness and mitigation, and **what predicted being prepared**.

Primary Funders –



Seismic Safety Commission



California Emergency Management Agency





# CEPS Survey Recommendations

- **Coordinate the content and dissemination efforts** of information providers so that they constitute an **ongoing stream** of earthquake preparedness and mitigation information **across time and targets**.
- Increase **visibility of preparedness** and mitigation activities.
- **A common, consistent message** would facilitate repetitive public messaging.
- **Use evidence-based guidance** to develop and disseminate information.

# Communicating Actionable Risk

(Research by Woods, Mileti et al.)

**Mega-study** on public readiness for terrorism and other hazards:

- **Most people don't perceive risk to high-consequence, low-probability events.**
- ***And they're right...most of the time.***

Primary Funder—



U.S. Department of Homeland Security

# What Leads to Preparedness Behavior Change?

- They see and hear consistent, frequent, multi-media, and multi-source information about actions to take
  - Brand the message not messenger. Unified (not uniform) message
- They see others like themselves taking actions
  - “Monkey See, Monkey Do”
- They talk about preparedness with people they know
  - And then think it’s their idea
- Focus on consequences and how to avoid them
  - Don’t just scare people! Present “*actionable risk*”

# The Great California ShakeOut!

- An annual, statewide earthquake drill for all residents, businesses, schools, organizations... everyone!
- Third Thursday of October
- **9.4m participants in 2012**
- [ShakeOut.org](http://ShakeOut.org)

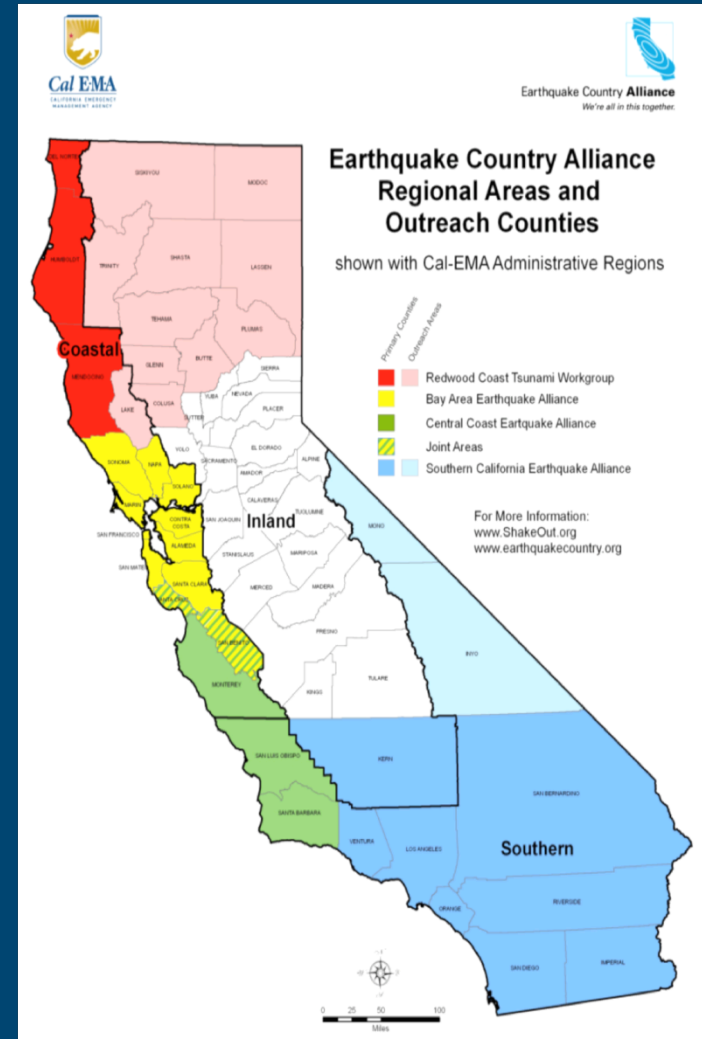


The Great  
California  
**Shake  
Out**<sup>TM</sup>



# Earthquake Country Alliance

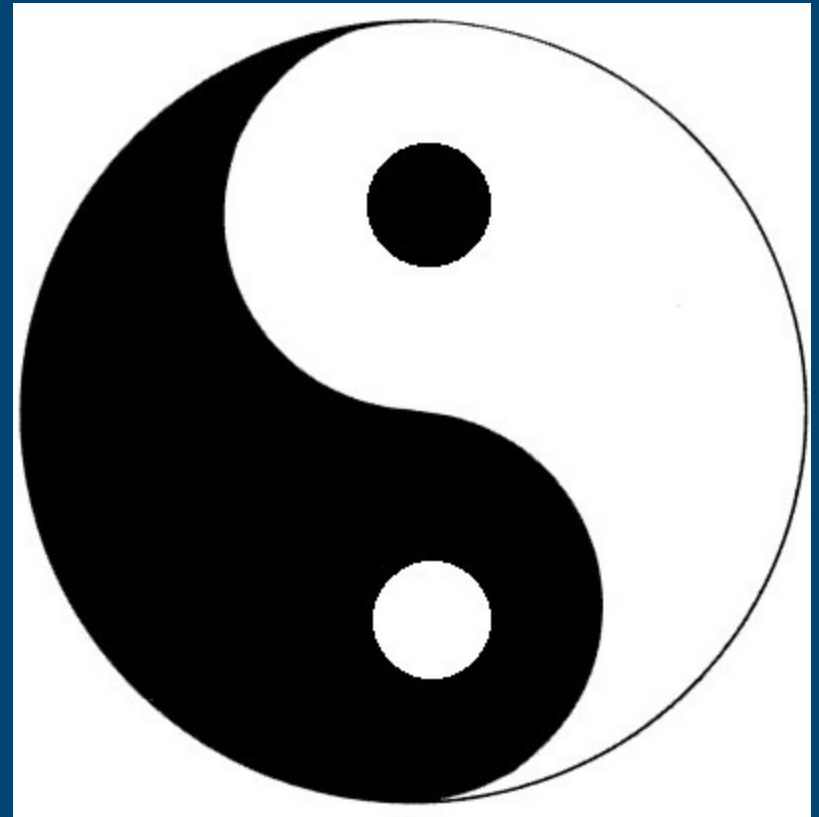
- Statewide effort to:
  - Bring together earthquake education and preparedness experts and advocates.
  - Develop materials and activities with consistent messaging.
  - Coordinate the ShakeOut.
- Mission to coordinate efforts that foster a **culture of** earthquake and tsunami **readiness** in California.
- [www.earthquakecountry.org](http://www.earthquakecountry.org)



