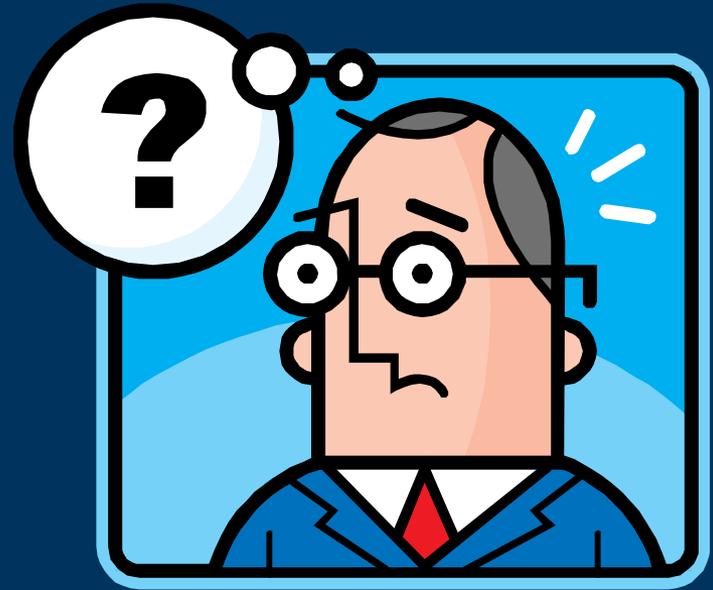


We recently asked Emergency Managers:

Tsunamis...  
What keeps you  
up at night?



# *Cracking the Code*

## The Role of Value-Based Messaging in Motivating Preparedness Action

Kate Long

Earthquake & Tsunami Program Deputy



# Message Research Study

- **Identify and understand** the underlying earthquake-preparedness **needs and motivations** for California residents.
- Develop a communications map depicting the **decision-making thought process** that provide a blueprint for action.



# “Means-End” Theory

## Emotional Level

How the communicator identifies with the audience’s feelings and personal experience to elicit emotional responses aligned with the audience’s core values.

## Rational Level

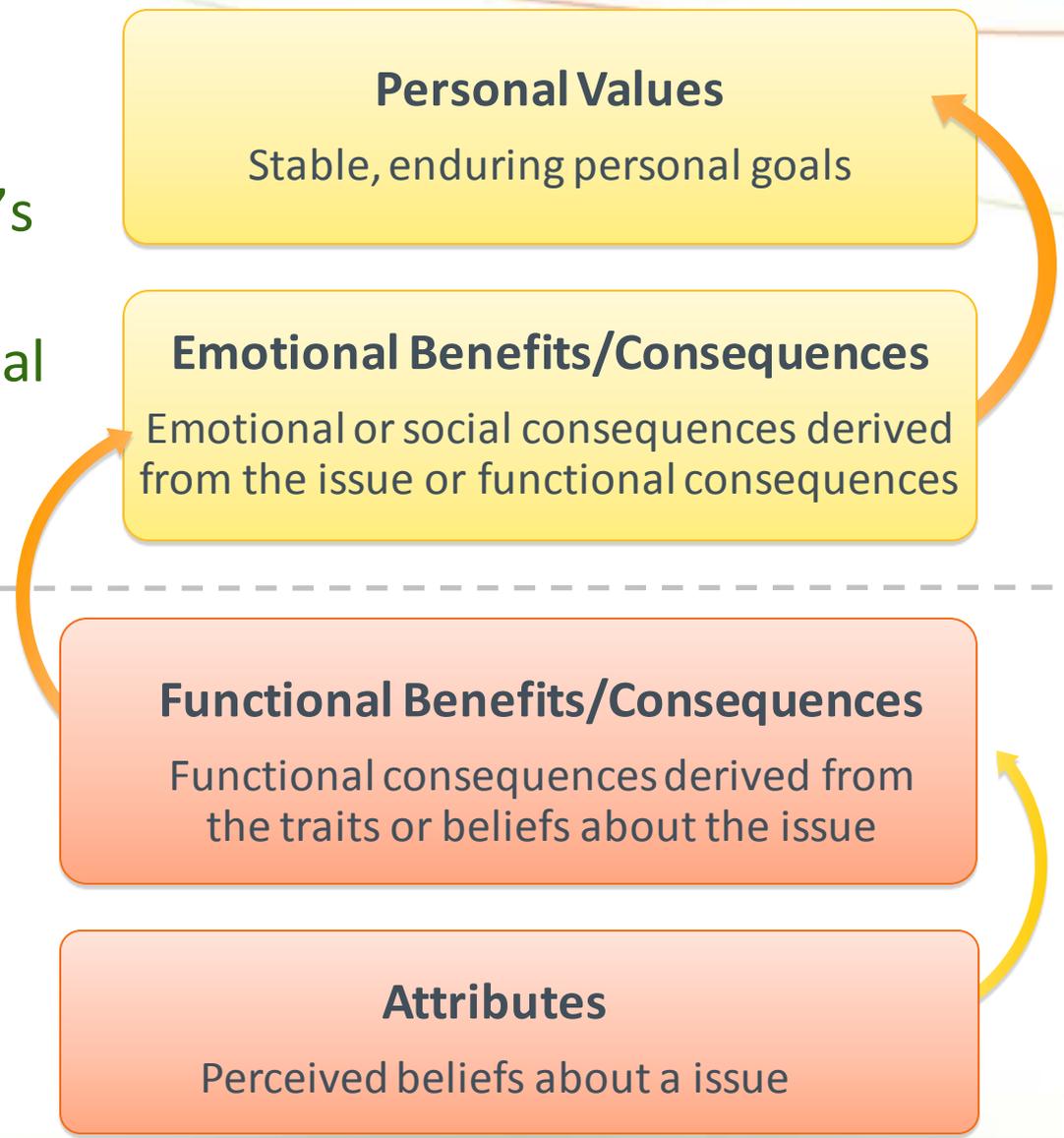
How the communicator conveys facts and relates them to practical effects on the audience.

