

# Earthquake Preparedness Messaging Workshop

## NEW RESEARCH: What messages create public behavior change?

### San Francisco Bay Area, Thursday, May 19, 2011

#### Turn the Key to Public Earthquake Preparedness

- What *personal values* cause individuals to take earthquake preparedness action?
- What messages can actually change public/household behavior?
- How can our organizations - individually and collectively - take advantage of social science evidence and market research to advance the mission of community earthquake resiliency?

#### Workshop Location for San Francisco Bay Area

San Francisco Department of Emergency Management  
1011 Turk Street  
San Francisco, CA 94102

Event time: 9:30a – 2:00p (1:00-2:00p optional breakout session)  
(see reverse side of this flyer for other regional workshop locations)

**To RSVP, or if you are interested in more information on this project please email [commsevents@calquake.com](mailto:commsevents@calquake.com) Directions, parking, and agenda will be sent to RSVPs.**

**This is one of five regional workshops** are the culmination of a project of California Earthquake Authority (CEA) and CalEMA developing common messaging to create public behavior change around earthquake preparedness. The approach builds on the social science evidence pointing to the central importance of many messengers sharing standardized messages. These workshops are meant to bring together “end user” organizations, developing the common message that will leverage all of our efforts to inspire the public to take preparedness actions. In the workshops, Harris Interactive Research Group will lead us through the background and results of their research on which PERSONAL VALUES have been found to impact behavior change for earthquake preparedness. Ogilvy Public Relations will lead us in a marketing discussion on how we, as earthquake education stakeholder organizations, can all take up the message research results in future creative campaigns, including the Great California ShakeOut 2011.

#### Who should attend?

- Organizations and agencies with a stake in public disaster preparedness, earthquake education and community resiliency;
- Organizations and agencies looking for opportunities to leverage their limited resources and staffing
- Earthquake Country Alliance partner organizations
- County and Local Jurisdictions; Community Organizations; Businesses



# Earthquake Preparedness Messaging Workshop

## NEW RESEARCH: What messages create public behavior change?

### San Francisco Bay Area, Thursday, May 19, 2011

In addition to the San Francisco Bay Area, there are four other regional workshop sessions:

#### **5/13 – San Diego Area**

San Diego County Office of Emergency Services  
5555 Overland Ave  
San Diego, CA 92123  
Event time: 9a – 1:30p (12:30-1:30p optional breakout session)

#### **5/17 – Los Angeles/Orange/Ventura Area**

City of Los Angeles Emergency Operations Center  
200 N. Spring Street  
Los Angeles, CA 90012  
Event time: 9:30a – 2:00p (1:00-2:00p optional breakout session)

#### **5/18 – San Bernardino/Riverside Area**

San Bernardino County Museum  
2024 Orange Tree Lane  
Redlands, CA 92374  
Event time: 9a – 1:30p (12:30-1:30p optional breakout session)

#### **5/20 – Sacramento Delta Area**

Department of Conservation  
801 K Street Suite 2016  
Sacramento, CA 95814  
Event time: 9a – 1:30p (12:30-1:30 optional breakout session)

**To RSVP or if you are interested in more information on this project please email [commsevents@calquake.com](mailto:commsevents@calquake.com)** For each location, directions, parking, and agenda will be sent to RSVPs.

Please pass this invitation along on to organizations that could benefit from this collaboration!