# ECA Plan-for-Programs

## ECA seeking to do “what the doctors ordered”:

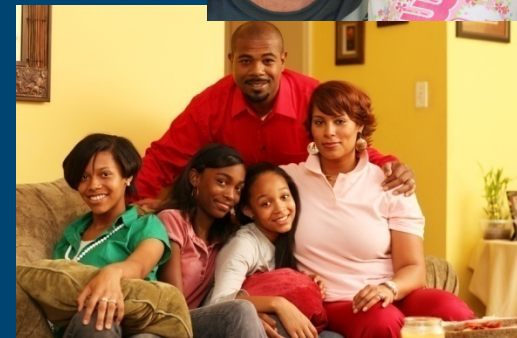
- Standardizing (branding) the message.
- Deriving synergies from coordinating distribution of content.
- Distributing content from many sources and through many channels.
- Sustaining communications over time.



What to do?



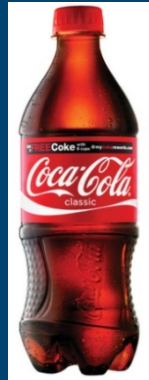
Why you do it?



# Selling Like *Coca Cola*: Moving From What To Why



VS.



VS.



VS.



VS.





# When You Make That Shift, You Define Who You Are

Do

Are



Soft drinks

Promoters of positive attitudes and happiness



Soap

Celebrators of natural beauty



Business Services

Champions of solving the world's greatest problems



Theme park and movies + more

People who believe in magic and that *anything* is possible

# Value-based Message Research Study

- **Identify and understand** the underlying earthquake-preparedness **needs and motivations** for California residents.
- Develop a communications map depicting the **decision-making thought process** that provide a blueprint for action.



# “Means-End” Theory

## Emotional Level

How the communicator identifies with the audience’s feelings and personal experience to elicit emotional responses aligned with the audience’s core values.

**Personal Values**  
Stable, enduring personal goals

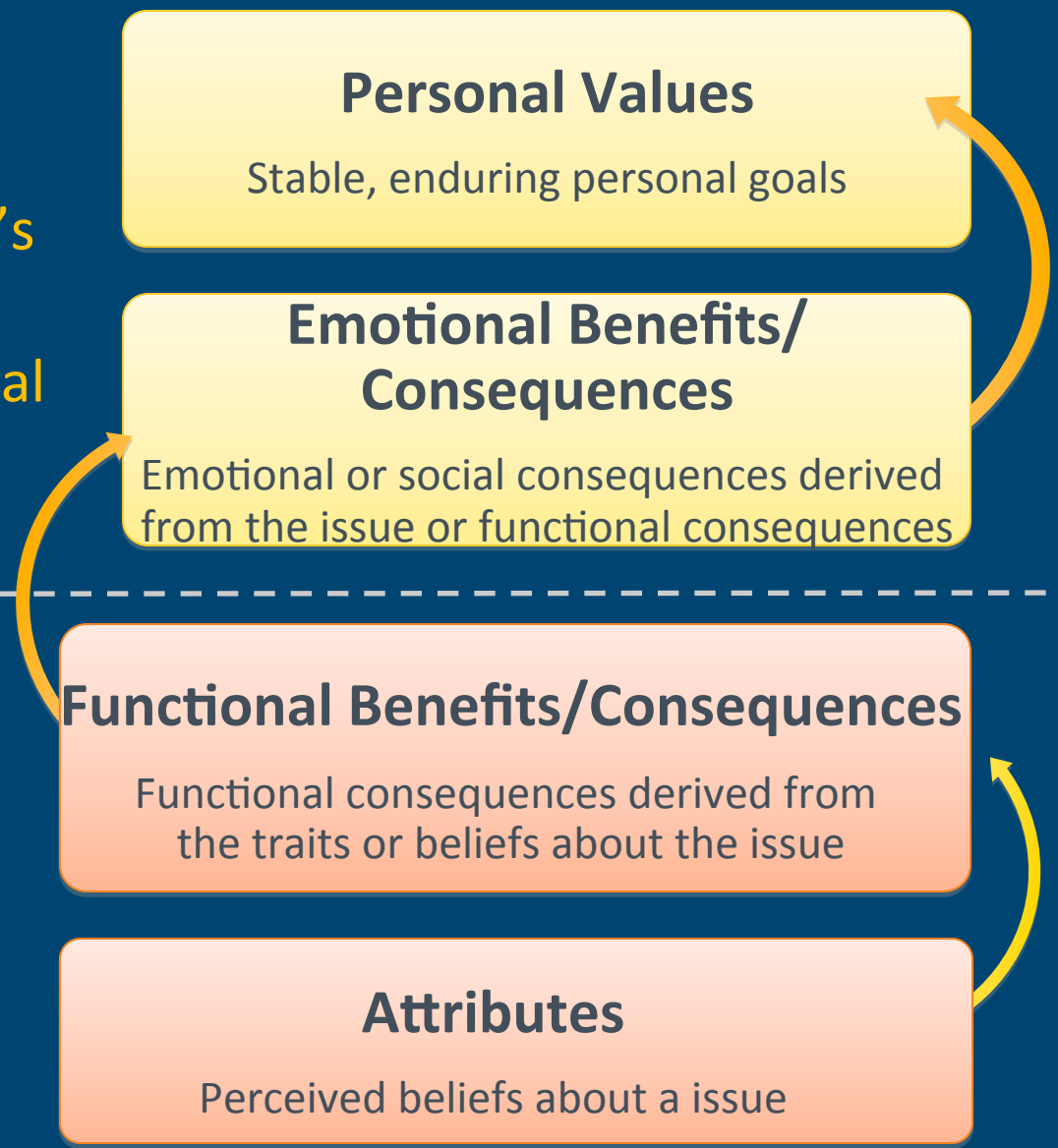
**Emotional Benefits/Consequences**  
Emotional or social consequences derived from the issue or functional consequences

