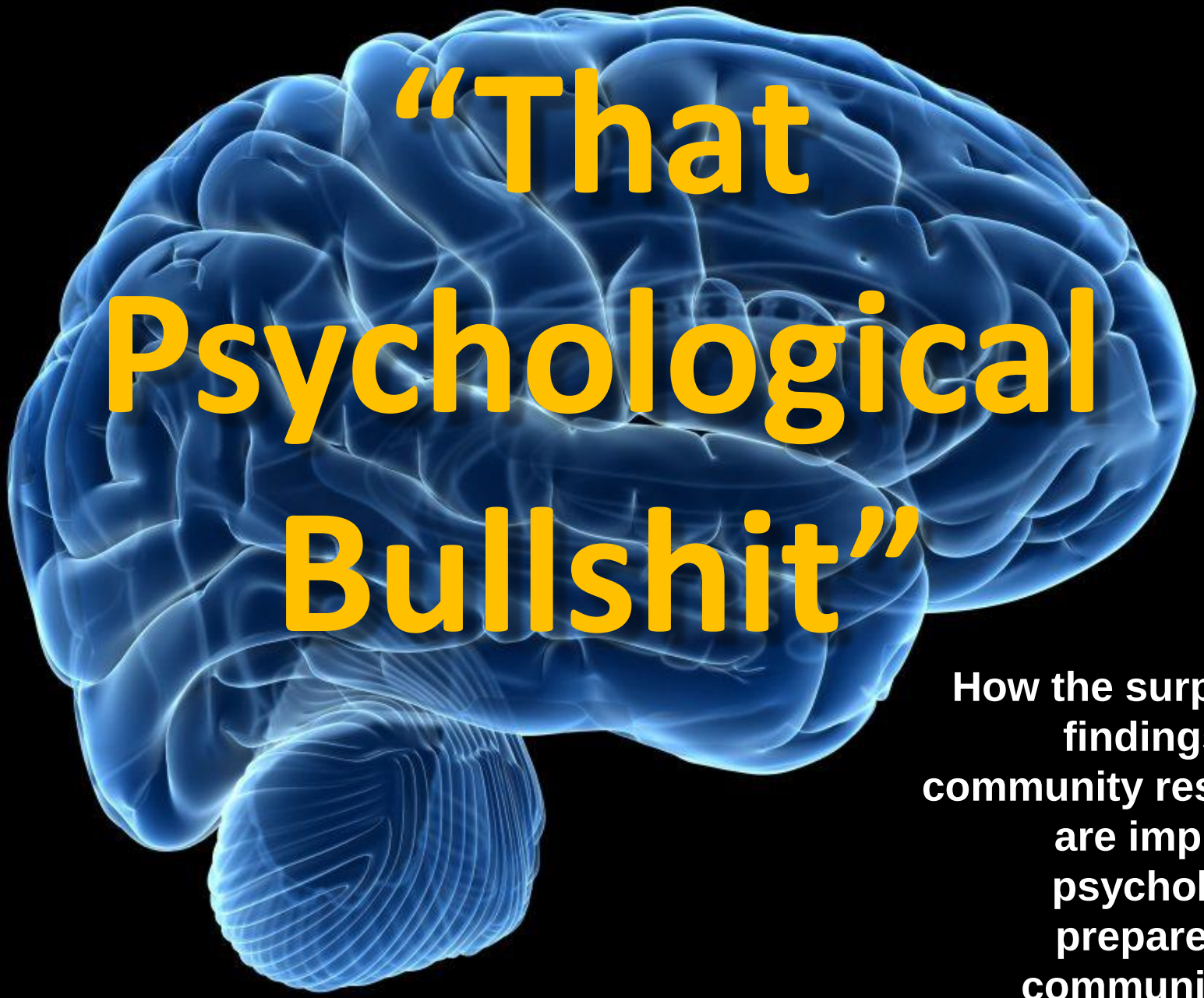


"That Psychological Bullshit"

How the surprising findings from community research are improving psychological preparedness communication