**Personal Values**  
Stable, enduring personal goals

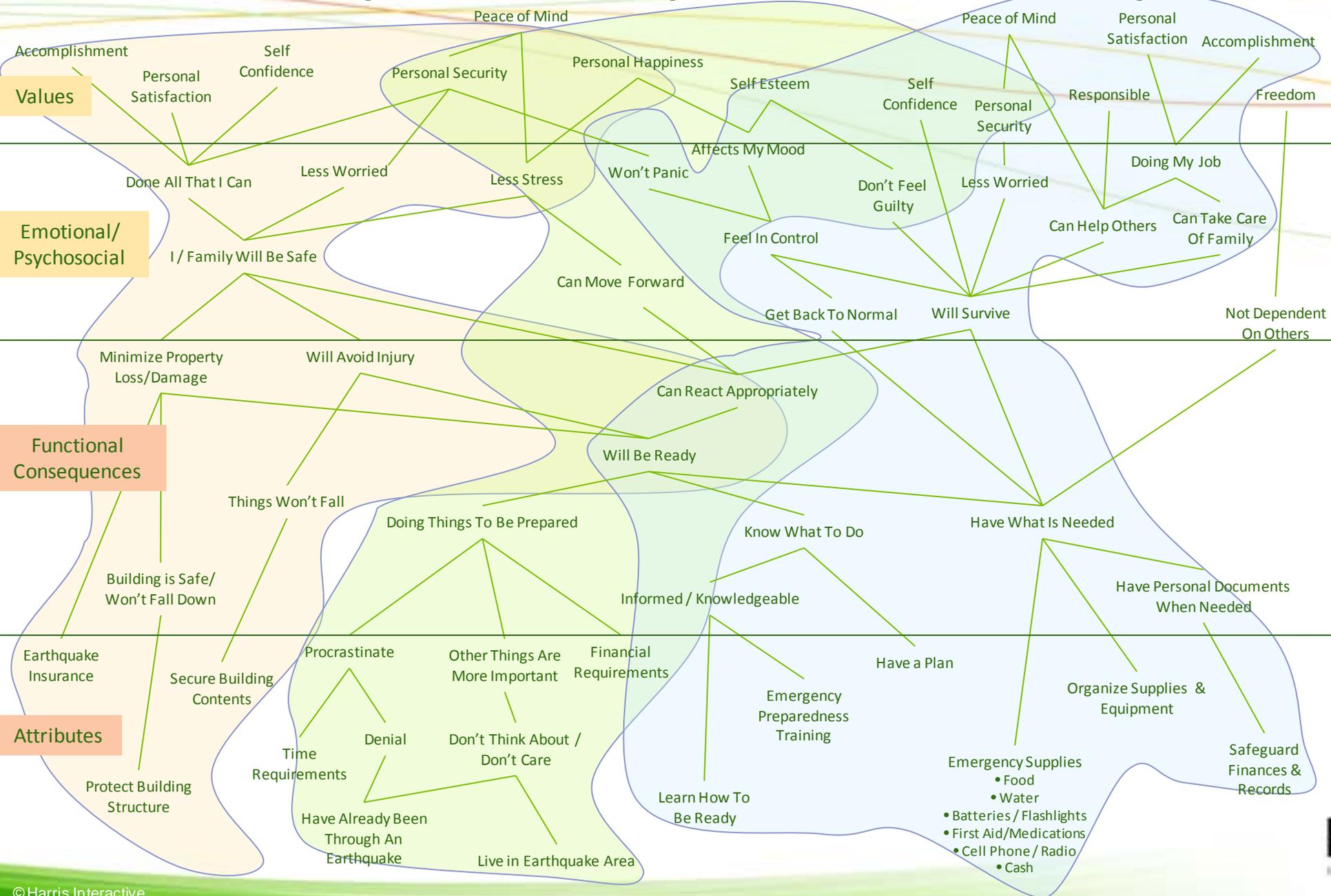
**Emotional Benefits/Consequences**  
Emotional or social consequences derived from the issue or functional consequences

