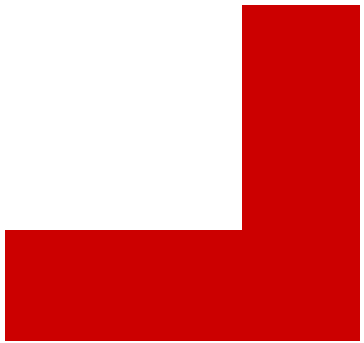
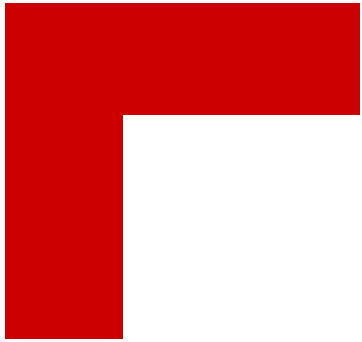


# Taking emergency preparedness action to scale





"Nina"

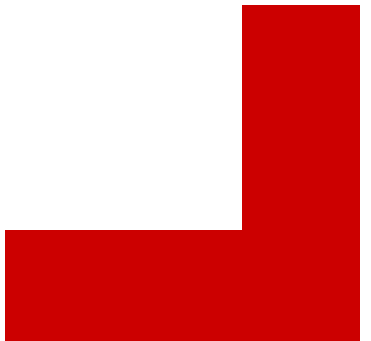
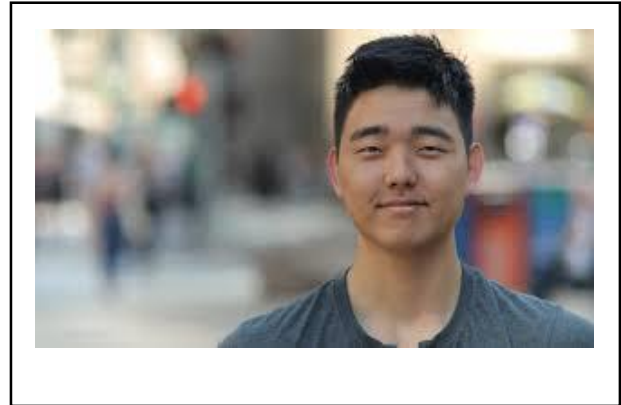
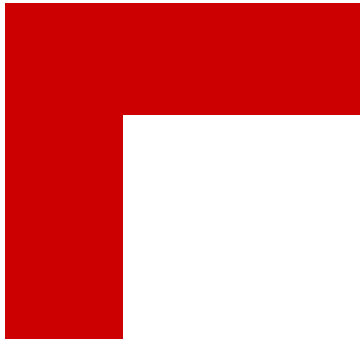


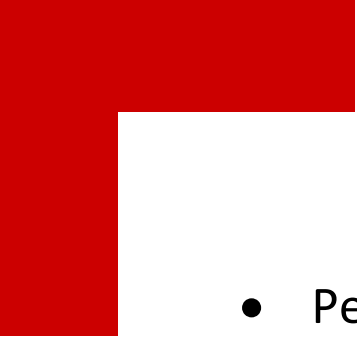
I'm not as  
prepared as I  
thought I was...

You don't need a "hook"  
to compel me to take  
action.

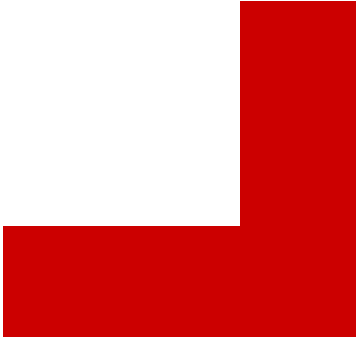
I *care* about being *safe*.

You just need to reach  
me during my "*moments  
that matter*".

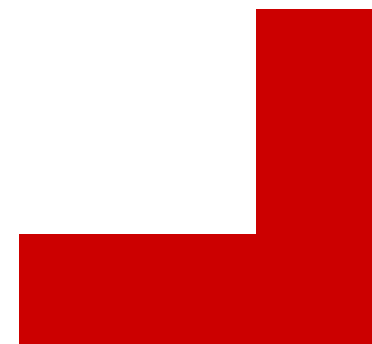
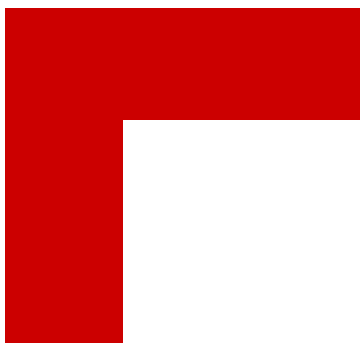


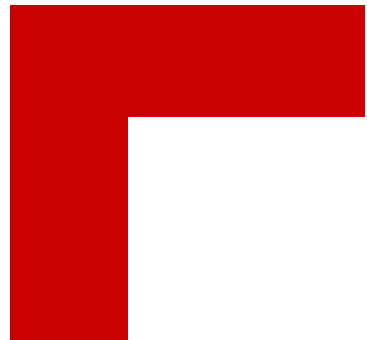
- 
- People are unlikely to be thinking about emergencies unless one is imminent, they are experiencing one or have experienced one in the relatively recent past.
  - Understanding a person's context is critical to motivating preparedness action. If a message and action does not reflect a person's context and doesn't provide an immediate opportunity or address a perceived immediate threat, it's unlikely to prompt action.