Danielle Every
Senior Lecturer

Peta Miller-Rose AFSM
Manager Bushfire Safety

Amy Reynolds
Senior Lecturer

Helen Keen-Dyer
Senior Lecturer

Joshua Trigg
Research Associate

Matt Dyer
Disaster Management Officer

Frontal cortex

amygdala protected

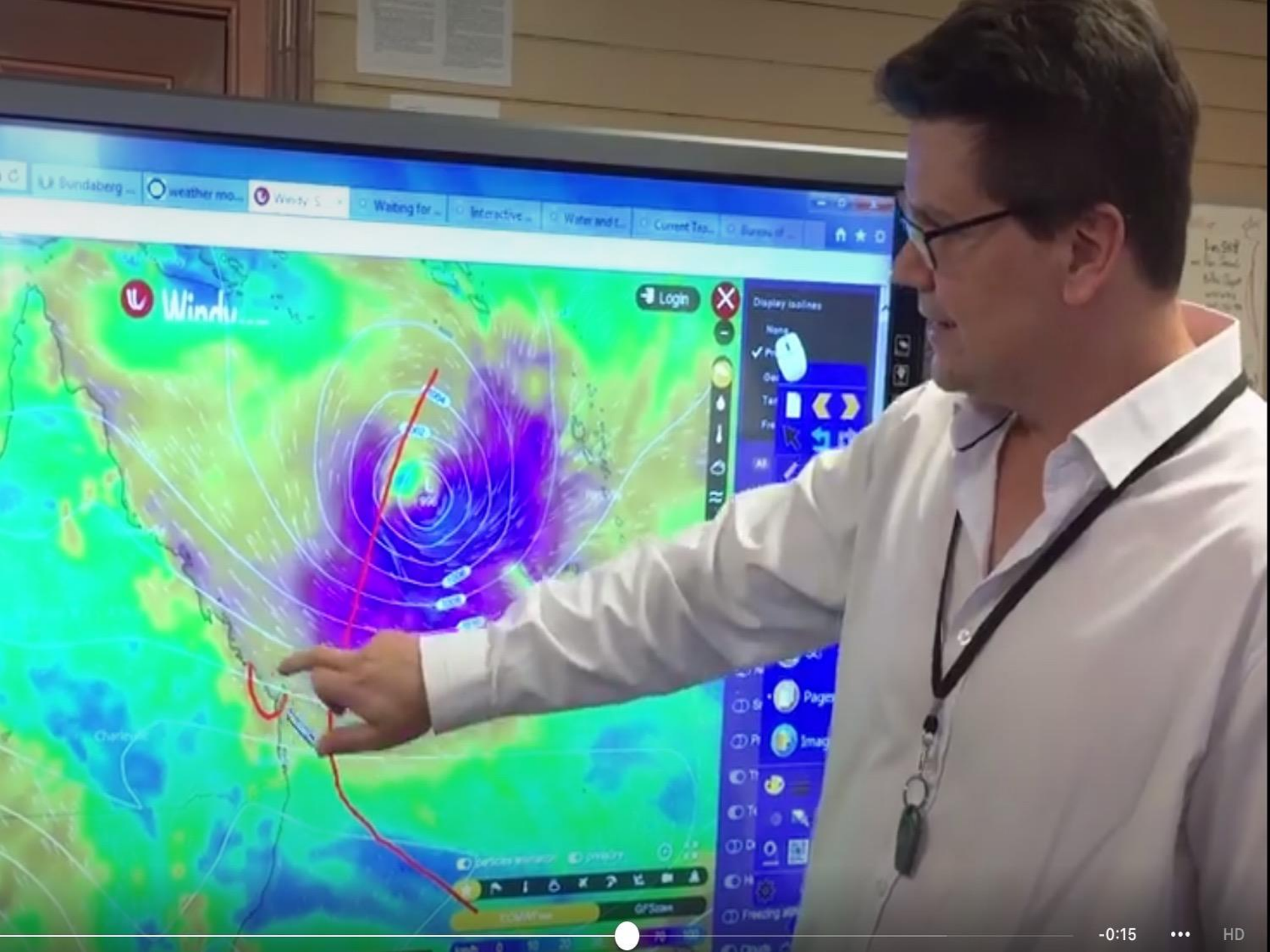
brain stem

The effects of stressful events on the brain

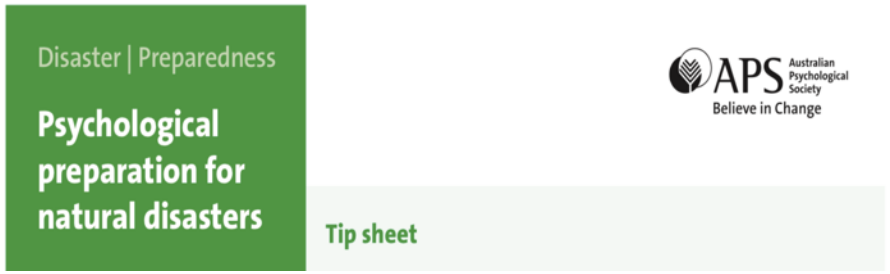
Frontal cortex is disengaged from the amygdala