## Rational Level

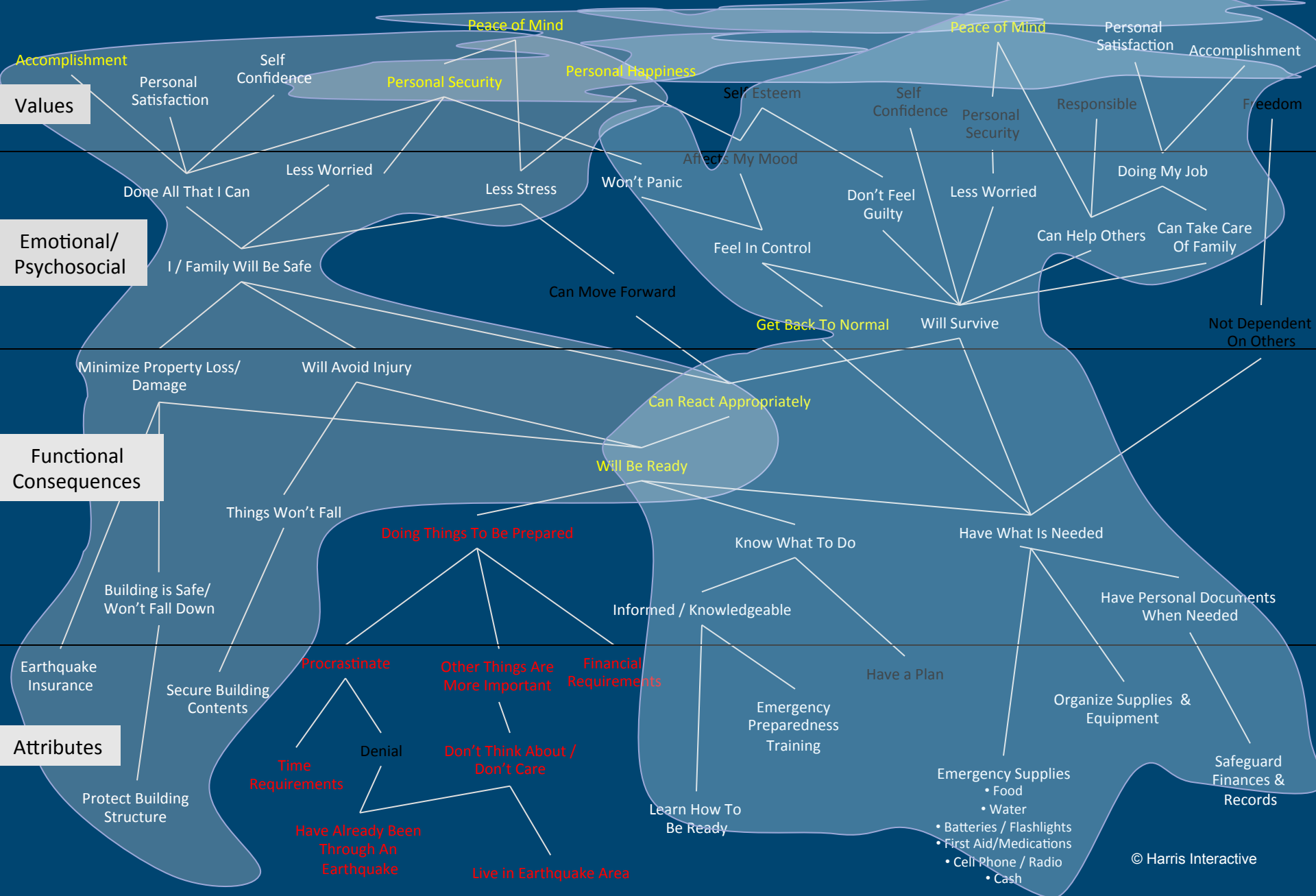
How the communicator conveys facts and relates them to practical effects on the audience.

**Functional Benefits/Consequences**  
Functional consequences derived from the traits or beliefs about the issue

**Attributes**  
Perceived beliefs about a issue



# Why people prepare for Earthquakes



# Two Streamlined “Ladders” from Findings

## Values

**Confidence**  
Personal responsibility  
At peace  
Accomplish something important to me

**Peace of mind/safety**  
Personal security  
Peace of mind  
Safety

## Emotional/ Psychosocial

**In control**  
More in control  
Doing everything possible to be prepared

**Survival**  
Better able to move on/move forward  
Not be panicked  
Family and I less likely to be injured

**Family protection**  
Family and I will be safer  
I am taking care of my family

## Functional Consequences

**Protect Property**  
Minimize property damage  
Won't suffer financial ruin  
Protect personal items from falling and breaking

**Ready and able**  
Ready to react appropriately during and after  
Supplies in event of a 3-day outage

## Attributes

**Structure**  
EQ Insurance  
Secure personal belongings  
**Secure structure**  
Taking steps to learn how to be ready

**Kits and Checklists**  
Emergency supplies on hand  
Have family disaster plan  
Update contact information  
Organize emergency supplies

# Taking it to the streets...



How can you use this information?

