

# 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





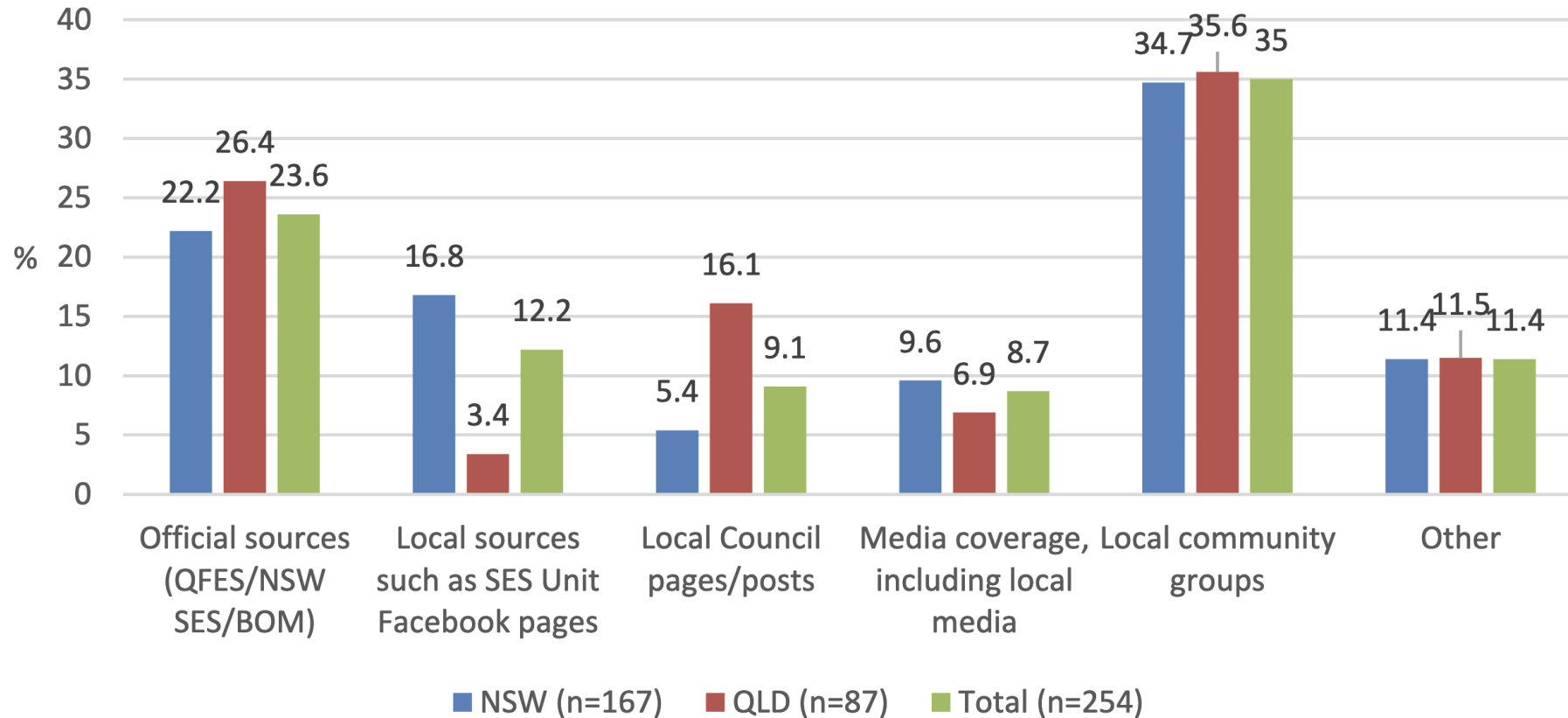
# 2022 floods

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- Qld and NSW
  - 192 interviews
  - Survey
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- <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





