



# FEELING SAFE ISN'T GOOD ENOUGH

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# PERCEIVED SAFETY DOES **NOT** EQUAL REAL SAFETY.

## PREPAREDNESS MUST OVERCOME PSYCHOLOGICAL, ECONOMIC, AND COMMUNICATION BARRIERS **BEFORE** IMPACT.

PERCEIVED SAFETY <i>How people feel</i>	REAL SAFETY <i>What the data and history show</i>	BARRIERS THAT GET IN THE WAY		
		<p><b>PSYCHOLOGICAL</b></p>  <ul style="list-style-type: none"> <li>• Optimism bias "It won't happen to me."</li> <li>• Normalcy bias "It's always been fine."</li> <li>• Denial &amp; trust Overconfidence in forecasts or protection</li> <li>• Social influence "Others aren't preparing."</li> </ul>	<p><b>ECONOMIC</b></p>  <ul style="list-style-type: none"> <li>• Cost of supplies, fuel, or evacuation</li> <li>• Lost wages or job insecurity</li> <li>• Cannot afford insurance or repairs</li> <li>• Limited savings for emergencies</li> </ul>	<p><b>COMMUNICATION</b></p>  <ul style="list-style-type: none"> <li>• Warnings not received or not understood</li> <li>• Conflicting information from sources</li> <li>• Language or literacy barriers</li> <li>• Misinformation and rumors</li> </ul>
<ul style="list-style-type: none"> <li>✓ Underestimates risk</li> <li>✓ Ignores changing conditions</li> <li>✓ Waits too long to act</li> <li>✓ Believes others will take care of it</li> </ul>	<ul style="list-style-type: none"> <li>⚠ Storm surge, flooding, and wind can be deadly</li> <li>⚠ Impacts extend far inland</li> <li>⚠ Infrastructure can fail</li> <li>⚠ Conditions can change rapidly</li> </ul>	<p>Perception can delay action.</p>	<p>Financial stress limits choices.</p>	<p>Clear messages don't always reach everyone.</p>
<p><b>FEELING SAFE IS NOT THE SAME AS BEING SAFE.</b> History, science, and preparation save lives.</p>				

### OVERCOME BARRIERS WITH ACTION BEFORE IMPACT

 <p><b>KNOW YOUR RISK</b></p> <p>Understand your local hazards and evacuation zone. Review plans every season.</p>	 <p><b>PLAN AHEAD</b></p> <p>Create a budget-friendly plan. Save what you can. Prepare now, when you have more options.</p>	 <p><b>STAY INFORMED</b></p> <p>Use trusted sources. Know where to find alerts and understand what they mean.</p>	 <p><b>PREPARE YOUR KIT</b></p> <p>Gather essentials: water, food, meds, documents, cash, and battery power.</p>	 <p><b>DECIDE EARLY</b></p> <p>Don't wait for the last minute. Leave early if you are in an evacuation zone.</p>	 <p><b>HELP EACH EACH OTHER</b></p> <p>Check on neighbors, especially seniors and those with access and functional needs.</p>
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**PREPARED TODAY. PROTECTED TOMORROW. STRONGER TOGETHER.**

Your decisions before impact can make all the difference.

**AWARENESS OVERCOMES COMPLACENCY. PLANNING OVERCOMES BARRIERS. ACTION OVERCOMES DISASTER.**





# A STRONG EMOTIONAL ATTACHMENT TO HOME AND FAMILY CAN UNINTENTIONALLY INCREASE RISK.

Love and responsibility can lead us to stay— *but storms don't respect our reasons.*



## WHY WE STAY

Powerful feelings. Good intentions.



### LOVE OF HOME

It's more than a house—it's where life happens.



### FAMILY RESPONSIBILITY

We want to protect loved ones, pets, and our legacy.



### ROOTS & COMMUNITY

Our memories, neighbors, and identity are here.



### DESIRE TO CONTROL

Staying feels like taking charge and being strong.



### FINANCIAL CONCERNS

Evacuation is costly. We may not be able to afford to leave.



**EMOTIONAL ATTACHMENT IS HUMAN. BUT HURRICANES DON'T NEGOTIATE.**

**LOVE PROTECTS. PREPARATION SAVES.**

## THE HIDDEN DANGERS

Staying can turn love into risk.



### UNDERESTIMATING THE STORM

Past experience can make future storms seem less dangerous.



### FASTER THAN EXPECTED

Storm surge, flooding, and wind can cut off roads and escape routes.



### LIMITED ACCESS TO HELP

Emergency services may not be able to reach you when you need them most.



### RISK TO LOVED ONES

Your decision to stay can put your family, neighbors, and first responders in danger.

### THINK BEYOND TODAY

What if conditions worsen faster than expected?



### PROTECT WHAT MATTERS MOST

You can't protect your home if you or your family are not safe.



### LEAVING EARLY IS AN ACT OF LOVE

It gives you more options, more time, and a better chance to come home safely.



### YOUR FAMILY NEEDS YOU TOMORROW

Safe today means you'll be there for what matters most when the storm is over.



