



Mapping approaches to community engagement for preparedness in Australia

Research advisory forum / 2019

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Australian Government
Department of Industry,
Innovation and Science

Business
Cooperative Research
Centres Programme





Research Challenge

Challenge

- Translation to practice - models/approaches
- Transfer of knowledge between practice
- Evaluation of community engagement for preparedness

Goal

- To map and synthesise the community engagement for preparedness approaches used by Australian emergency agencies.
- Provide an empirically-based method of undertaking community engagement for emergency preparation

Five research questions

1. What are the attributes of a best practice approach to CE for preparedness?
2. What frameworks and models for CE do Australian end-user/agencies use for preparedness?
3. What are the key community competencies for preparedness in disaster response?
4. What approaches do Australian end-user/agencies use to identify and build community competencies for preparedness?
5. What approaches do Australian end-user/agencies use to engage with and create relationships with communities for preparedness



Method

STAGE 1: REFERENCE GROUP & LITERATURE REVIEW

Scoping, establishing competencies & indicators
ethics approval, interview protocol

Interviews (n=30) & document
analysis

STAGE 2: DATA COLLECTION: Oct 18 – Feb19

STAGE 3: SYSTEMATIC LITERATURE REVIEW

- Effective preparedness activities
- Frameworks used
- Tools to engage
- Evaluation methods

Framework 1 & 2:
Application, evaluation & analysis
Melbourne and Brisbane

STAGE 4: PILOT WORKSHOPS

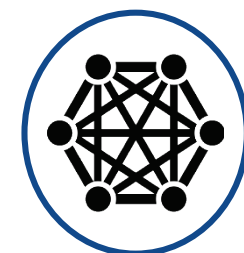
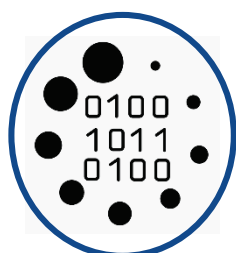
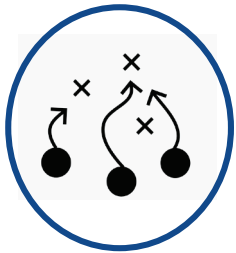
STAGE 5: FINAL FRAMEWORK & IMPLEMENTATION

Australian Generative Model of
Community Engagement
Rockhampton workshop (QFES)

STAGE 6: DISSEMINATION AND PUBLICATIONS



Findings



<p>1</p> <p>ATTRIBUTES</p> <p>Awareness and understanding of risk Recognition of self responsibility Preparedness desirable and valued</p>	<p>2</p> <p>FRAMEWORKS</p> <p>1. Community Development 2. Co Design 3. IAP2 4. Command & Control</p>		<p>4/5</p> <p>APPROACHES</p> <ul style="list-style-type: none"> • Building community connection, resilience & trust • Empower the community • Tailored
<p>ENABLERS</p> <p>Connectedness Leadership Resourcefulness</p> <p>BARRIERS</p> <p>Embedded processes Optimism bias Conflicting messages</p>	<p>3</p> <p>KEY COMPETENCIES</p> <p>Community</p> <ul style="list-style-type: none"> • Community-led activity • Confidence and capacity to act • Accurate risk perception: personal /community <p>Agency</p> <ul style="list-style-type: none"> • cross-agency commitment • valuing a c-led approach • staff capacity (Know/Skills/philosophy) • resourced • connected 		<p>CE PROGRAMS NEED TO BE:</p> <ul style="list-style-type: none"> • Authentic • A journey • Relational • Aim to build capacity& social capital