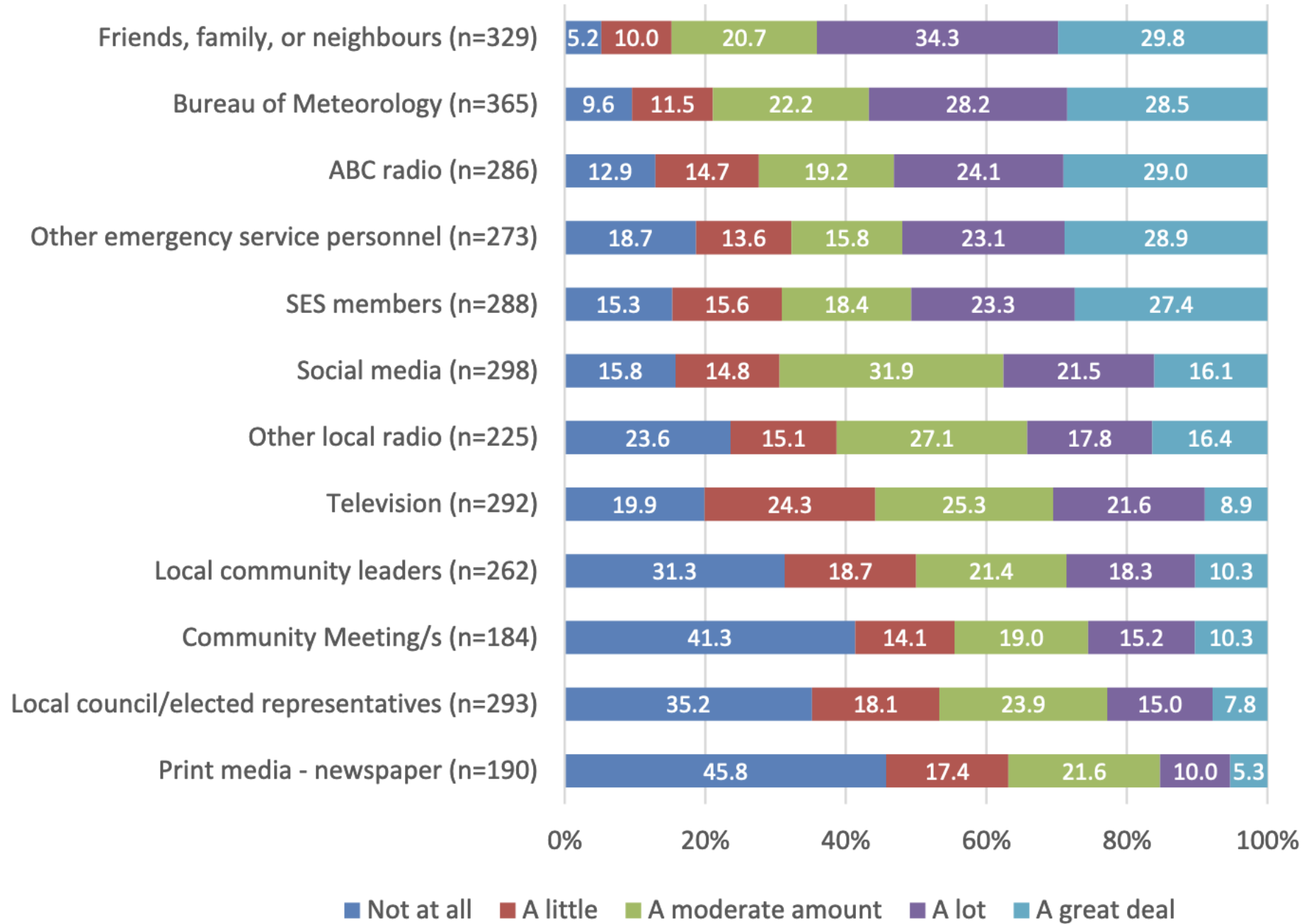


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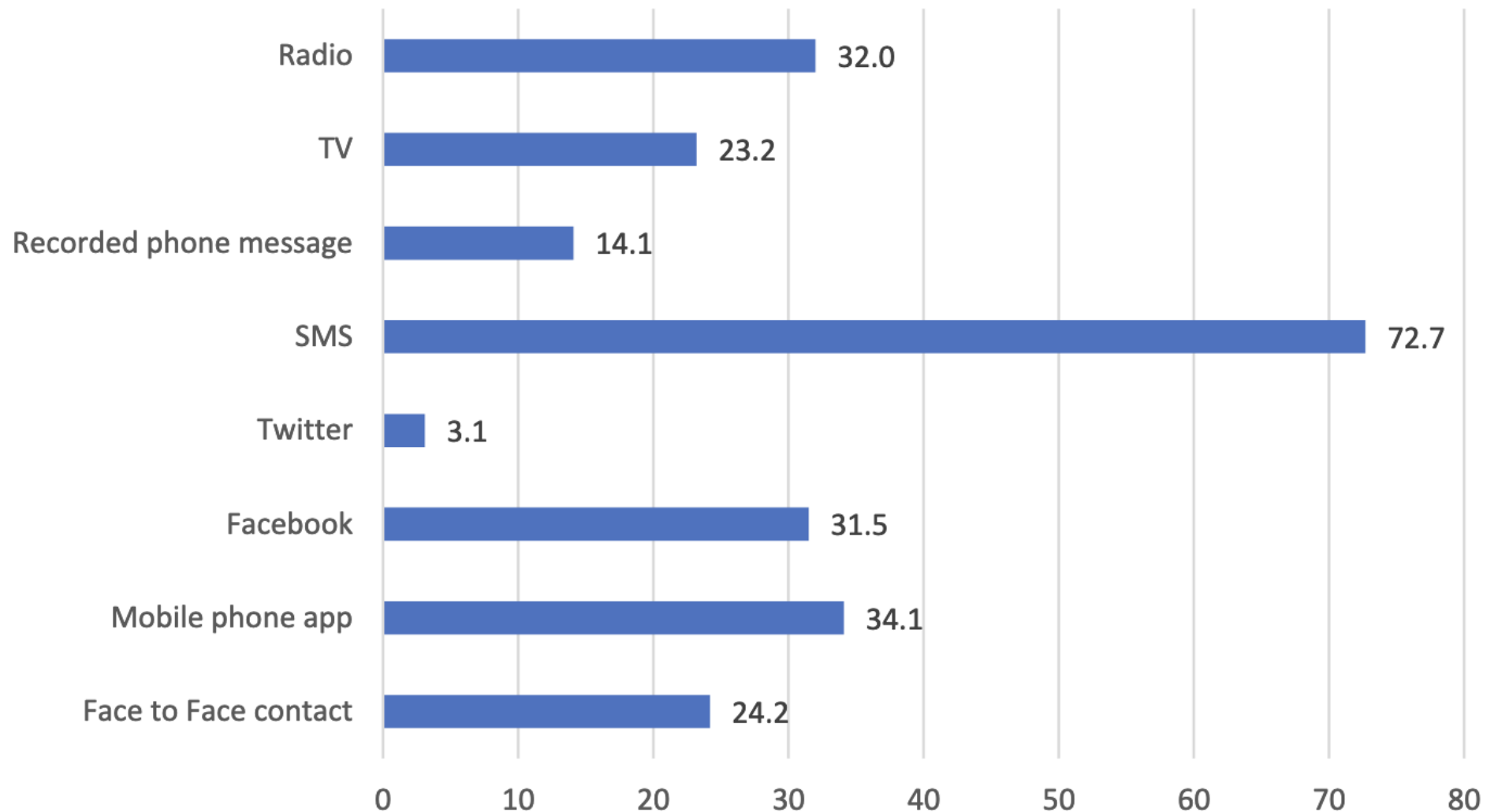
...real time,  
local  
knowledge,  
constant  
updates...”

”

# Most trusted sources



# Preferred channel for warnings



# Other research: info to action

Prepared and experienced (top 15-20%)



Unprepared and oblivious  
(bottom 15-20%)



Other  
research:  
h:

making  
warnings  
better

Images

Local  
names/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!