# ECA Partnering with TV News Reporters

Sacramento



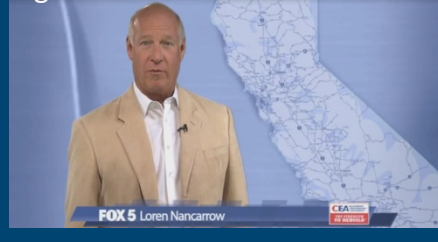
San Francisco



Los Angeles



San Diego



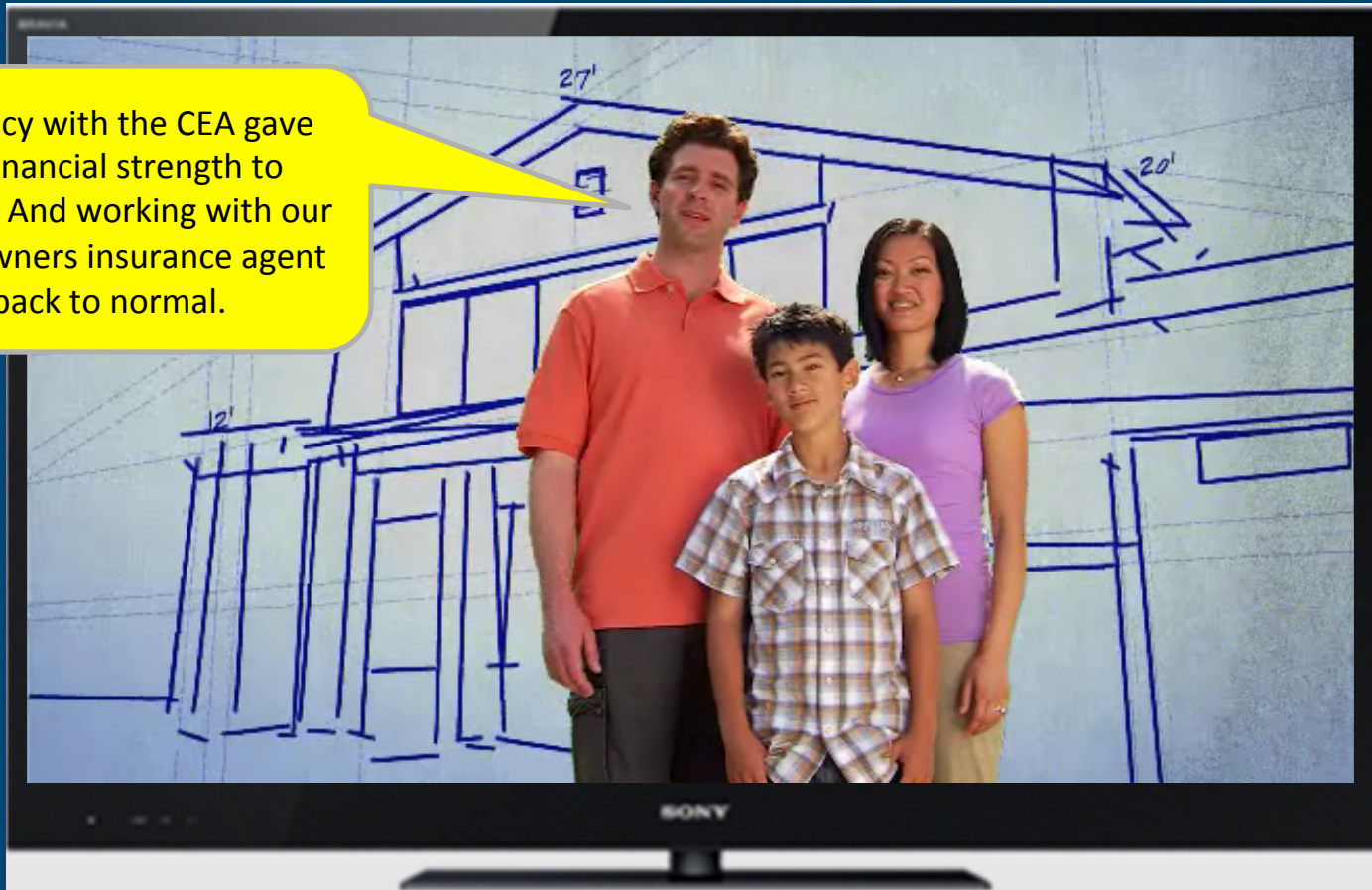
CBS TELEVISION STATIONS

...Preparing today will help us get back to normal sooner after the next big earthquakes strikes. *Let's work together to be one of (region's) next earthquake survival stories*



# CEA TV Ad Based on Research

Our policy with the CEA gave us the financial strength to rebuild! And working with our homeowners insurance agent we got back to normal.





# Partnering among ECA Stakeholders, ECA and ARC



**Get peace of mind that no earthquake can shake.**

Most residential insurance policies do not cover earthquake damage – a separate earthquake policy is required.



**THE STRENGTH TO REBUILD®**

**American Red Cross**  
**AUCTION**  
Get Prepared California  
Help support the American Red Cross in April, by bidding to win one of 28 amazing auction items, including:

- a flyaway to Paris to see Coldplay;
- the same Grammy gift package as the stars; or
- a celebrity-escorted visit to Six Flags Magic Mountain.

[www.GetPreparedCalifornia.org](http://www.GetPreparedCalifornia.org)

Learn about new CEA policy coverages and take action with the help of resources and tips from the American Red Cross.

[www.EarthquakeAuthority.com](http://www.EarthquakeAuthority.com)



**THE STRENGTH TO REBUILD®**

*Your CEA policy will give you the financial strength to help get your life back to normal after the ground stops shaking.*

*The CEA is always working to help you prepare to survive and recover from California's next damaging earthquake.*

*New to your CEA coverage with your 2012 policy renewal is access to \$1,500 for emergency repairs – which is not subject to your deductible – to let you secure your property and avoid further damage after an earthquake.*

*CEA's new alliance with the American Red Cross can help you take simple steps to be ready when the time comes – like getting a preparedness kit, making a family disaster plan, and being more informed.*



**American Red Cross**



In a major disaster, it might be several days before vital services are restored.

Click on the buttons to the right to find out how you can prepare yourself and your family for an emergency. You can also learn what to do in response to a specific disaster, like a tsunami, just in case.



[Register for AlertSF](#)



## HOW TO PREPARE

**Make a Plan**

**Build a Kit**

**Get Involved**



START HERE



HOUSEHOLD/  
FAMILY



HOME  
SAFETY



CHILDREN



SENIORS &  
DISABLED



PETS



UTILITIES



FOOD



WATER



FIRST AID



GO BAG



PHONE



VOLUNTEER



TRAINING



COMMUNITY

**WHAT  
TO DO  
IF...**



EARTHQUAKE



STORM/  
FLOODING



TERROR



CONTAGIOUS  
DISEASE



TRANSIT  
SAFETY



EVACUATION



NO POWER



FIRE



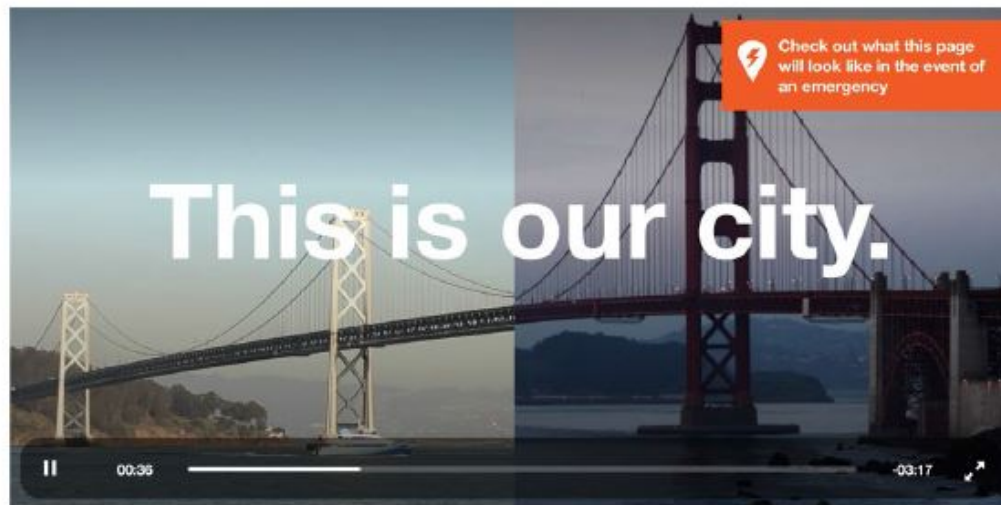
TSUNAMI



SIRENS



SHELTER  
IN PLACE



## We believe in connection, not catastrophe

Here's the thing: actual emergencies look more like people coming together than cities falling apart.

