The Research Perspective: 2007 National Household Survey

EMForum Presentation
July 22, 2009

Nicole Vincent
Research and Communications Analyst, ICF Macro
Vision: Resilience

- **Culture of Preparedness**
  - Personal responsibility for self-reliance and to assist others
  - Integrated in daily lives for individuals, organizations, communities
  - Intentional development of community assets and practices for resilience
  - Collaboration and accountability among all sectors and at all levels
  - Ongoing, evolving process

- **Resilient Community**: Measurable capacity to maintain or re-stabilize critical community-level infrastructure and functions in the event of a disaster
Citizen Corps Mission

Citizen Corps brings community and government leaders together to involve community members and organizations in all-hazards emergency preparedness, planning, mitigation, response, and recovery.

We all have a role in homeland security.
Citizen Corps National Partners
Citizen & Community Preparedness Research

- Citizen Preparedness Surveys Database
- Citizen Preparedness Reviews
- Personal Behavior Change Model
- Upcoming CPRs: Media Frame Analysis & Business Preparedness

http://www.citizencorps.gov/ready/research.shtm
Citizen Corps Household Survey

2003 survey
- 1,964 adults age 18 yrs or older

2007 survey
- 2,400 adults age 18 yrs or older fielded
- 95% confidence level
- 500 oversampling for 4 UASIs: Indianapolis, NYC, Houston and San Fran

2009 survey
- 3,400 adults age 18 yrs or older to be fielded (1,400 pre-H1N1 / 2,000 post-H1N1)
- 500 oversampling for 6 RCPGP locations: NYC/NJ, Houston, San Fran, LA/Long Beach, Chicago, National Capital Region (200 pre-H1N1 / 300 post-H1N1)
Perception of Threat

- Perceived likelihood of disaster in their community *in the next 12 months v. ever*
- **National**: Individuals perceive low likelihood of disaster personally affecting them.
- **UASI**: Demonstrates difference in perception of likelihood of threat.
- **RECOMMENDATION**: Educate citizens of specific risks in their communities, even if they have never experienced that disaster previously.
Individuals Believe Preparations Will Help But Fatalism is an Issue

- Few believe they can handle situations without preparation
- **Natural disasters**: relatively high response efficacy/low levels of fatalism
- **Terrorist events**: 3 in 10 respondents nationwide felt preparations would not make a difference

### Response Efficacy

<table>
<thead>
<tr>
<th></th>
<th>Nothing I do will help me</th>
<th>Preparation will help me</th>
<th>I can handle it without preparation</th>
</tr>
</thead>
<tbody>
<tr>
<td>National (natural)</td>
<td>77%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>National (terrorism)</td>
<td>33%</td>
<td>4%</td>
<td>61%</td>
</tr>
<tr>
<td>National (hazmat)</td>
<td>24%</td>
<td>9%</td>
<td>66%</td>
</tr>
</tbody>
</table>
Individual Emergency Plans and Kits

- Since 2003, the rate of people with emergency plans and car kits has decreased, while the rate of people with home kits has increased.
- Supplies are incomplete.

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency plan</td>
<td>58%</td>
<td>43%</td>
</tr>
<tr>
<td>Home kit</td>
<td>50%</td>
<td>54%</td>
</tr>
<tr>
<td>Car kit</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Work kit</td>
<td>41%</td>
<td>41%</td>
</tr>
</tbody>
</table>
Support for Evacuation

- All UASI regions reported higher levels of expecting to rely on others in an evacuation than the national average.
- Almost half of San Franciscans and more than 60% of New Yorkers expected to need help.

**RECOMMENDATION**: Need to explore the help needed to evacuate or get to a shelter and ensure appropriate resources are available to those who need them … and communicate that availability.

- Encourage appropriate levels of self-reliance and community support.
Stages of Change

Social Marketing strategies often try to move individuals along a continuum from contemplation to action (Stages of Change)

I am not planning to do anything about preparing
I have not yet prepared, but I intend to in the next 6 months
I have not yet prepared, but I intend to in the next month
I just recently began preparing
I have been prepared for at least the past 6 months

<table>
<thead>
<tr>
<th>Prepared for 6 months</th>
<th>Not Prepared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alerts and Warning Systems</td>
<td>59%</td>
</tr>
<tr>
<td>Official Sources of Public Safety Information</td>
<td>46%</td>
</tr>
<tr>
<td>Community Evacuation Routes</td>
<td>42%</td>
</tr>
<tr>
<td>Shelter Locations Near You</td>
<td>46%</td>
</tr>
<tr>
<td>How to get help with evacuating or getting to a shelter</td>
<td>42%</td>
</tr>
</tbody>
</table>
Key Findings from Household Survey

- Stress that preparedness is a shared responsibility
  - *Most commonly cited reason people have not prepared (nearly 40%):* they think emergency responders will help them
  - Nearly 60% expect to rely on emergency responders in the first 72 hours

- Provide more specificity on preparedness actions
  - 40% who perceived themselves to be prepared did not have a household plan
  - 80% had not conducted a home evacuation
  - Nearly 60% did not know their community’s evacuation routes

- Highlight additional preparedness needs for people with disabilities
  - Almost 20% of respondents report disability affecting ability to respond
  - Only 24% had made preparations specific to their disability
Key Findings from Household Survey

- Emphasize the importance of drills and exercises
  - 41% practiced a workplace evacuation drill
  - 13% participated in a home-based drill
  - 13% of those in school or with children participated in a school drill

- Offer specialized information on the survivability of manmade disasters
  - 8% felt nothing they did would help handle a natural disaster
  - 35% felt nothing they did would help in an act of terrorism

- Couple a national voice with local specificity
  - National leaders must be strong advocates
  - Local leadership is critical
  - Preparedness requires local information: hazards, alerts, community response protocols
  - Importance of social networks: neighborhoods, workplace, schools, faith-based
Questions?

www.citizencorps.gov