**Functional Benefits/Consequences**  
Functional consequences derived from the traits or beliefs about the issue

**Attributes**  
Perceived beliefs about a issue



# Earthquake Preparedness Map



# Two Ladders Mirroring and Streamlining Qualitative Findings

Values

**Confidence**  
Personal responsibility  
At peace  
Accomplish something important to me

**Peace of mind/safety**  
Personal security  
Peace of mind  
Safety

Emotional/  
Psychosocial

**In control**  
More in control  
Doing everything possible to be prepared

**Survival**  
Better able to move on/move forward  
Not be panicked  
Family and I less likely to be injured

**Family protection**  
Family and I will be safer  
I am taking care of my family

Functional  
Consequences

**Protect Property**  
Minimize property damage  
Won't suffer financial ruin  
Protect personal items from falling and breaking

**Ready and able**  
Ready to react appropriately during and after  
Supplies in event of a 3-day outage

Attributes

**Structure**  
EQ Insurance  
Secure personal belongings  
Secure structure  
Taking steps to learn how to be ready

**Kits and Checklists**  
Emergency supplies on hand  
Have family disaster plan  
Update contact information  
Organize emergency supplies

# A Profound Shift

Ogilvy

Ogilvy Public Relations Worldwide

What to do?



Why you do it?



# Selling Like *Coca Cola*: Moving From What To Why



VS.



VS.



VS.



Disneyland.  
RESORT

VS.



# When You Make That Shift, You Define Who You Are

Do

Are

The Coca-Cola logo, featuring the brand name in its signature red script font with a registered trademark symbol.

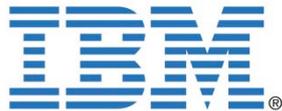
Soft drinks

Promoters of positive attitudes and happiness

The Dove logo, featuring the brand name in a blue serif font with a grey dove icon below it.

Soap

Celebrators of natural beauty

The IBM logo, consisting of the letters 'IBM' in a blue, horizontally-striped, sans-serif font with a registered trademark symbol.

Business Services

Champions of solving the world's greatest problems

The Disney logo, featuring the brand name in its iconic red, stylized script font with a registered trademark symbol.

Theme park and movies + more

People who believe in magic and that *anything* is possible

# Earthquake Preparedness

## *In-The-Moment* Message Box

**Emotional  
Benefits:**  
In control,  
Survival

When you are prepared, you will feel more in control, won't be as panicked and better able to act. You, your family will be:  
-safer; and  
-less likely to be injured

**Personal Values:**  
Confidence,  
Peace-of-mind/  
Family safety

Doing these things could make a difference in how you survive:

- Organize / have emergency supplies on hand for 3 days;
- Have a family disaster plan;
- Update contact information; and
- Know what to do – drop, cover and hold on.

**Be the  
survival story.**

When an earthquake hits, your family will be counting on you to get them through the moment and to help them after the event. You will be confident and have greater peace-of-mind knowing that you are ready to act and have done all you can do to prepare.

**Attributes:**  
Emergency  
supplies

When people prepare for a natural disaster and have what they need to react, they are more likely to make it through the event, uninjured or alive.

**Functional  
Benefits:**  
Have  
what's  
needed

# Earthquake Preparedness

## Long-Term Protection

### Emotional Benefits:

In control,  
Less disruption

Doing these things help to prepare for an earthquake:

- Contact your homeowners insurance agent; and
- Take steps to secure your structure/protect your belongs.

### Attributes:

Actions –  
Insurance,  
Protect  
Structure

When you are prepared and ready, you will feel more in control. You will be better able to survive, suffer less damage and injury and better able to recover and move on.

Be the  
survival story.