If we can be prepared for the first 72 hours after a disaster, we will be ready for an emergency, no matter what form it takes. 72 hours might seem like a lot, but that's really only nine meals. It's just a long weekend.

### SF72 Mobile App

People are most resilient in emergencies when they are connected to others. We'll help you connect to your loved ones in an emergency through the SF72 mobile app.



My People

### Prepare

Don't just prepare to help yourself. Prepare so that your family, your loved ones, or your neighbors will have a shoulder to lean. [Get easy tips for pulling together your kit and your home.](#)



My Stuff

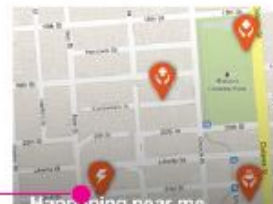


Learn about the **SF72 mobile app.**

Find your loved ones in an emergency.

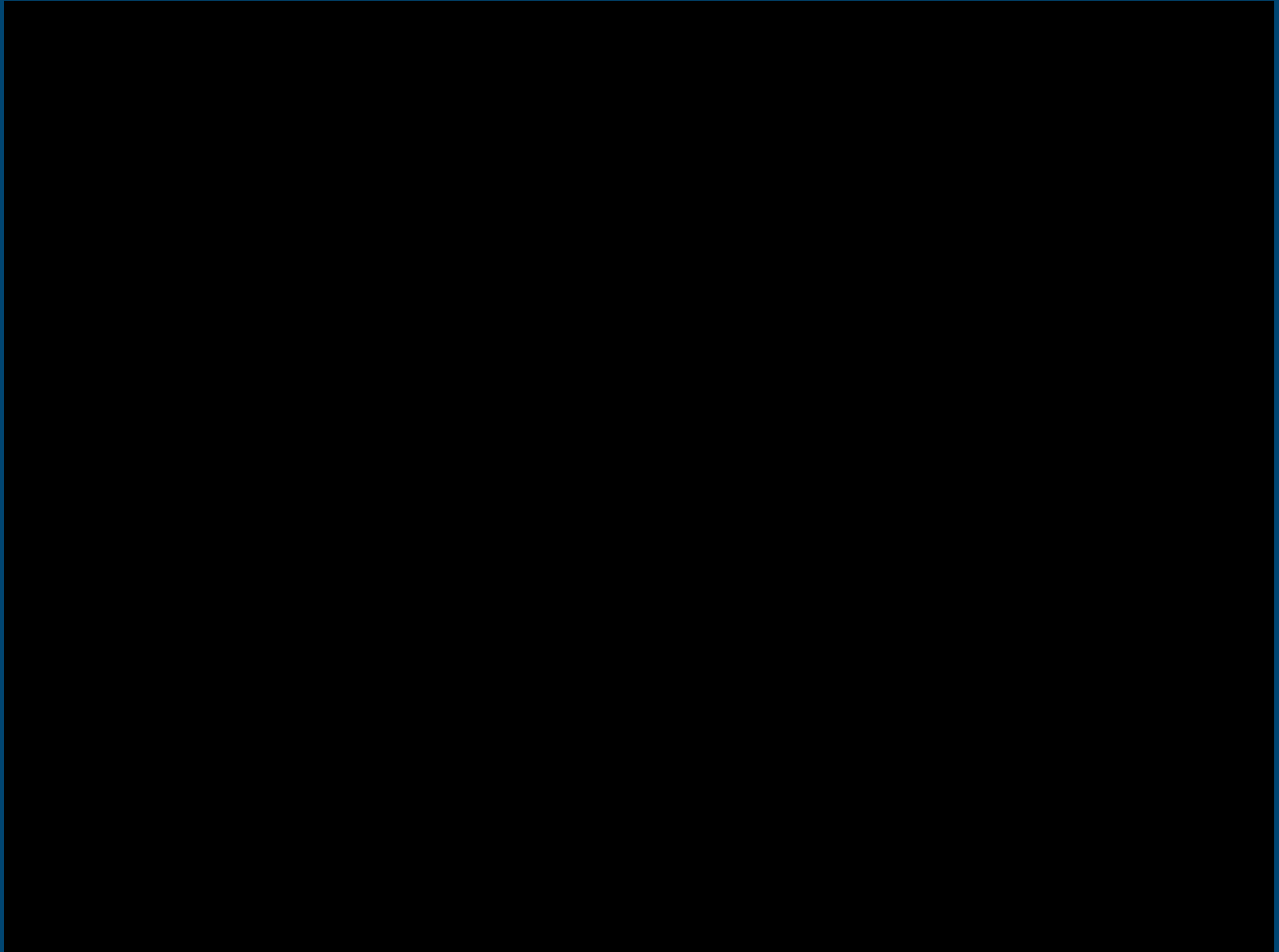
### A resource now, a tool later.

