Extreme weather warnings and communication: what the research tells us

1.Community experiences of the 2022 floods study

2.How people look for information

3.Making warnings better





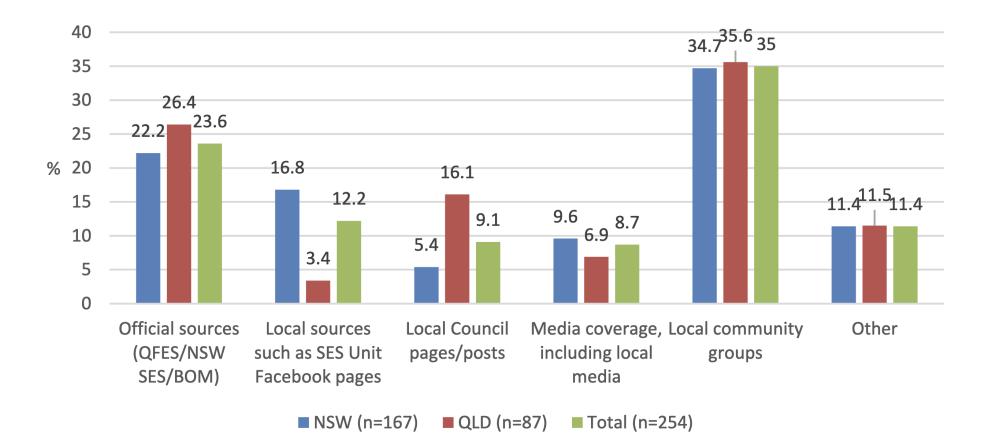
### 2022 floods

- Qld and NSW
- 192 interviews
- Survey

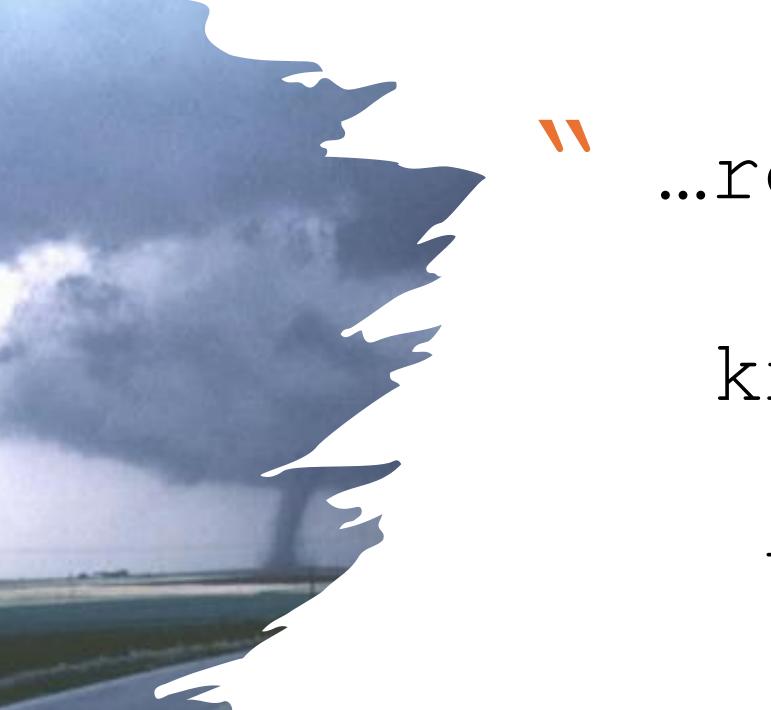
• https://www.naturalhazards.com.au
Search for "community experiences"

Three more projects currently underway - southern/western NSW, Victoria, Tasmania

# Most useful sources of info on social media



https://www.naturalhazards.com.au/floods2 022/gld-nsw

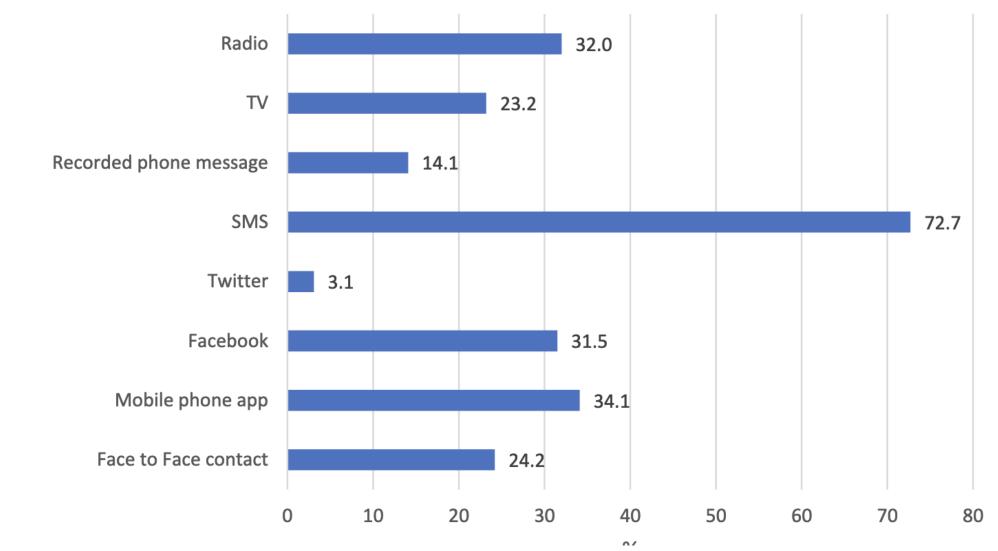


## ...real time, local knowledge, constant updates..."

	Friends, family, or neighbours (n=329)	5.2 10.0	20.7	34.3	34.3 28.2		29.8 28.5	
	Bureau of Meteorology (n=365)	9.6 11.5	22.2					
Most trust ed sourc es	ABC radio (n=286)	12.9 1	.4.7 1	9.2	24.1	2	9.0	
	Other emergency service personnel (n=273)	18.7	.8.7 13.6 15.8 23.1		23.1	28.9		
	SES members (n=288)	15.3	15.6	18.4	23.3	2	7.4	
	Social media (n=298)	15.8	14.8	31.9		21.5 16.1		
	Other local radio (n=225)	23.6	23.6 15.1 27.1			17.8 16.4		
	Television (n=292)	19.9	24.3	2	5.3	21.6	8.9	
	Local community leaders (n=262)	31.3		18.7	21.4	18.3	10.3	
	Community Meeting/s (n=184)	41.3		14.1	19.0	15.2	10.3	
	Local council/elected representatives (n=293)	35.	.2	18.1	23.9	9 15	0.0 7.8	
	Print media - newspaper (n=190)		45.8	17	.4	21.6	10.0 5.3	
	0%				60%	80%	100%	
Not at all A little A moderate amount A lot A great deal								

https://www.naturalhazards.com.au/1100032022/910 now

### Preferred channel for warnings



https://www.naturalhazards.com.au/floods2022/qld-nsw



#### Unprepared and oblivious



Other researc h: making warning S better

Images	nar	Local mes/roads	Agency talking head (trusted)		
Warnings: what's going to happen when		Response: what's happened, what we're doing, what's going to happen, what YOU need to do			

Watch out for Paul Dootson and Erica Kuligowski in this space - legends!