

Avoid using factors found to have little effect on people preparing:

1. **Physical impacts** of disasters
2. **Science** behind impacts
3. **Negative consequences** that follow disasters
4. **Intuition** about what is important or how to motivate behavior change (Wood, Mileti, Kano, Kelley, Regan, Bourque, 2011)
5. **Risk** or increased probability of a future event
6. **Demographics** like income, education, or age, which may constrain what people can afford, but don't affect motivation
7. **Good intentions** (SSC, 2010)
8. **Guilt** (CEA, Cal-EMA, 2011)
 - a. Reminds people who already feel they have not done enough to prepare → low self-esteem and lack of peace of mind.
 - b. Puts people on a negative, self-defeating pathway → believe preparation is futile and can't be done → nothing to prepare.
9. **Fear** → flight, fright, or freeze (Ripley, 2009)

Things that **get people to take action**:

1. Communicate the **steps** (what to do and how to do it) and the **benefits** of how each action can cut losses in a disaster (Wood et. al., 2011).
2. Help people see how **simple actions** can make a big difference.
3. Explain **why** it matters to prepare; include family protection, survival, control, peace of mind, and confidence (CEA, Cal-EMA, 2011).
4. Get people to take **initial steps** with little or no cost.
5. Get people to realize they have sufficient **resources** to engage in preparedness and increase their self-efficacy (effectiveness to obtain desired results) (Wood, Kano, Mileti, Bourque, 2009).

Resilient people believe they can:

1. **Influence** life events.
2. Find meaningful **purpose** in life's turmoil.
3. **Learn from** both positive and negative experiences.

Dread Equation (Ripley, 2009)

Uncontrollability	Let go of control.
Unfamiliarity	Practice and test.
Imaginability	Learn facts.
Suffering	Find the purpose.
Scale of destruction	Learn safe responses.
+ Unfairness	Accept opportunity.
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DREAD	↑ Confidence ↓ Dread

Sources

Alfred E. Alquist Seismic Safety Commission (**SSC**). (2010). The study of household preparedness: Preparing California for earthquakes. Retrieved 4-27-2015 from <http://www.seismic.ca.gov/serp.html?q=the+study+of+household+preparedness&cx=0001779225245372747843%3Abksasybiy8y&cof=FORID%3A10&ie=UTF-8>

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