

Taking preparedness action to scale

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We all know that getting someone to think about, place value in and then take action to prepare themselves for an outcome that is often not immediate or guaranteed, is hard. How about getting three million people across Australia to think about, place value in and then take action to prepare themselves for an emergency, within a five-year timeframe? That's the challenge that has faced Red Cross since 2015 when an organisational strategy reset delivered a new outcome to its domestic emergency services program: three million Australians are equipped to prepare for and recover from a disaster by 2020.

Over the past four years the organisation has reviewed its existing disaster preparedness activities and has collaborated internally and externally to explore alternative activities, tools, processes and outcomes in order to better understand what works and what doesn't work in terms of scaling preparedness action. We've experimented with different types of technology and ways of working by applying agile and human-centred design principles. We've learned:

- That we need to understand humans – their behaviours, attitudes and beliefs
- That we need to understand what motivates people to take sustained action - the moments that matter to them. And that these will be very different depending upon the person because context is everything.
- That we need to work differently and better develop our capacity to rapidly experiment and test hypotheses and gather evidence to help us define where we go next.
- The importance of partnership and collaboration

But mostly we've learned that it's complicated. This paper will outline the journey that Red Cross has gone on move towards a different way of conceptualising and engaging with communities at risk.