If disaster strikes, SF72.org will go into emergency mode – you can access live updates and tweets from around the city. [See what it will look like.](#)

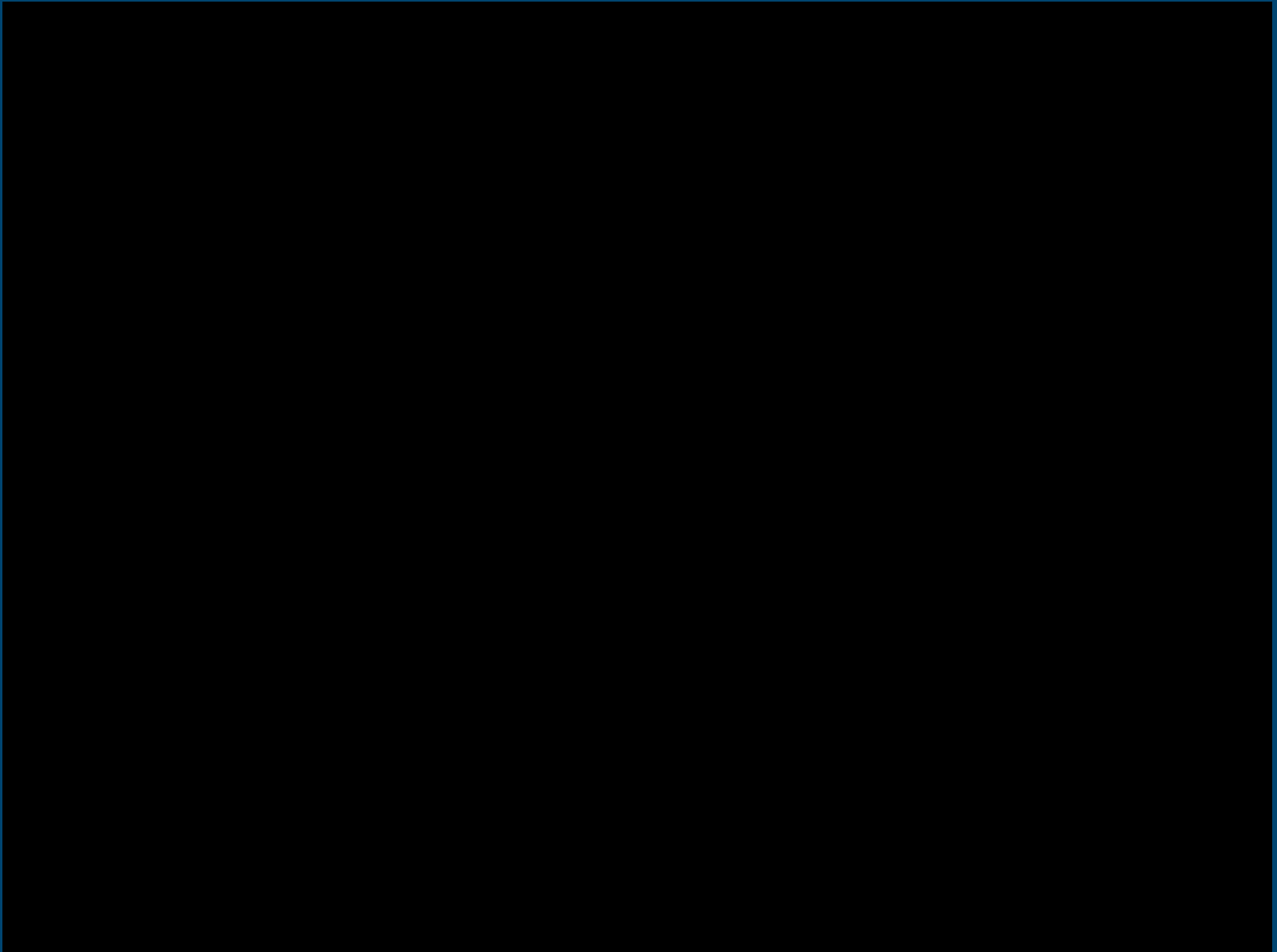


Helping near me

# Earthquake Country Alliance/ShakeOut



# California Earthquake Authority



# Diagnose Your Comms using the Value-Based Approach

- Describe risk in an actionable way
- Tell the story... Let your audience see and feel *what matters to them*.
- Emotions and values can be communicated using both words and images.
- Where we can unify around values, we can leverage our efforts.