Because

- Everything we are asking people to do outside of that moment of experiencing an emergency is happening alongside the busy-ness of life.
- 

Value  $\neq$  Action



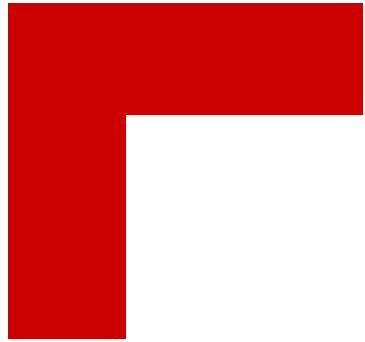


"Nina"



I'm not as prepared as I thought I was...



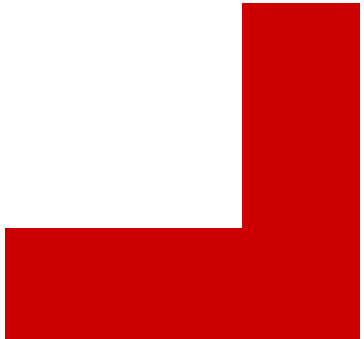


EMERGENCIES HAPPEN:  
**PROTECT  
WHAT  
MATTERS  
MOST**



Your Emergency  
**RediPlan**

[redcross.org.au/prepare](https://redcross.org.au/prepare)





**VISION:** Human dignity, peace, safety and wellbeing for all

**PURPOSE:** Supporting and empowering people and communities in time of vulnerability, preventing and alleviating suffering across Australia and internationally through mobilising the power of humanity

6 GOALS

**1**



**Build an inclusive, diverse and active humanitarian movement based on voluntary service**

**2.5 million** people, reflecting the diversity of our community, take voluntary humanitarian action with Australian Red Cross to help others

50% (of 2.5 million) are self organising and leveraging Australian Red Cross knowledge, expertise and evidence to advocate for and help others

Australians trust and respect Australian Red Cross

**2**



**Save lives, build resilient communities and support people in disasters**

**3 million** Australians are equipped to be prepared for and recover from disasters

There has been a **four-fold national increase** in investment (government, corporate, other) in disaster risk reduction and community resilience

Key partners in **14 Asia-Pacific countries** can demonstrate increased capacity to support communities prepared for, respond to and recover from disaster and humanitarian crisis

Australian Red Cross is responding to disasters and other significant emergencies **100% of the time**

**3**



**Prevent and alleviate human suffering in times of war and conflict and promote non violence and peace**

Australian **attitudes and behaviours** strongly reflect humanitarian values

100% of Australian organisations working in conflict zones have implemented an IHL action plan

Australian Red Cross has contributed directly to the **Movement's increased impact** in migration, disaster risk reduction, ensuring respect for IHL, the elimination of nuclear weapons and health care in danger

**4**



**Improve the wellbeing of those experiencing extreme vulnerability**

**500,000** Australians are connected to and supported by the community to overcome their deep social exclusion

The wellbeing of young Aboriginal and Torres Strait Islander peoples has **improved by 20%**

Migrants in transition have their **humanitarian needs met** and are participating in and included in Australian society

There has been a **50% improvement** in community determined indicators in up to 20 of the most vulnerable communities in Australia

Australian governments are directing into justice reinvestment at least **50% of savings** delivered by a 10% reduction in Australian prison numbers

**5**



**Maintain a strong, innovative, sustainable and accountable organisation capable of achieving our humanitarian goals**

All Red Cross people are empowered, engaged, accountable and acknowledged for their contribution to our humanitarian goals

**[80 cents]\*** in every dollar raised is going directly to humanitarian outcomes and impacts

There are diversified multi-year funding streams in place with **no single funding source exceeding 50%**

Through an annual report, we have been **transparent** with the public each year about what we have achieved, where we have failed and the impact we have delivered

**6**



**Provision of a safe, secure and cost effective supply of blood and related products**

Efficient and effective business. We will continue our focus on delivering efficiencies in collection, processing, testing and distribution, while maintaining a focus on product quality, donor health and meeting customer requirements.

**Secure Australian plasma.** We are focused on testing and developing solutions to increase efficiency and reduce our cost to supply plasma products to the nation.

**Greater contribution to healthcare.** Our aim is by leveraging our skills and infrastructure to invest in the expansion of existing and new business and product lines, to deliver improved patient outcomes for Australians.

**humanity in action**

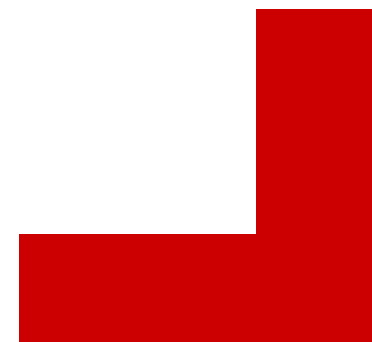
STRATEGY 2020

\* exact amount to be confirmed.