When people prepare homes for earthquake they will:

- Minimize damage; and
- Prevent financial ruin.

### Personal Values:

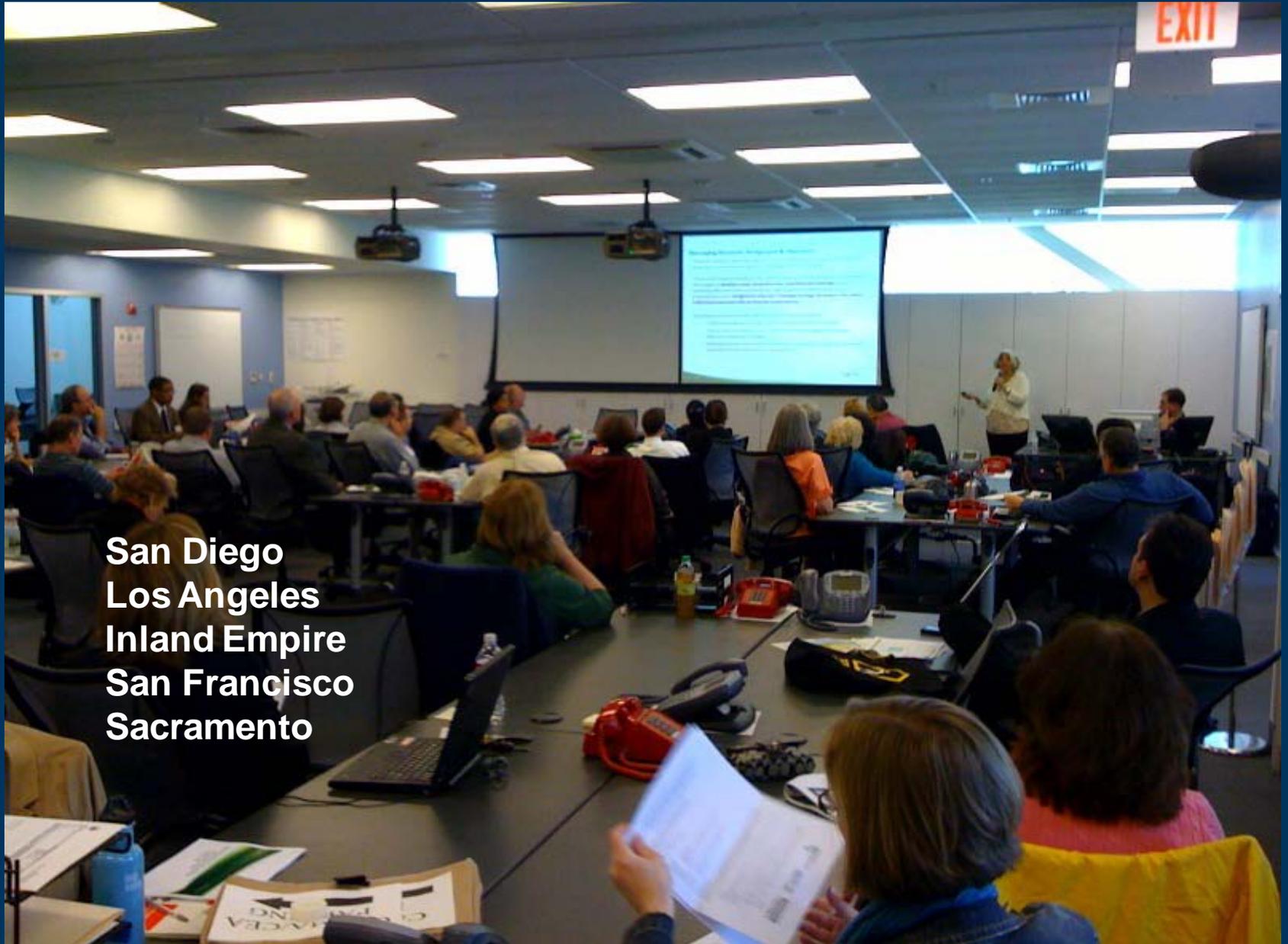
Confidence,  
Peace-of-mind /  
Safety

When an earthquake hits, your family will be counting on you to get them through. You will be confident and have greater peace-of-mind knowing that you have done all you can do to prepare.

### Functional Benefits:

Protect  
property, No  
government  
assistance

# CEA / CalEMA Message Research Workshops



**San Diego**  
**Los Angeles**  
**Inland Empire**  
**San Francisco**  
**Sacramento**

# Strategy in Action:

## Preliminary examples of implementation by Partner Organizations



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