# Communications Diagnosis Message Elements

*Personal Value*



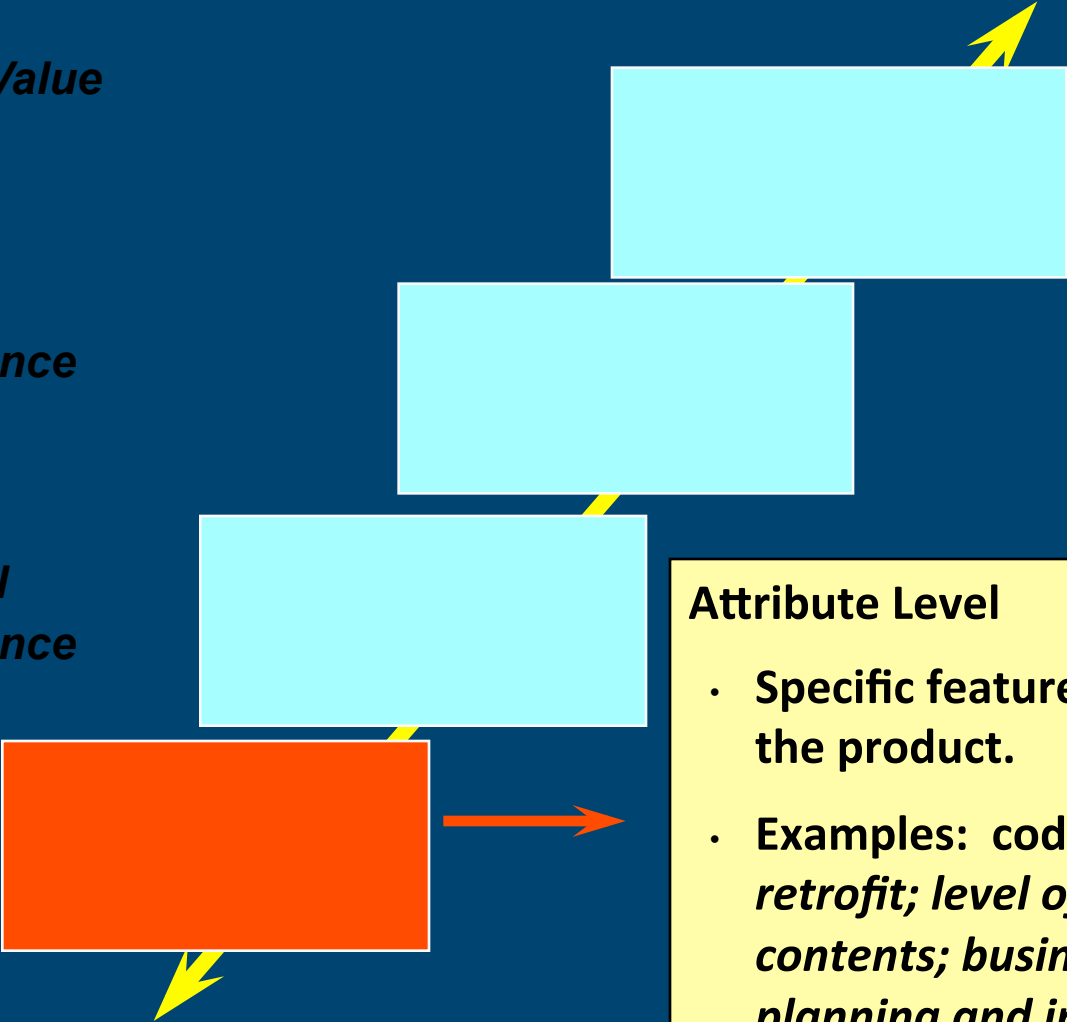
*Emotional Consequence*



*Functional Consequence*



*Attribute*



**Attribute Level**

- Specific features, claims or attributes of the product.
- Examples: code changes; *voluntary retrofit; level of retrofit; secure building contents; business resumption planning and insurance, etc.*

# Communications Diagnosis Message Elements

*Personal Value*



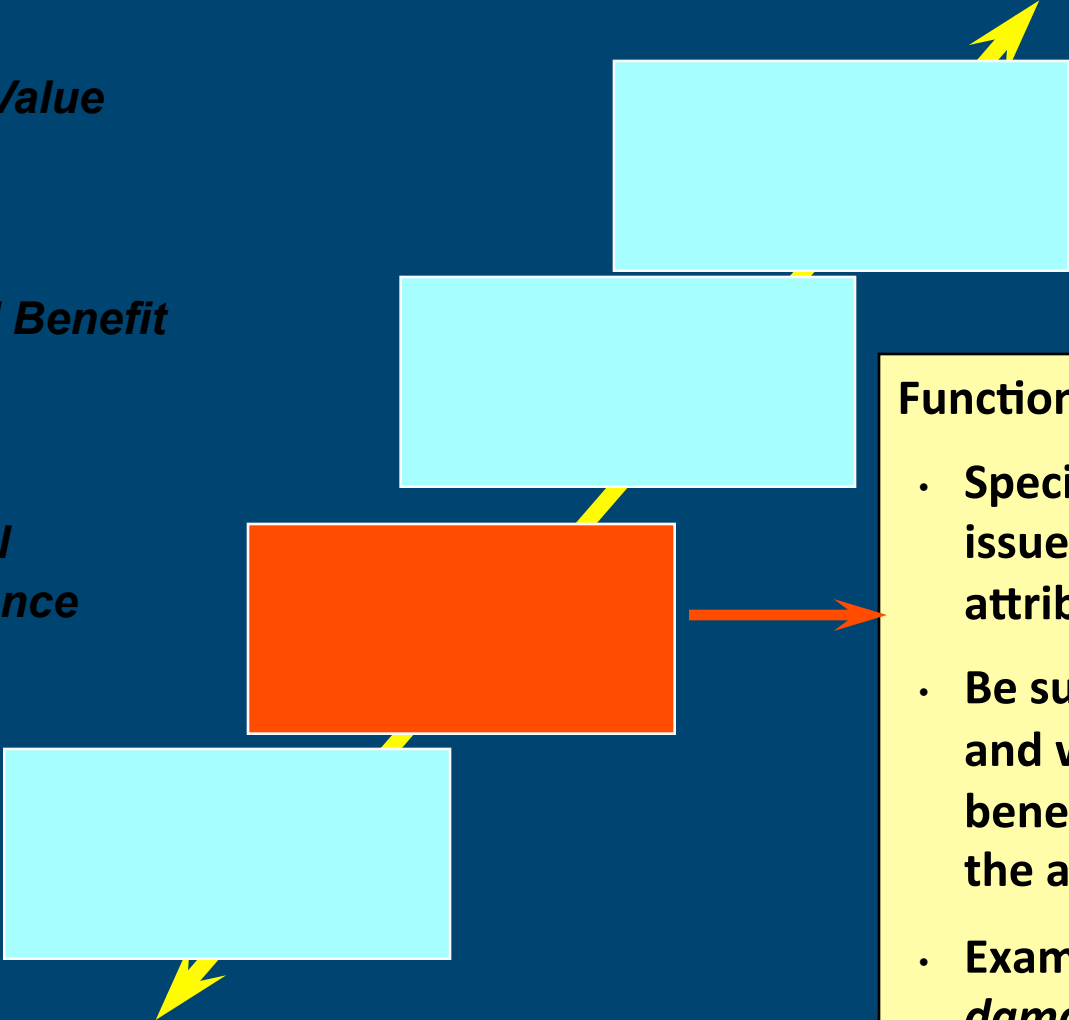
*Emotional Benefit*



*Functional Consequence*



*Attribute*



**Functional Consequence Level**

- Specific, tangible ways the issue, product, idea, or attribute benefits people.
- Be sure to explain exactly how and why it results in these benefits (i.e., is supported by the attributes).
- Examples: *minimize property damage; reopen supply chain; resume business quickly; etc.*