PSYCHOLOGICAL PREPAREDNESS

An individual's anticipated psychological and emotional ability to cope with the threat, uncertainty, unpredictability and confusion that may be experienced in the warning phase and at a disaster's point of impact (Boylan, 2016)


Windy
Login
Display isolines
-0:15
HD

- What do residents and emergency services know about psychological preparedness?
- What are the terms, phrases and delivery methods which may be most effective in communicating this?
- What additional training and materials would help emergency services deliver education about emotional preparedness?



122
VICTA

FB
RATIONS
ICER
CFA
FIRE
FB
MANDER
SCANIA

ROAD SUBJECT TO

The disaster and emergency managers

CHANGING OUR PRACTICE

VH-ZXA
NSW Ambulance

BUNDABERG
REGIONAL COUNCIL

Live. work. play. invest

Building a better community

Are you **'Emotionally Prepared'** for a disaster?

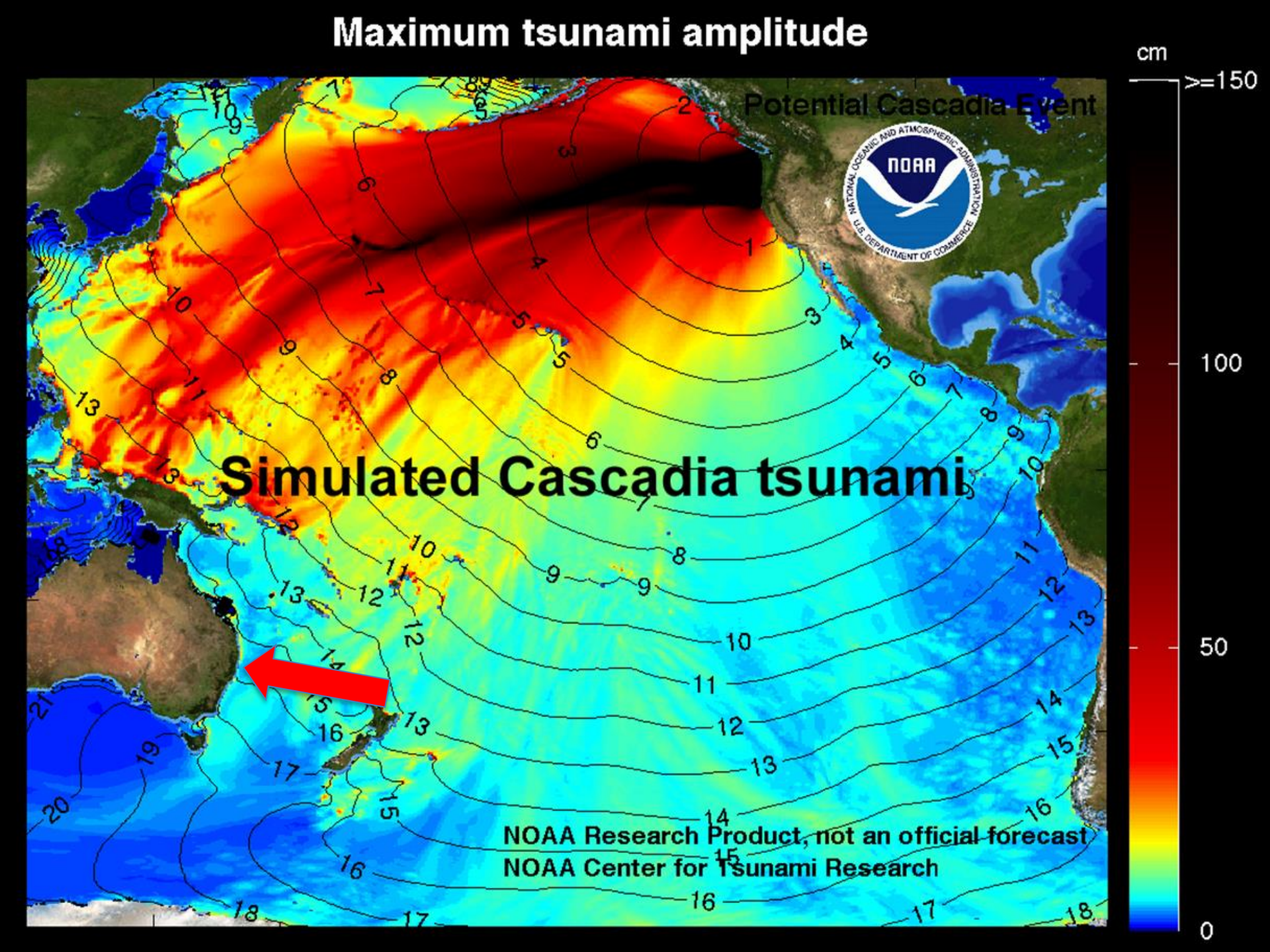
Those who haven't experienced a disaster event before can easily underestimate how STRESSFUL and TERRIFYING it can be.