**MAKE THE HARD CHOICE TODAY, SO YOU CAN BE THERE FOR THEM TOMORROW.**

- ✓ Know your risk.
- ✓ Have a plan.
- ✓ Leave early.
- ✓ Stay informed.
- ✓ Encourage others.

**YOUR DECISION CAN SAVE LIVES— EVEN YOUR OWN.**





# OVERCOMING THE FALSE SENSE OF SAFETY



When Safety Is Defined as Staying Home,  
Reframe safety as: having **time**, **transportation**, **shelter**, and **medical continuity**.

**THE FALSE SENSE OF SAFETY**  
"I'm safer if I stay home."



❌ Underestimates changing conditions  
 ❌ Limited evacuation time if conditions worsen  
 ❌ Roads can flood or become impassable  
 ❌ Utilities can fail without warning  
 ❌ Emergency services may be delayed or unavailable

**⚠️ Staying home can turn a manageable event into a life-threatening situation.**



Safety isn't a place.  
It's a plan.  
It's having what you need—where and when you need it.

**REAL SAFETY IS BEING PREPARED AND POSITIONED**  
Safety means having what you need—before the storm.

HAVING TIME	TRANSPORTATION	SHELTER	MEDICAL CONTINUITY
Leave early. Avoid the rush. Reduce stress.	Have a way out and a way to get where you're going.	Go to a safe place built to protect you from hazards.	Keep your health and medications on track.
<ul style="list-style-type: none"> <li>• Monitor forecasts</li> <li>• Know when to go</li> <li>• Give yourself extra time</li> </ul>	<ul style="list-style-type: none"> <li>• Keep your vehicle fueled</li> <li>• Know your routes</li> <li>• Have a backup plan</li> </ul>	<ul style="list-style-type: none"> <li>• Evacuation shelter or safe location</li> <li>• Pet-friendly options</li> <li>• Protection from wind, flooding, and surge</li> </ul>	<ul style="list-style-type: none"> <li>• 7+ day medication supply</li> <li>• Medical records</li> <li>• Devices, oxygen, or equipment</li> <li>• Plan for special needs</li> </ul>

**✔️ Real safety comes from being prepared, not from hoping. Plan ahead. Stay informed. Protect what matters most.**

**SAFETY IS NOT STAYING HOME.**  
SAFETY IS HAVING THE **TIME**, **TRANSPORTATION**, **SHELTER**, AND **MEDICAL CONTINUITY** YOU NEED TO SURVIVE AND RECOVER.

**TAKE ACTION TODAY**

**KNOW YOUR RISK**  
Understand your hazards and evacuation zone.

**MAKE A PLAN**  
Plan where you'll go, how you'll get there, and what you'll need.

**PREPARE YOUR GO-BAG**  
Include essentials, medications, important documents, and more.

**PROTECT YOUR PEOPLE**  
Check on family, neighbors, and those with special needs.

**REAL SAFETY IS BEING READY BEFORE YOU NEED TO BE.**  
**PREPARE EARLY. STAY SAFE. SAVE LIVES.**

**DON'T WAIT FOR THE STORM TO TAKE ACTION. PREPARE TODAY FOR A SAFER TOMORROW.**



# REPLACE FEAR WITH KNOWLEDGE.

FROM FEAR-BASED MESSAGING TO KNOWLEDGE-BASED ACTION.

## FEAR ALONE OFTEN PRODUCES:



### DENIAL

"It won't happen to me."



### MESSAGE AVOIDANCE

"I don't want to think about it."



### DELAYED DECISION MAKING

"I'll deal with it later."

## KNOWLEDGE TURNS FEAR INTO ACTION



KNOWLEDGE—ESPECIALLY ECONOMIC CONSEQUENCES—SUPPORTS RATIONAL ACTION.

## KNOWLEDGE-BASED ACTION LEADS TO:



### UNDERSTAND THE RISK

Know what could happen. Know the costs.



### MAKE INFORMED DECISIONS

Compare costs. Protect what matters most.



### TAKE TIMELY ACTION

Plan early. Evacuate smart. Save more than just money.



### PROTECT PEOPLE. PROTECT FUTURES.

Rational action today prevents financial and emotional devastation tomorrow.

## THE ECONOMIC REALITY

KNOW THE COSTS. PROTECT YOUR FUTURE.

### COST OF EVACUATION (INVESTMENT IN SAFETY)



Fuel & Transportation	\$100 – \$300
Lodging (2–5 nights)	\$300 – \$800
Food	\$100 – \$300
Miscellaneous	\$100 – \$200
<b>TOTAL TYPICAL COST</b>	<b>\$600 – \$1,600</b>



A SMALL INVESTMENT  
NOW CAN PREVENT  
CATASTROPHIC COSTS  
LATER.