# Communications Diagnosis Message Elements

*Personal Value*



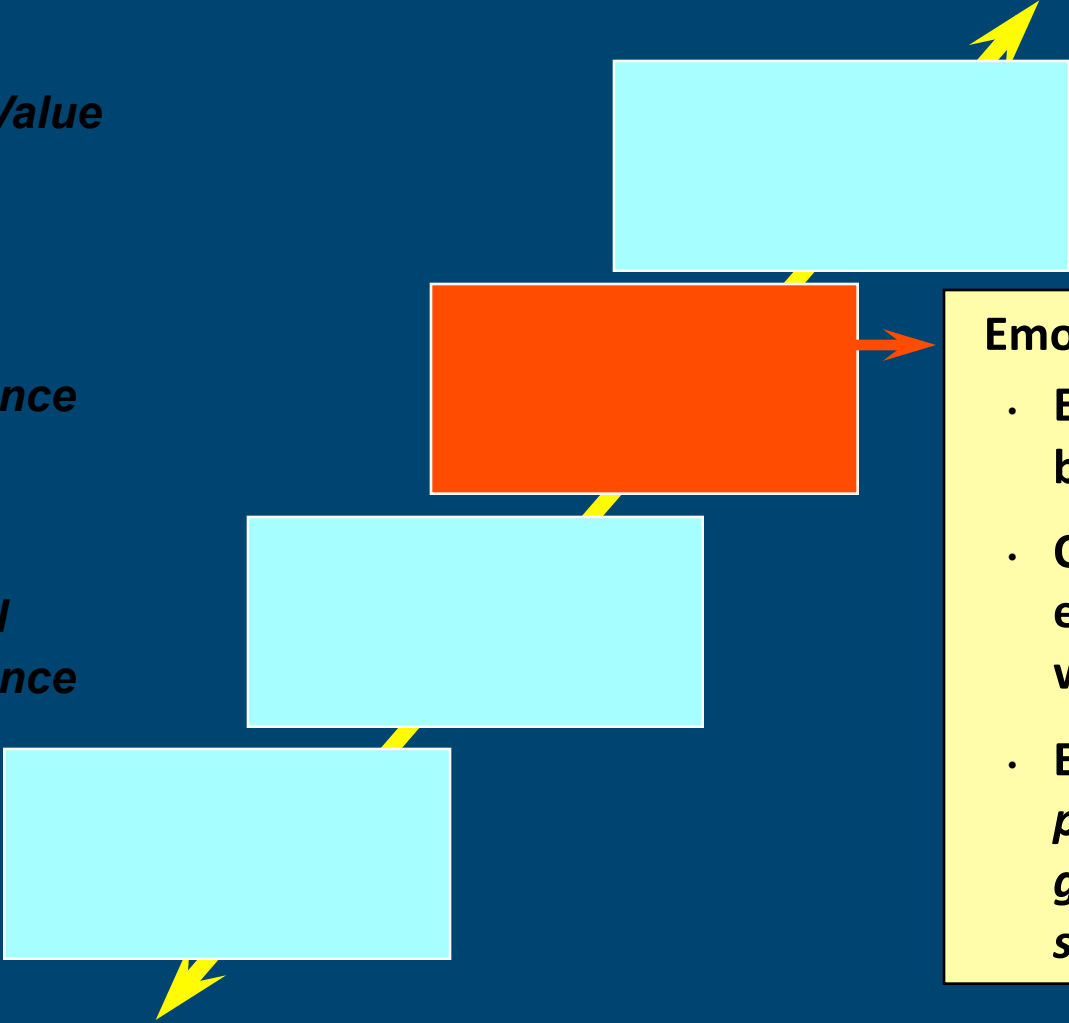
*Emotional Consequence*



*Functional Consequence*



*Attribute*

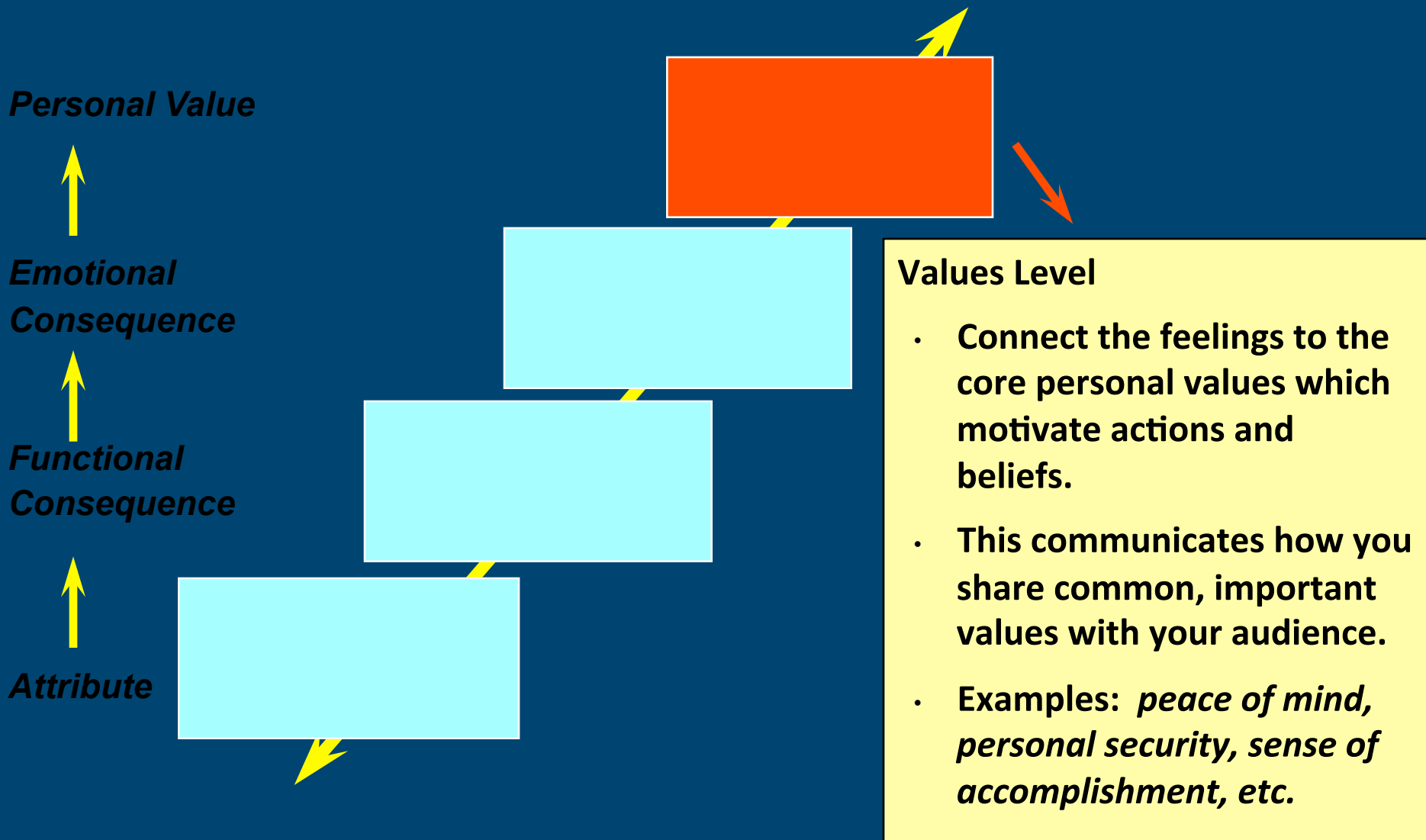


**Emotional Consequence**

- Emotions people will feel because of the benefits
- Communicate that you empathize emotionally with your audiences
- Examples: *feel assets are protected; done all I can, get back to normal, less stress/worry, etc.*

# Communications Diagnosis

## Message Elements



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