6 GOALS

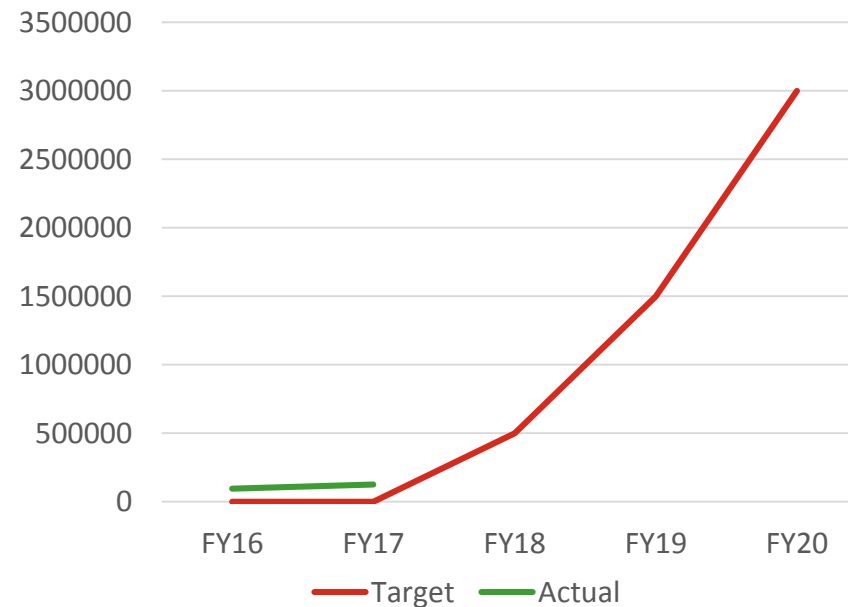


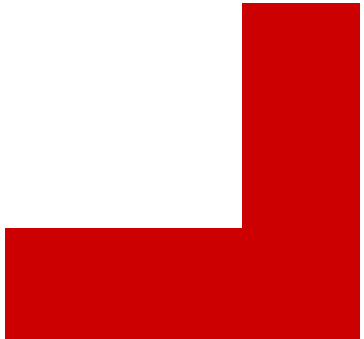
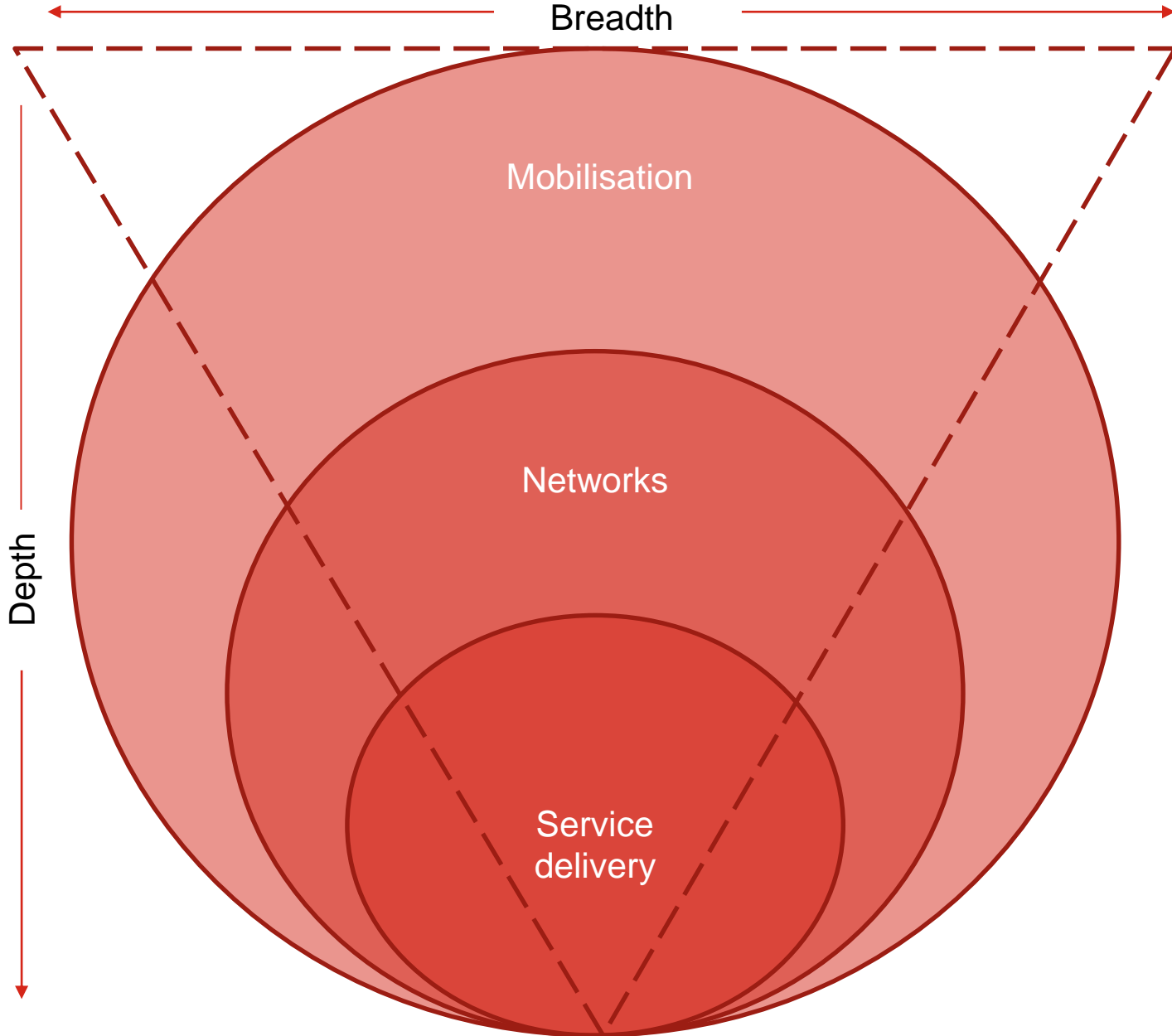
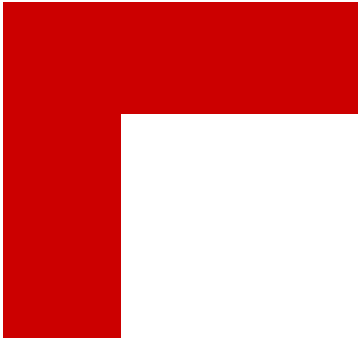
**3 million** Australians are equipped to be prepared for and recover from disasters