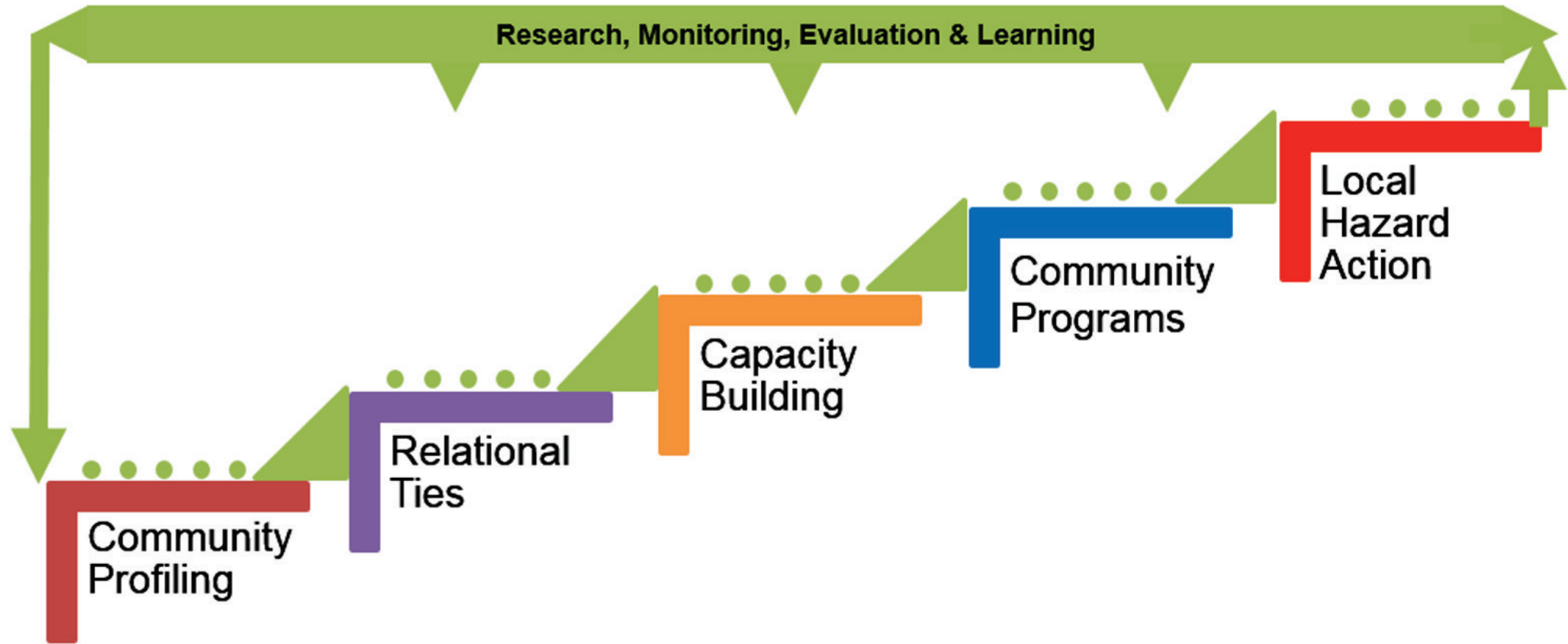


Figure: Australian Generative Model of Community Engagement (Johnston, Ryan & Taylor, 2019)

Research, Monitoring, Evaluation & Learning



UNDERSTAND
 Current levels of risk awareness (benchmark)
 Existing relationships
 Existing social networks
 Conditions for behavioural change

TACTICS/TOOLS
 Research tools
 Primary data
 • Survey
 • Focus Groups
 • Interviews
 Secondary data
 • ABS data (quick stats)
 • Media analysis
 • Social network analysis
 • Other agency reports

EVALUATION
 Baseline data / Benchmarking
 • Establishing objectives
 • Identification of OL
 • Identification of social networks

BUILD CONNECTIONS
 Cooperative community ties
 Establish context and relevance
 Build baseline knowledge
 Build collective value for preparedness

TACTICS/TOOLS
 Set engagement milestones
 Relational mapping
 Diagnose relationships and networks
 Identify motivators
 Community events

EVALUATION
 Relational mapping (strength of ties)
 Focus groups (connectedness)
 Storytelling – key messages/media messages
 Influencers and opinion leader mapping

BUILD COMPETENCY
 Education & Experience
 Build competencies & capacity
 Understand
 • risk and responsibility
 • What preparedness means
 • Collective value
 • Capacity to act

TACTICS/TOOLS
 Research tools : Primary data
 • Survey
 • Focus Groups
 • Interviews
 Research tools: Secondary data
 • ABS data (quick stats)
 • Media analysis
 • Social network analysis
 • Other agency reports

EVALUATION
 Baseline data & benchmarking
 • Establishing objectives
 • Identification of OL
 • Identification of social networks

COMMUNITY LED ACTION
 Foster, resource & support community-led action
 • Mentoring local OL
 • Support to develop local goals
 • Champion local prep. activities

TACTICS/TOOLS
 • Co-design events
 • Mentoring
 • Community-led
 • Capacity index

EVALUATION
 • Milestones achieved
 • Impact objectives set for all events
 • Indices around n= local initiatives
 • Number/type/volume
 • Evidence from capacity index tool
 • Guided action
 • Other counts and amounts

CONTEXT & LEADERSHIP
 Specific actions relating to context
 Community leaders emerge to initiate/motivate/guide others (self sustaining)