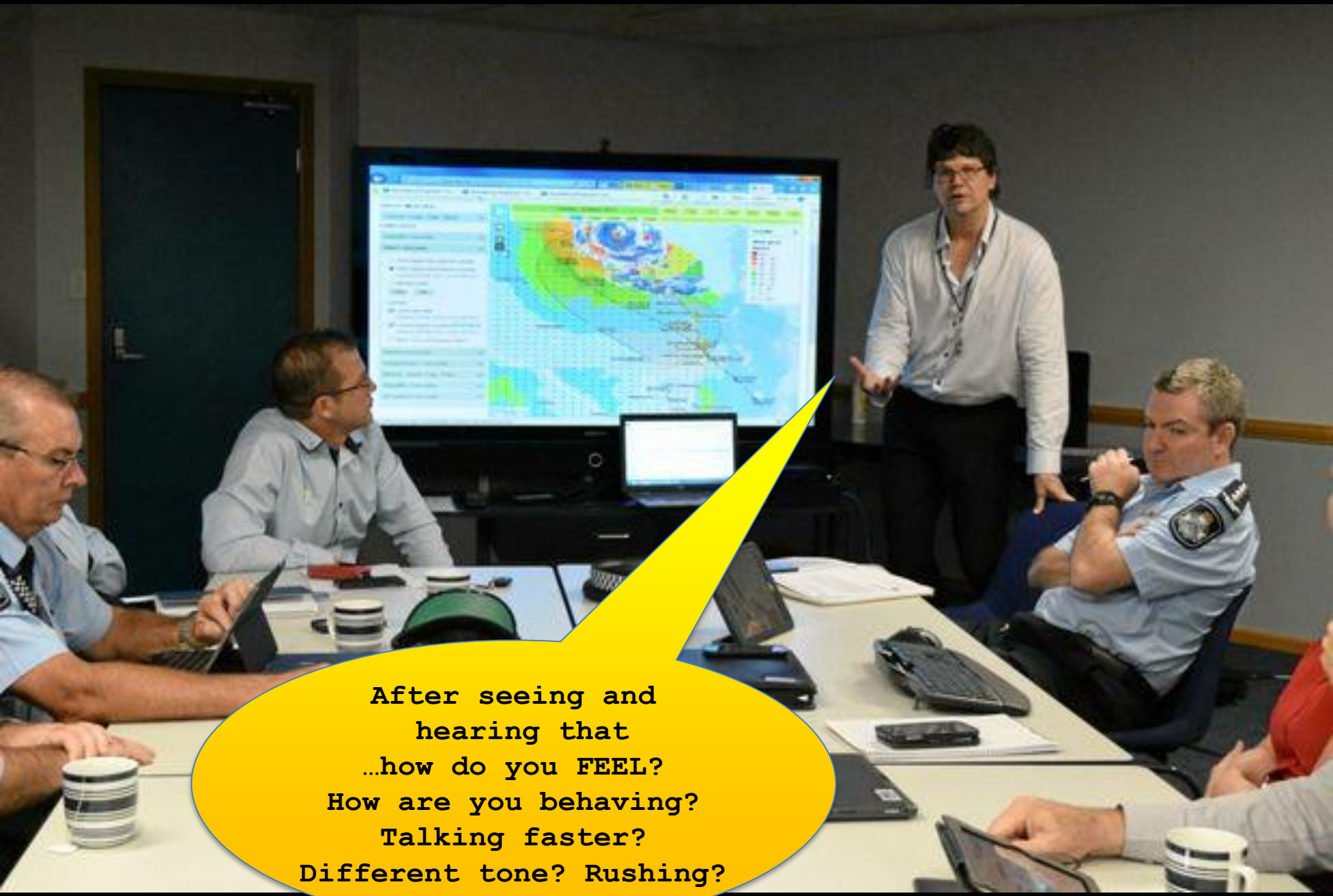
Remember, how we think and feel affects our behaviour.