# Immediate challenges

- Defining & measuring a subjective & infinite state
- Scale v impact
- Idea overload







**Collaborative**



**Human-centered**



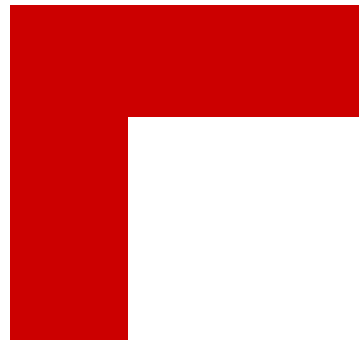
**Prototype-driven**

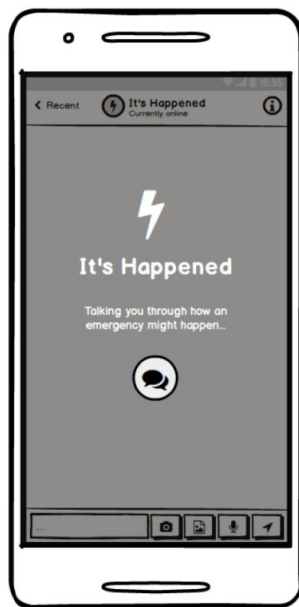


**Iterative**

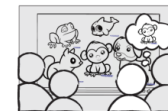


**Bias towards action**





Preparedness through play with augmented reality characters



Kids and families are introduced to the characters either through video/TV campaign or in the classroom.



The toolkit includes an app, a workbook and a sticker sheet with QR codes.



The workbook, and the app navigation, are 'shapetimed' in order to make the tasks achievable and self-paced.



Using augmented reality (like Pokémon Go), the characters come to life once the app sees a QR code on a workbook page.



The stickers can be placed on items in the real environment that correspond with preparedness steps.



With kids as influencers, hopefully the content generated by experiencing preparedness through play is shared.







PROJECT JUPITER

## CONCEPT

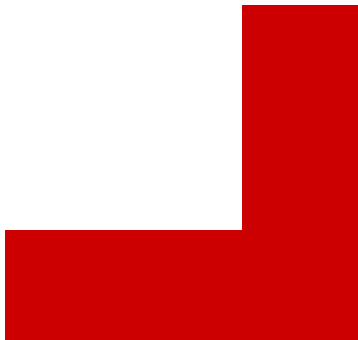
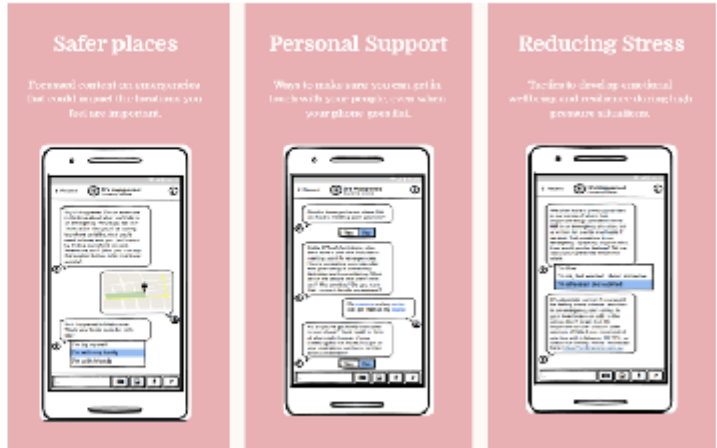
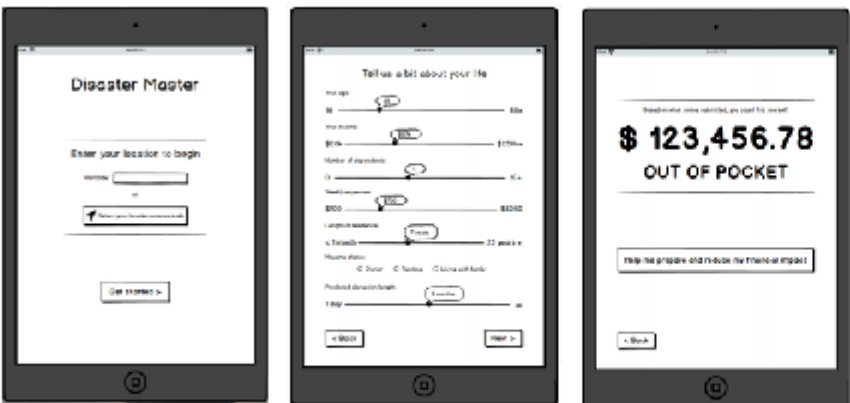
### THE POWER OF HINDSIGHT

