We recently asked Emergency Managers:

Tsunamis…
What keeps you up at night?
Cracking the Code

The Role of Value-Based Messaging in Motivating Preparedness Action

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Cal EMA
California Emergency Management Agency
• 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
Two Ladders Mirroring and Streamlining Qualitative 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

**Functional Consequences**

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

- 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

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A Profound Shift

What to do?

Why you do it?
Selling Like Coca Cola: Moving From What To Why
When You Make That Shift, You Define Who You Are

**Do**

- Soft drinks
- Soap
- Business Services
- Theme park and movies + more

**Are**

- Promoters of positive attitudes and happiness
- Celebrators of natural beauty
- Champions of solving the world’s greatest problems
- People who believe in magic and that *anything* is possible
Earthquake Preparedness

In-The-Moment Message Box

When you are prepared, you will feel more in control, won’t be as panicked and better able to act. You, your family will be:
- safer; and
- less likely to be injured.

Doing these things could make a difference in how you survive:
- Organize / have emergency supplies on hand for 3 days;
- Have a family disaster plan;
- Update contact information; and
- Know what to do – drop, cover and hold on.

Be the survival story.

When an earthquake hits, your family will be counting on you to get them through the moment and to help them after the event. You will be confident and have greater peace-of-mind knowing that you are ready to act and have done all you can do to prepare.

When people prepare for a natural disaster and have what they need to react, they are more likely to make it through the event, uninjured or alive.

Personal Values:
- Confidence,
- Peace-of-mind/
- Family safety

Emotional Benefits:
- In control,
- Survival

Attributes: Emergency supplies

Functional Benefits:
- Have what’s needed
Earthquake Preparedness

Long-Term Protection

Doing these things help to prepare for an earthquake:
- Contact your homeowners insurance agent; and
- Take steps to secure your structure/protect your belongs.

When you are prepared and ready, you will feel more in control. You will be better able to survive, suffer less damage and injury and better able to recover and move on.

When an earthquake hits, your family will be counting on you to get them through. You will be confident and have greater peace-of-mind knowing that you have done all you can do to prepare.

When people prepare homes for earthquake they will:
- Minimize damage; and
- Prevent financial ruin.

**Personal Values:**
Confidence, Peace-of-mind / Safety

**Emotional Benefits:**
In control, Less disruption

**Attributes:**
Actions – Insurance, Protect Structure

**Functional Benefits:**
Protect property, No government assistance
CEA / CalEMA Message Research Workshops

San Diego
Los Angeles
Inland Empire
San Francisco
Sacramento
Preliminary examples of implementation by Partner Organizations

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