Everyone may THINK, FEEL and ACT differently in a disaster situation.

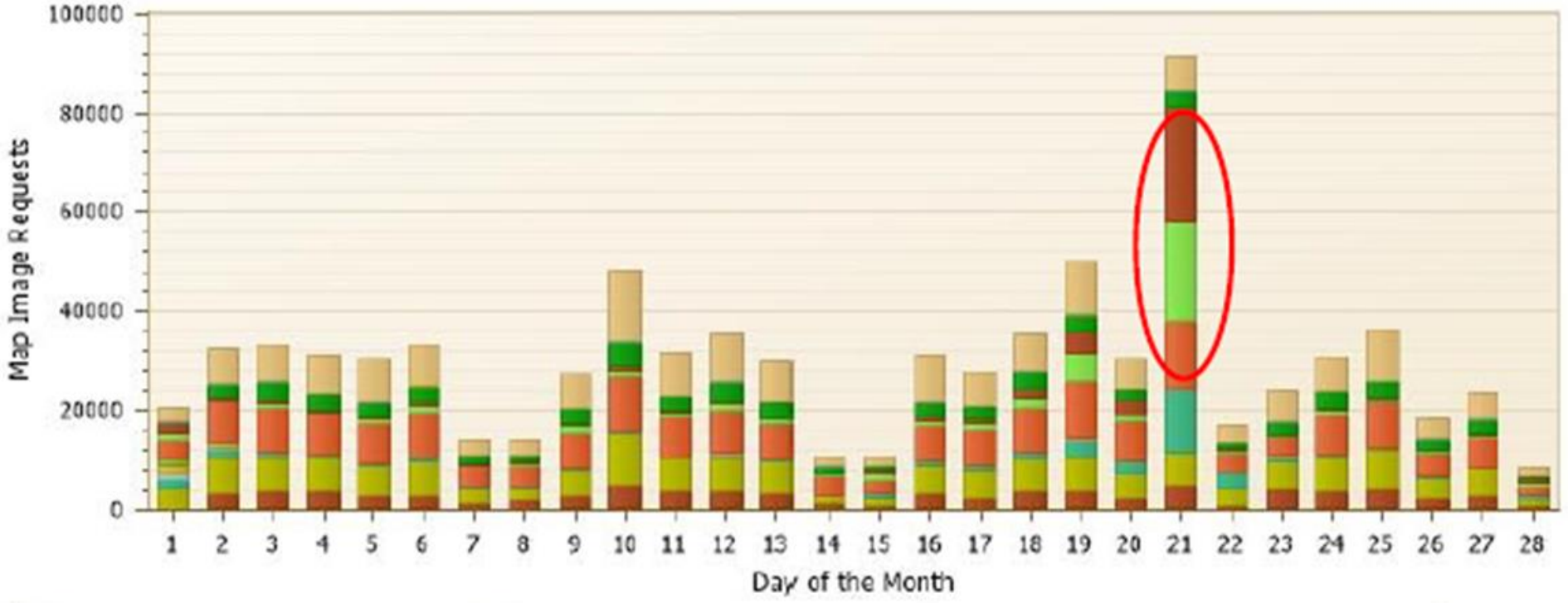
Bundaberg Regional Council recognises that being **'Emotionally Prepared'** for a disaster can help you to feel more confident and better prepared to make effective emergency plans and important lifesaving decisions.

get ready QUEENSLAND
qld.gov.au/getready


Maximum tsunami amplitude
cm
>=150
100
50
0
Potential Cascadia Event
NOAA
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE
Simulated Cascadia tsunami
NOAA Research Product, not an official forecast
NOAA Center for Tsunami Research


After seeing and
hearing that
…how do you FEEL?
How are you behaving?
Talking faster?
Different tone? Rushing?