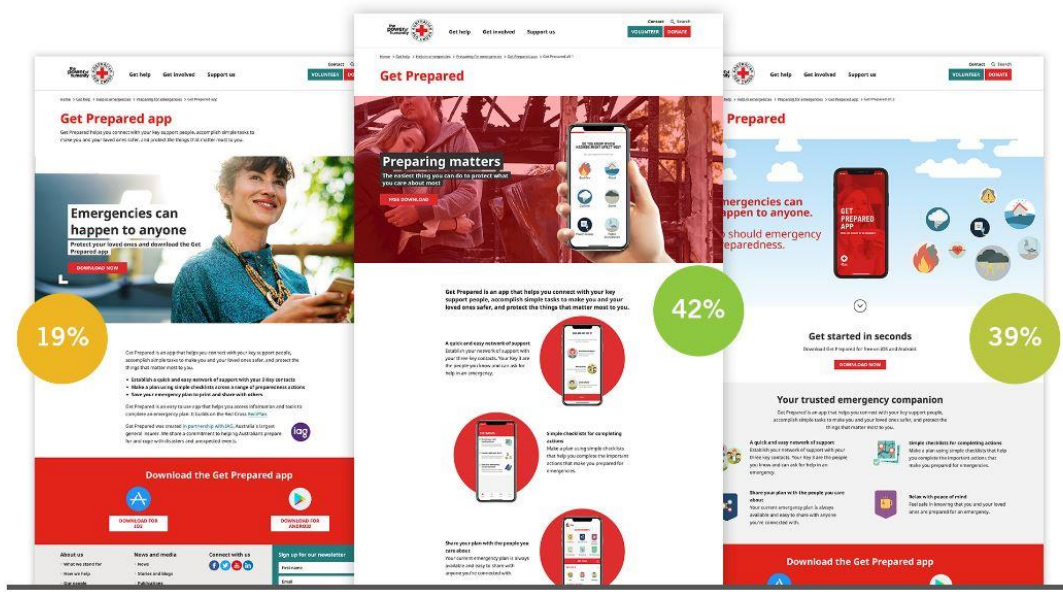
You are placed into the home of a family that has been impacted by a severe storm event some time in the past, and the effects are all around you – from physical damage to evidence of ongoing stress such as financial hardship and relationship breakdown.

As you explore the rooms of the house, you are exposed to immersive back-stories of the lives of the family who live here and, with the power of hindsight, you are presented with opportunities to go back in time and improve the family's outcomes through your actions.







**19%**

**42%**

**39%**

**Get Prepared**

**Preparing matters**

The easiest thing you can do to protect what you care about most.

**Get Prepared is an app that helps you connect with your key support people, accomplish simple tasks to make you and your loved ones safer, and protect the things that matter most to you.**

**A quick and easy network of support**

Build a quick and easy network of support with your key contacts in minutes. You can use the app to connect with your key support people, even if you're not on the same phone or network.

**Simple checklist for emergency actions**

Make sure you're ready for emergencies with our simple checklist. It's easy to use and helps you complete the most important tasks for your home and business.

**Share your plan with the people you care about**

Your current emergency plan is simple. And it's easy to share with the people you care about.

**Get started in seconds**

Download Get Prepared for iOS or Android.

**Your trusted emergency companion**

Get Prepared is an app that helps you connect with your key support people, accomplish simple tasks to make you and your loved ones safer, and protect the things that matter most to you.

**A quick and easy network of support**

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**Share your plan with the people you care about**

Your current emergency plan is simple. And it's easy to share with the people you care about.

**Download the Get Prepared app**



**Australian Red Cross** @RedCrossAU

With #bushfires already impacting communities in #Queensland and #Victoria, further hot and dry weather forecast and the cyclone season on the way, your preparedness for #disasters has never been more important #getprepared [rcau.org/6FSJ30mXbAz](https://rcau.org/6FSJ30mXbAz)

**Get Prepared app**

Get Prepared helps you connect with your key support people, accomplish simple tasks to make you and your loved ones safer, and protect the [getprepared.app/link](https://getprepared.app/link)

26 4:07 PM - Dec 12, 2018

15 people are talking about this





- **76%** of people surveyed had 2 or more people to rely on in a crisis
- Despite having people to call on in a crisis, **33%** of people often felt quite lonely and were not sure of how to connect with people around them



- **83%** of people had taken one or more actions to prepare for a crisis



**3 most common actions taken:**

- 1) Stored important documents
- 2) Identified people to reach
- 3) Updated/purchased insurance

**3 main prompts to take action:**

- 1) Upcoming disaster
- 2) Health scare
- 3) Seeing a family member or friend experience a crisis



- People who had experienced an emergency were more likely to have taken action to prepare

