BUILDING RESILIENT COMMUNITIES
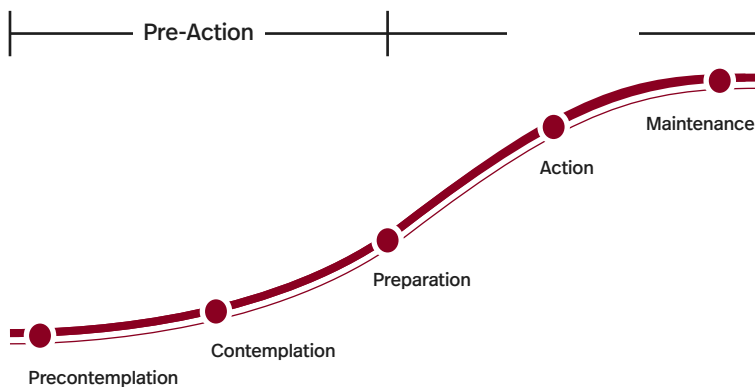
Communicating Risks to Motivate Individual Action

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This project applies the Transtheoretical Model (TTM), a widely-used behavior change model, to advance individuals' storm preparedness behavior. Three components were chosen as representing disaster preparedness: Being informed, getting a kit and making a plan. The major outcome metric is the percentage who progress from "not prepared" to "prepared" for disasters. Content is being delivered via multiple media, including internet-based computer tailored intervention programs and individualized text messages. At least 1,000 participants will receive this content and the project will assess participants multiple times, so the team can dynamically tailor the messages to their stage.

FEMA's Division of Individual and Community Preparedness and the Rhode Island Emergency Management Agency are active stakeholders. Outreach for this behavior-change program has been enthusiastically received by the Rhode Island Dept. of Health and related organizations to benefit their employees. The large and diverse employee population of hospital and other health care organizations are being contacted to help progress through the stages of change for becoming prepared for severe storms. One of the nation's largest multi-tiered health companies is interested in providing the program to its 300,000 employees and potentially expanding it to the 5 million customers it serves each day.

FAST FACTS

+ The storm risk behavior-change program guides individuals living in hazard areas to adopt preparedness actions: *Get a Kit, Make a Plan, Be Informed*.

+ Model is based on prior successful "stages of readiness" research applied to smoking cessation.

← Fig. 1

Stages of risk behavior change used in the Transtheoretical Model (TTM).

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