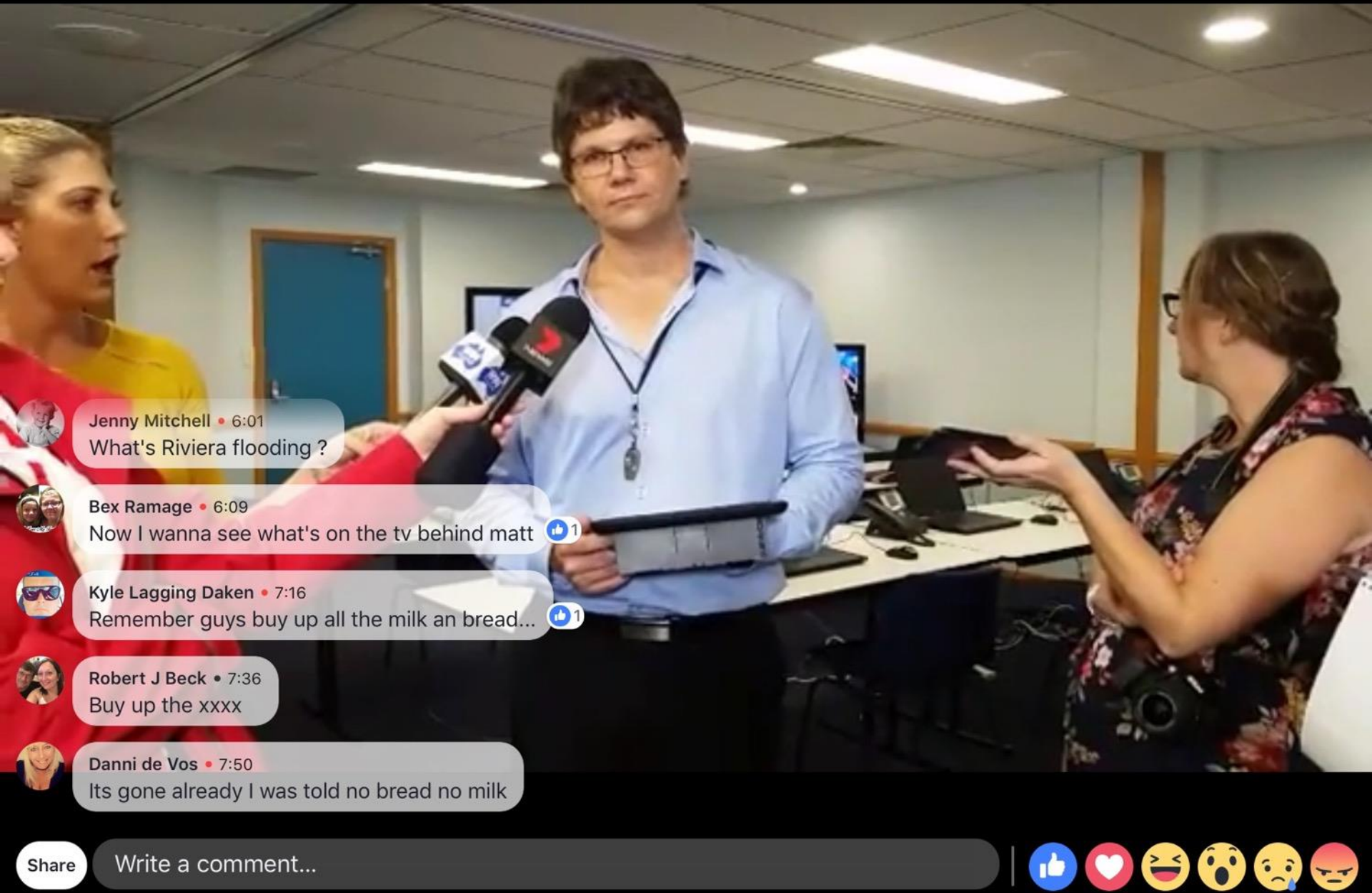
A 20-fold increase in the use of Council's interactive flood mapping



If we freeze it there, we can see that strong wind and rain will impact your house in 12 hours…stay tuned for flood warnings.
…if you run off Renouf often enough, you score tries…
-0:15
HD

Next steps: developing a public profile as a Disaster Manager

https://www.facebook.com/BundabergRegionalCouncil/videos/1600674119981801/



- QFES is changing the way it sees their communities.
- QFES and Bundaberg Regional Council – LDMG – partnership
- Increased stakeholder engagement
- Looking forward and our eyes are wide open

• Our people matter
• Our communities matter
• The way we cope with events - matters