Read more about this work at: <https://medium.com/@projectequipped/>

## ENABLERS

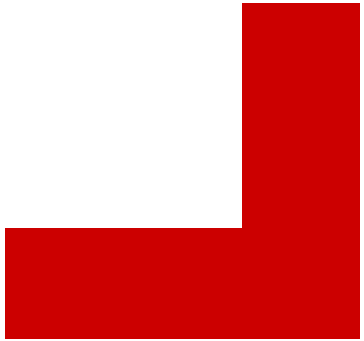
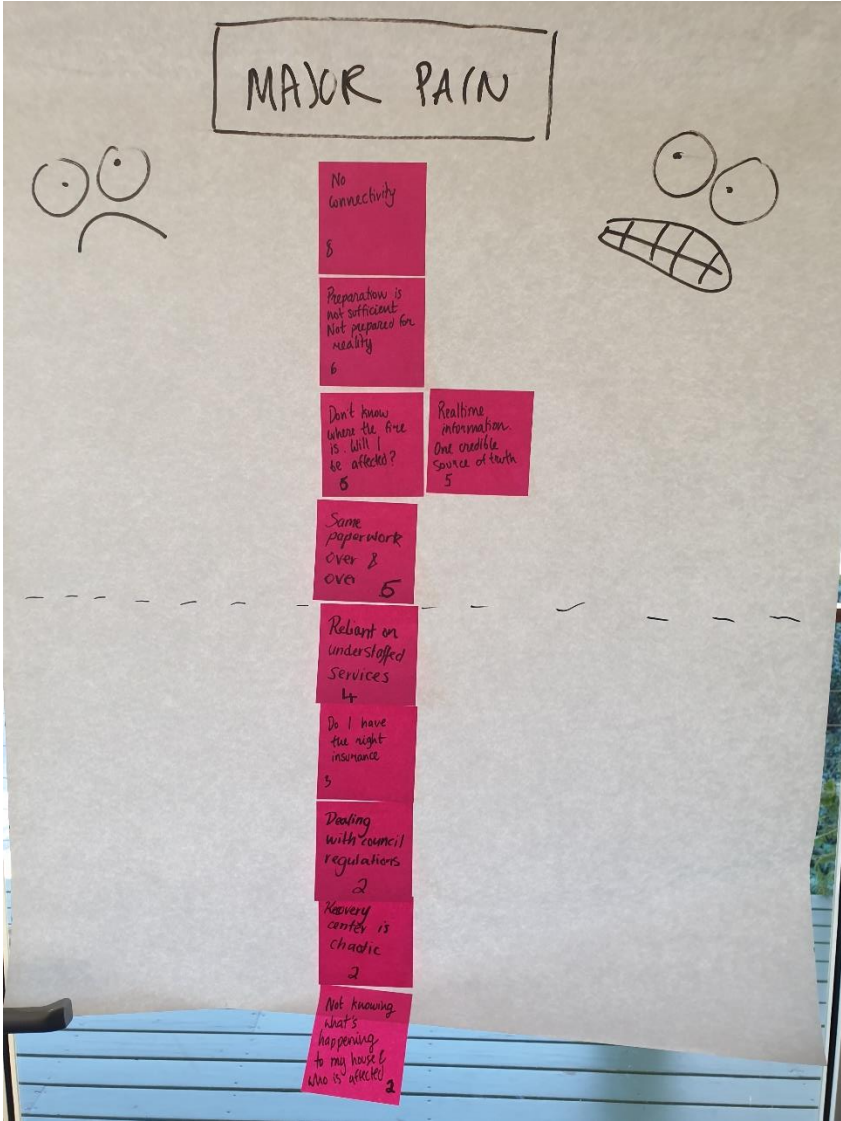
- **Lived experience of an emergency\***
- **Perception that there is an imminent and/or proximate risk\***
- A health scare
- Witnessing a family or friend experience an emergency
- **Having a responsibility for others**
- **Gender (middle-aged women are more likely to take preparedness action)\***
- Having a condition that is likely to be exacerbated by an emergency.

## BARRIERS

- **Lack of time\***
- Perception that there is not a proximate risk
- Inability to take action (real or perceived)
- Having other, more pressing priorities
- Perception that one is already prepared.

## MOST COMMON ACTIONS TAKEN

- **Storing important documents\***
- Identifying people to reach out to
- Purchasing/updating insurance.