TACTICS/TOOLS
 Specific to hazard

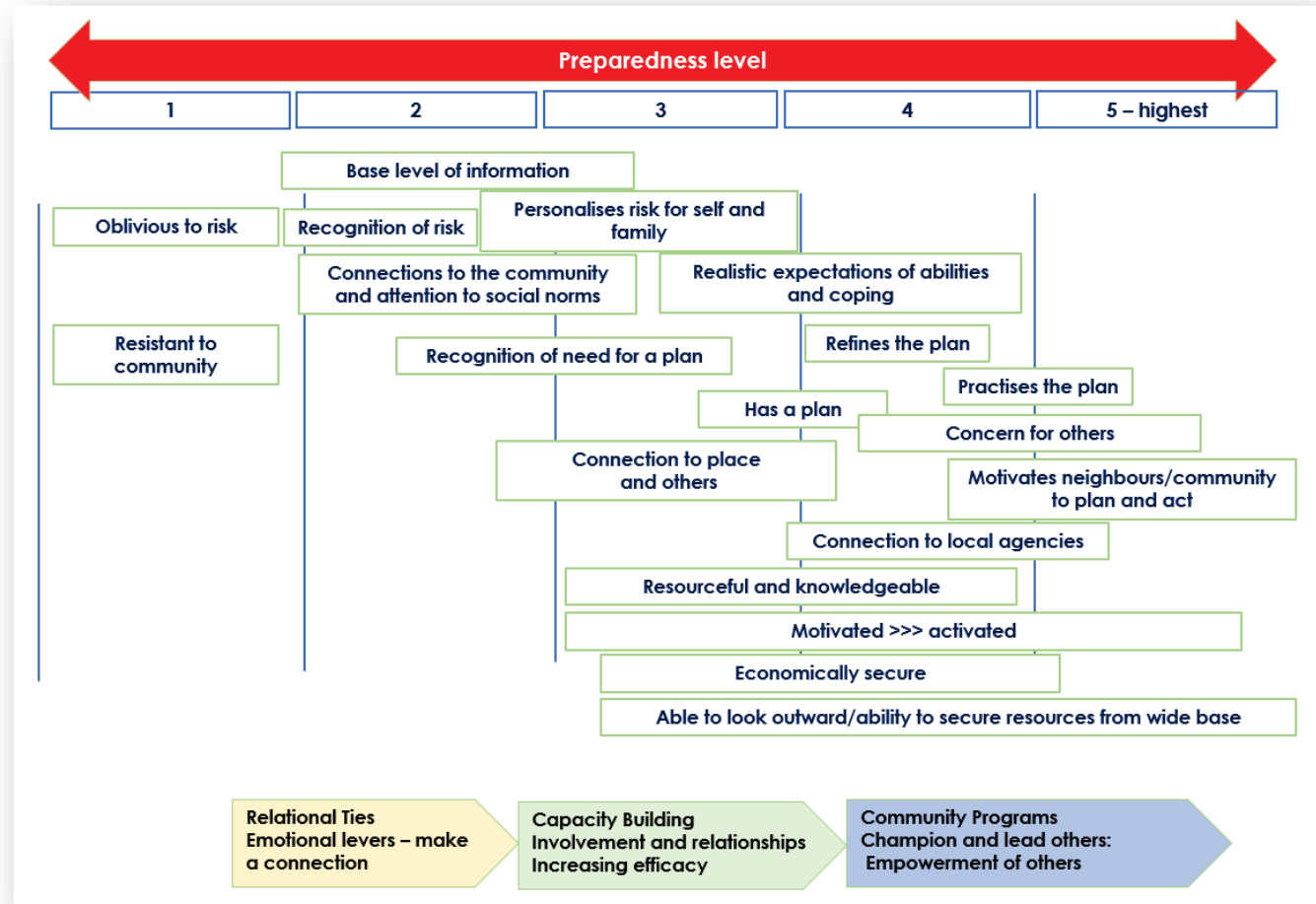
EVALUATION
 Community evaluation
 • Compare with profiling data measures/benchmarks
 • Repeat
 Agency evaluation
 • map to agency objectives





