

The California Earthquake Preparedness Survey Recommendations to Guide Future State Preparedness Efforts

- **Coordinate the content and dissemination efforts of information providers so that they constitute an ongoing stream of earthquake preparedness and mitigation information across time and targets.** This would help maximize effectiveness. The plan should include a mix of passive and proactive dissemination of information that utilizes both traditional and emerging information technologies to reach all Californians independent of their level of interest in earthquake preparedness and mitigation.

- **Prompt household action by increasing the visibility of preparedness and mitigation activities throughout the State of California.** Develop ways to expand the basic written message about preparedness and mitigation into actions that people can “see.” Actions that others have done that people can “see and imitate” are the strongest of all single motivators for public action-taking.

- **Disseminate a standardized message to households about earthquake preparedness and mitigation.** A common, consistent message would facilitate repetitive public messaging.

- **Provide additional customized messages targeted to special subpopulations.**

The standardized basic public message should be supplemented with targeted messages. Examples include tsunami readiness information for coastal populations, removing “dangerous” beliefs such as it is safe to get in a doorway during earthquakes, unique ways to reach special sub-populations such as visitors and tourists, and local customized information needs.

- **Supplement information with other strategies to help Californians who have difficulty preparing for earthquakes.** Some societal segments cannot afford to buy what might be needed to be ready, and other may be too distracted by the basic need of everyday life to “hear” and “see” the best readiness message delivered in the most appropriate ways. One strategy might be to work with the many, diverse NGOs throughout California in disseminating important information to their constituents (e.g., drop, cover and hold on), and stockpiling materials that their population segment might need, but would be unable to provide for themselves after an earthquake.

- **Use evidence-based information to develop and disseminate information about earthquake preparedness and mitigation to households.** Use available, applicable research findings for developing and disseminating programs designed to increase household earthquake preparedness and mitigation.