## Key takeaways

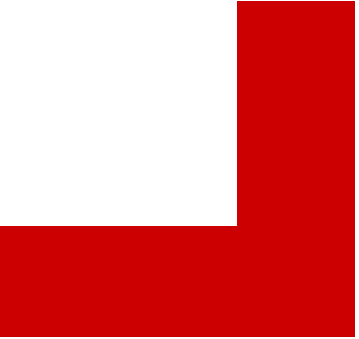
Preparedness is a hard sell

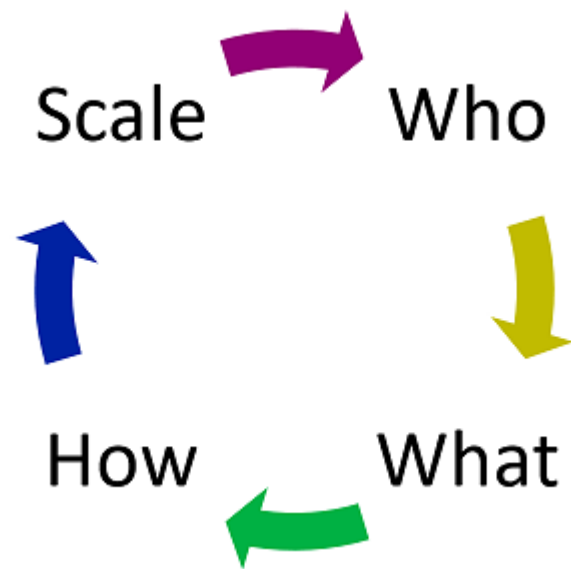
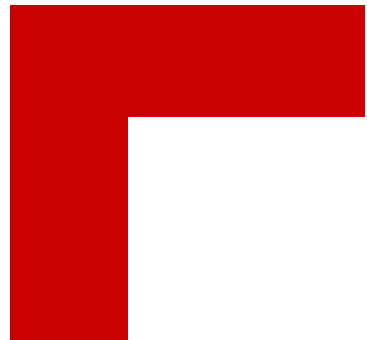
The user comes first - action shouldn't be forced from the top down.

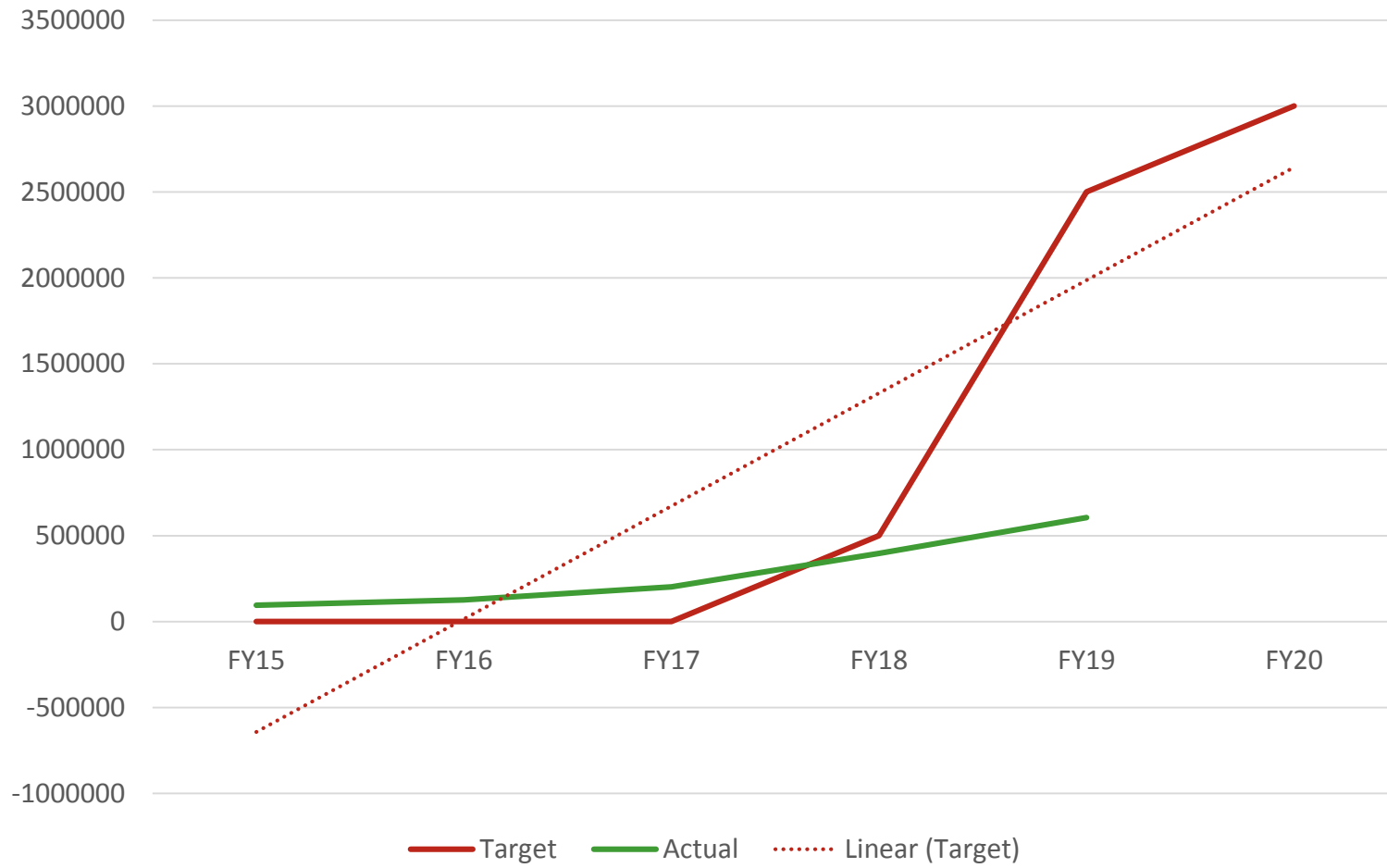
We need to better understand the whole human experience of emergencies end-to-end.

Using evidence to inform decision-making is critical.

