“Cracking the Code”

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

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**Million Dollar Question…**

How do we get people to
• stop what they’re doing
• listen to what we have to say
• and take action to prepare??

*Even though get don’t really believe it’s going to happen …*

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**By shifting from what to why, brands Define Who They Are**

<table>
<thead>
<tr>
<th>Do</th>
<th>Are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soft drinks</td>
<td>Promoters of positive attitudes and happiness</td>
</tr>
<tr>
<td>Soap</td>
<td>Celebrators of natural beauty</td>
</tr>
<tr>
<td>Business Services</td>
<td>Champions of solving the world’s greatest problems</td>
</tr>
<tr>
<td>Theme park and movies + more</td>
<td>People who believe in magic and that <em>anything</em> is possible</td>
</tr>
</tbody>
</table>
What to do?  

Why you do it?

Value-based 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.

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**Earthquake Preparedness Map**

- **Values**
  - Personal Security
  - Personal Satisfaction
- **Emotional/Psychosocial**
  - Will Be Ready
  - Can React Appropriately
- **Functional Consequences**
  - Things Won’t Fall
  - Building is Safe/ Won’t Fall Down
- **Attributes**
  - Protect Building Structure
  - Secure Building Contents

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Earthquake Preparedness

**Immediate Response Message Box**

**Emotional Benefits:**
- In control, Survival

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

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

**Attributes:**
- Emergency supplies

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.

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

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.

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 to prepare.

**Be the survival story.**
What will you and your family's survival story be after our next big earthquake or tsunami?

You can start writing your survival story today…

living in a shelter or with relatives because your home is damaged? …

Or about living in your home because you had secured it and your possessions properly?
Partnering with TV News Reporters

• Preparing today will also help us get back to normal sooner after the next big earthquakes strikes.

Using the Value-Based Approach

• Tell the story… Let your audience see and feel what matters to them.

• Emotions and values can be communicated using both words and images.

• Where we can unify around values, we can leverage our efforts.

…Preparing today will help us get back to normal sooner after the next big earthquakes strikes. Let’s work together to be one of (region’s) next earthquake survival stories.
Examples of Partner Up-take

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Value-Message Research Summary:
www.eqprogram.net