Community Competencies

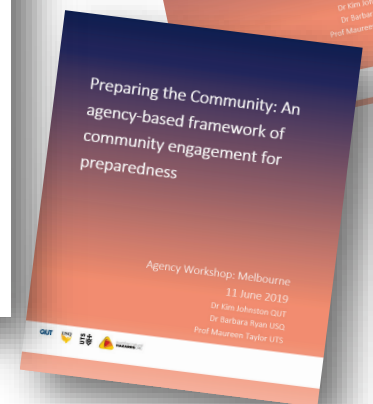
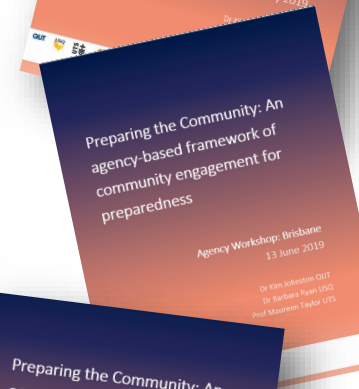
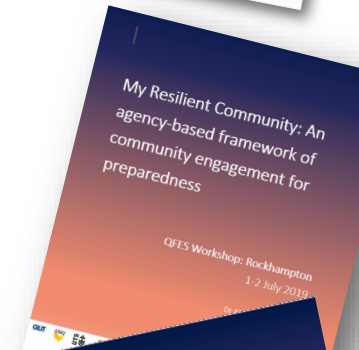
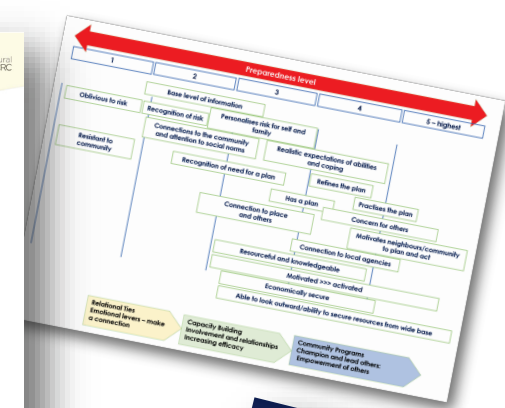
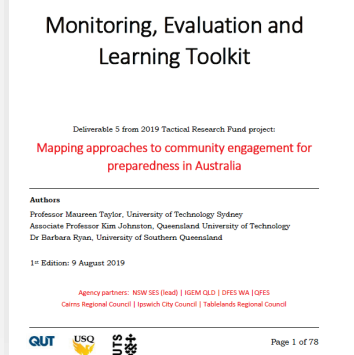
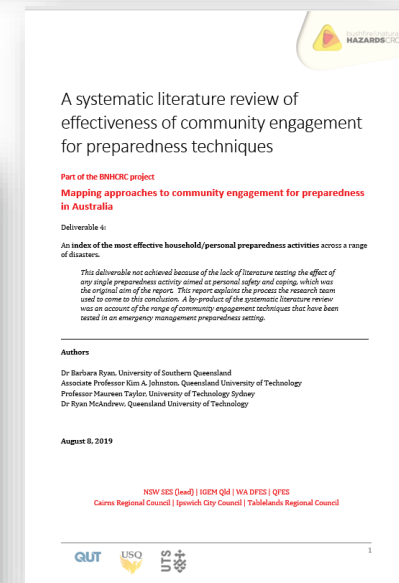
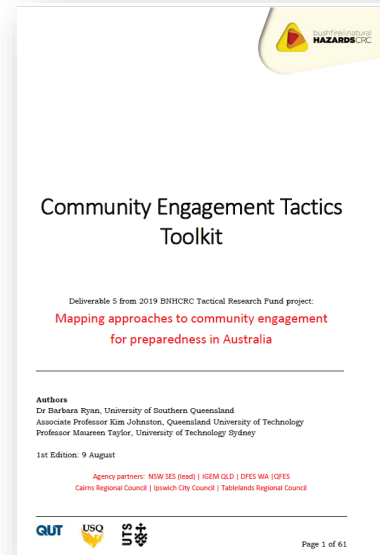
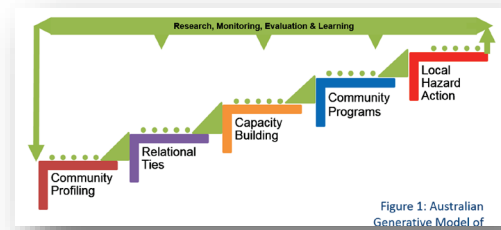
Mapped to level and tools



Deliverables

Goal: Map and empirically build an Australian agency CE for preparedness and provide evaluation framework

1. An Australian framework of community engagement for emergency preparation
2. Systematic literature review of preparedness activities (empirical)
3. Community competencies for preparedness index
4. Mapping tool for evaluating community relationships for preparedness.
5. An index of preparedness activities across a range of disasters.
6. Toolkit – CE techniques to align with each level in the model
7. Toolkit – Monitoring and Evaluation
8. Workshops (two pilot and one implementation)



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Future Research

1. Testing and validating the Australian Generative Model of Community Engagement
 - Longitudinal study
2. Hard to reach/disempowered/ disengaged groups
3. Preparedness checklist for social elements of preparedness ie: personal and household safety
4. More is needed to understand the capacity building and community programs steps in the model to start to prioritise most successful and a matrix of effort/resources and outcomes
5. Testing of CE techniques for use in the preparedness context



Questions

Mapping approaches to
community engagement for
preparedness in Australia

Webinar: 1 October 10.30am

Thank you to our partners and all
participants

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