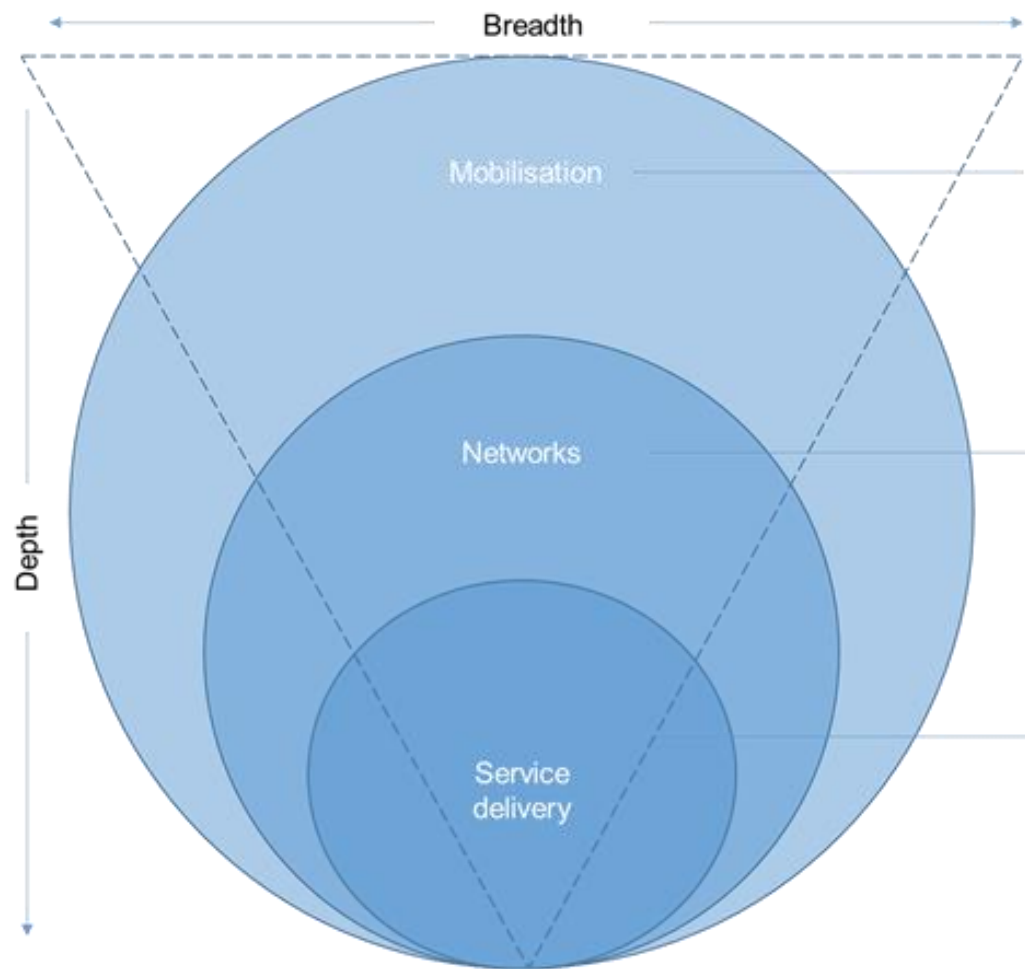
Working with people who think and do things differently inspires great things.









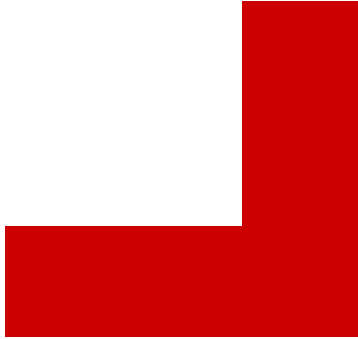


Scale	Measurement
<ul style="list-style-type: none"> <li>• Sphere of interest</li> <li>• Societal</li> <li>• Broad-scale</li> <li>• We engage indirectly via other means (partners, media etc.); e.g. public campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious targets (e.g. 3 million equipped)</li> <li>• Digital measurement tools</li> <li>• Exploratory</li> <li>• Indirect causality</li> <li>• Seek to establish contribution/association</li> </ul>
<ul style="list-style-type: none"> <li>• Sphere of influence</li> <li>• Specific audience groups targeted at a larger scale</li> <li>• We engage directly but influence indirectly (i.e. ToT)</li> </ul>	<ul style="list-style-type: none"> <li>• Segmented sampling</li> <li>• Partner survey</li> <li>• Mixed methods</li> <li>• Multiplier effect (i.e. 1:3)</li> <li>• Digital/manual tools mix</li> <li>• Seek to establish contribution/association</li> </ul>
<ul style="list-style-type: none"> <li>• Sphere of control</li> <li>• Specific target groups (high need/risk)</li> <li>• We work and influence directly (i.e. 1:1)</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted sampling</li> <li>• Seek to establish attribution</li> <li>• Direct causality</li> <li>• Explanatory</li> <li>• Manual measurement</li> <li>• Qualitative methods appropriate</li> </ul>

# Opportunities

- Re-think how we work
- Space to explore the problem/s
- Improve how we measure our activities
- Lead with evidence
- Collaborate for greater impact

## NEXT STEPS

- Articulate our learnings and insights to share – before and after
  - Continue to develop the Get Prepared app alongside IAG
  - Explore actions we can take off the back of Tathra workshop
  - Explore how we can integrate HCD methods into our service delivery
  - Deliver a campaign in Sept dedicated to Nina
  - Continue to improve our measurement framework
  - Continue to collaborate
- 

**THANK YOU**

Jacqui Pringle

[jpringle@redcross.org.au](mailto:jpringle@redcross.org.au)