

From individual preparedness to Business Resilience

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Business resilience

⌘ Business resilience – Do action plans enhance preparedness?

⌘ In progress

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Four strands (Paton & Johnston)

- ⌘ Risk perception (& Communication)
- ⌘ Belief that can/can't counter the risk
 - ☒ (i.e. efficacy vs fatalism)
- ⌘ Getting from good intentions to action
 - ☒ e.g. actions plans
- ⌘ Motivation

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Legislated vs voluntary actions

- ⌘ We have legislation e.g., building regulations
 - ☒ This provides only partial protection
- ⌘ Also need voluntary actions
 - ☒ Mitigation & survival
- ⌘ But people often don't take these actions.
 - ☒ Why not?
- ⌘ How can we increase preparedness?

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Fatalism about earthquake damage

- ⌘ Earthquakes are hugely powerful, with devastating outcomes

- Napier 1931

- ⌘ People think: What can you do? Our efforts are puny - fatalism



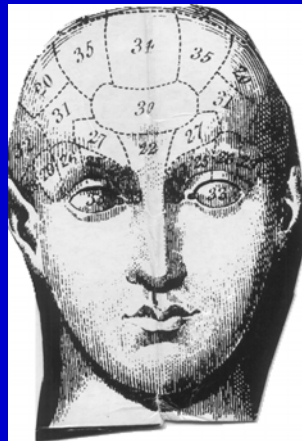
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Fatalism about earthquake damage 2

- ⌘ What explains difference between Loma Prieta (68 dead) and Iran (5,000)?

- Not earthquake magnitude
- Preparedness—building design

- ⌘ People confound the earthquake and its consequences - fatalism



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Countering fatalism:

1. Convey distinctive damage

⌘ News media present *generalised* damage

⌘ Need to focus on *distinctive* damage

☒ e.g. In Kobe, one motorway collapsed whereas the rest stayed up. What was the cause of the motorway collapsing?

☒ People think: The building design (and the quake)

☒ People see distinctive damage as preventable

☒ And attribute damage to building design

☒ (McClure, Allen & Walkey, 2001)

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Countering fatalism:

2. News reports: time matters

⌘ Reports on Kobe – we compared effects of Kobe reports straight after and at anniversary

☒ Kobe devastated! vs Lessons from Kobe

☒ We concealed the fact that it was Kobe

☒ People reading anniversary reports less fatalistic – the damage could have been prevented, etc

☒ (Cowan McClure & Wilson, 2002)

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Countering fatalism:

3. Link damage to faulty design

- ⌘ Scenarios - accurate rates of damage vs inaccurate instances]:
- ⌘ Accurate message: well-designed buildings resilient
- ⌘ Fatalistic message: well-designed buildings damaged
- ⌘ With rate-based scenarios with accurate information, people attribute damage more to building design
 - ☒ (McClure, Sutton & Sibley, JASP, in press)

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Countering fatalism:

4: Framing of action and outcome:

- ⌘ Previous framing research focuses on health risks
- ⌘ The usual framing design (translated into quakes):
- ⌘ If you prepare for a major earthquake you are more likely to survive the event unharmed.
 - ☒ (Preparation, positive outcome)
- ⌘ If you do not prepare for a major earthquake you are more likely to experience harm in the event.
 - ☒ (no preparation, negative outcome)
- ⌘ This confounds positivity of the action and the outcome;
- ⌘ Need to vary these separately
 - ☒ White, McClure, & Sibley 2005

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Countering fatalism

5. Action plans

⌘ Focus on specific actions

- ☒ Can we prepare for earthquakes? People say 'No'
- ☒ Is there anything we can do to help people in this old people's home? They think "yes".

⌘ Small actions can make a big difference

- ☒ Best predictor of business survival Loma Prieta 89?
- ☒ Computer locks - Cost \$18.00 each

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Action plans applied to businesses

⌘ Most studies look at predictors of business preparedness.

⌘ An intervention study

- ☒ Can we try and get some businesses to prepare
- ☒ Can we do this without a specific incentive

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What businesses normally receive

- ⌘ Information about the risk
- ⌘ Information about actions they should take
 - ☒ no ranking or prioritising
 - ☒ May be lengthy lists of things they should do (EM guide, 56 pages)
- ⌘ No action plans

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Business resilience – Do action plans enhance preparedness? In progress

- ⌘ Action plans (Leventhal)
 - ☒ Help to turn goals into actions
- ⌘ Spell out
 - ☒ What is to be done – specify the action
 - ☒ Time frame. When is it to be done by
 - ☒ Who is responsible
- ⌘ Similar to implemental intentions (Gollwitzer)
- ⌘ Used with health behaviours, not hazards
- ⌘ Few applications to businesses

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Target actions

- ⌘ Very specific cost-effective actions,
 - ⌘ 1 damage mitigation, 1 survival
 - ☑ Fit computer restraints
 - ☑ Get 3 litres of water per employee
 - ⌘ If have done these, 2 others from ERS
 - ☑ (Earthquake Readiness Scale)
 - ☑ Spittal, Walkey, McClure, Siegert, 1006

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Business selection

- ⌘ Randomly selected 400 businesses
 - ☑ from Wellington Yellow pages
- ⌘ 2 groups -Matched for 5 business types
 - ☑ retail
 - ☑ Trades
 - ☑ Prof service e.g. finance, lawyers
 - ☑ Manufacturers/ wholesalers
 - ☑ Other e.g. restaurant, hotel.
- ⌘ Rang them till got 200 agreeing to participate
 - ☑ 100 info only, 100 action plans

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Letter

- ⌘ Reminder of Earthquake hazard in Wellington
- ⌘ Can reduce hazard by preparedness
- ⌘ List 2 target actions and why,
 - 6 months
- ⌘ Fill out ERS and return
- ⌘ 3 Brochures, booklets enclosed
 - CDEM, Computers restraints, water,
- ⌘ In action plan group, also the action plan sheet.

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Action Plan sheet: Programme

- ⌘ Action Plans have been highly effective in helping people carry out protective actions. When completing the action plan, please specify time, location and responsibility. If you have already completed Action 1 and Action 2 please refer to the Earthquake Readiness Scale to select an alternative action
- ⌘ **Targeted Action**
 - 1:** Fitting restraints to computers and servers *Which computers or server[s]?*
 - Time Frame *When will this happen?*
 - Location
 - Responsibility *Who is responsible for executing the action?*
 - Completed *Please tick and date when completed* Action
 - Action 2:** Obtaining 3 litre supply of water per employee
 - Alternative Action 1: Alternative Action 2:**
- ⌘ When you have filled out this plan, please place in a visible area e.g., on a notice board in the office, electronic organiser of person responsible for achieving targets.

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Responses at Stage 1

- ⌘ 25% filled in ERS and returned
 - ☑ Study is anonymous
 - ☑ But some self-identified
- ⌘ A couple off businesses did the target actions straight away
- ⌘ A few wrote or rang to discuss
 - ☑ e.g. Where store water in building
- ⌘ Doing 6 month follow-up now

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Next phase

- ⌘ Plan is to offer the same companies the alternative option (e.g. action plan) –
 - ☑ for ethics reasons
 - ☑ But participation rate is low
- ⌘ Could we enhance design
- ⌘ Can we offer some incentive?
 - ☑ Or select companies that want to prepare?

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