### COST OF STAYING & RECOVERY (FINANCIAL IMPACT)

Property Damage & Loss	\$10,000 – \$250,000+
Loss of Wages (2–8+ weeks)	\$2,000 – \$10,000+
Housing Disruption (Temporary Housing)	\$2,000 – \$10,000+
Insurance Delays & Out-of-Pocket Costs	\$1,000 – \$10,000+
<b>TOTAL POTENTIAL COST</b>	<b>\$15,000 – \$280,000+</b>



## STAYING IN HIGH-RISK ZONES HAS LONG-TERM FINANCIAL CONSEQUENCES.

Lower property values

Higher insurance costs

More frequent losses

Increased debt & financial stress

Impact on future generations



**KNOWLEDGE TODAY.  
SECURITY TOMORROW.**



# WHY PEOPLE CONVINCED THEMSELVES THEY ARE SAFE

## PSYCHOLOGICAL JUSTIFICATIONS FOR INACTION

OUR MINDS USE SHORTCUTS TO REDUCE ANXIETY—BUT THESE SHORTCUTS CAN BE DANGEROUS.

### 1. NORMALIZATION

"It always weakens here."



#### WHY WE BELIEVE IT:

Past patterns feel like a promise that the future will be the same.



#### THE TRUTH:

Storms are changing. What happened in the past is not a guarantee for the future.

### 2. OPTIMISM BIAS

"It won't be as bad for us."



#### WHY WE BELIEVE IT:

We think we're less likely to experience a negative event.



#### THE TRUTH:

High-impact events don't follow fairness. Anyone can be in the path.

### 3. PERSONAL EXPERIENCE BIAS

"We did fine last time."



#### WHY WE BELIEVE IT:

Our last experience feels like evidence it will turn out the same.



#### THE TRUTH:

Past survival does not predict future outcomes. Conditions change. So do risks.

## COMMUNICATION STRATEGY: ACKNOWLEDGE, THEN CORRECT WITH LOCALIZED RISK INFORMATION

### 1. ACKNOWLEDGE THE BELIEF



We get it. It's normal to think this way.

Builds trust. Lowers defensiveness. Opens the door to facts.

### 2. PROVIDE LOCALIZED REALITY



This storm is different. Here's why.  
Water could reach 3–5 feet in your area.  
This neighborhood floods when rainfall hits 6 inches in 12 hours.  
90% of damage in our area comes from water, not wind.

### 3. RECOMMEND A CLEAR ACTION



Here's what you can do now to protect what matters most.

Make the next step easy, specific, and doable.



**THE GOAL:** Replace risky shortcuts with accurate, local information that empowers people to act.



**INFORMED MINDS. PREPARED COMMUNITIES. SAFER TOMORROW.**  
Facts beat fear. Information drives action.

# THE TWO-DAY ATTENTION PHENOMENON

Most people ignore early information—and only engage **about 48 hours before impact.**

## ATTENTION OVER TIME

Based on typical public behavior before a weather impact

- PUBLIC ATTENTION
- INFORMATION AVAILABLE

Early information is available, but most people are not paying attention.



**IMPLICATION FOR PLANNING:** Design a two-stage messaging strategy that matches how people actually pay attention.

### 1 EARLY AWARENESS PHASE (7+ DAYS OUT TO 3 DAYS OUT)

**LOW ENGAGEMENT • PLANT THE SEED**

**GOAL:**  
Build familiarity.  
Encourage light engagement.

**MESSAGING FOCUS**

- What to watch for
- Know your options
- Simple preparedness steps

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**KEY CHARACTERISTICS**

- Broad reach
- Low friction, easy to consume
- Repetition builds recall
- Prepares people mentally

### 2 48-HOUR ACTIVATION PHASE (48 HOURS OUT TO IMPACT)

**HIGH ENGAGEMENT • DRIVE DECISIONS**

**GOAL:**  
Drive informed decisions and protect life and property.

**MESSAGING FOCUS**

- What will happen (specific & local)
- What it will cost (financial impact)
- What to do now (clear actions)

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**KEY CHARACTERISTICS**

- Targeted & actionable
- Timely, urgent, and specific
- Localized information
- Built to scale instantly

**BUILT TO SCALE WHEN IT MATTERS MOST.**  
Attention can increase 10X or more in 24–48 hours.

**BE READY TO SCALE:**

- Infrastructure
- Content
- Channels
- Partnerships
- Staffing & Resources

**PREPARE EARLY. ACTIVATE FAST. SAVE LIVES.**



**MEET PEOPLE WHERE THEY ARE—THEN MOVE THEM TO ACTION.**

Right message. Right time. Right impact.

# MONITORING COMMUNITY RESPONSE WHEN PUBLIC RESPONSE IS SUB-PAR



## KEY INDICATORS TO MONITOR

-  **LOW EVACUATION COMPLIANCE**  
Fewer people leaving at-risk areas.
-  **LOW SHELTER USAGE**  
Shelters available but underutilized.
-  **LOW ENGAGEMENT WITH OFFICIAL POSTS**  
Low likes, shares, comments, or saves.
-  **PERSISTENT MISINFORMATION**  
False or misleading information continues to spread.



## OPERATIONAL NEED



**Real-time monitoring of:**



**SOCIAL MEDIA**  
Track sentiment, questions, and trending topics.



**HOTLINE CALLS**  
Monitor call volume, common concerns, and barriers.



**WEB TRAFFIC**  
Watch spikes, searches, and key page visits.



**PARTNER FEEDBACK**  
Gather insights from partners on the ground.

## ACTION TRIGGER



**If response is weak, shift messaging immediately:**



**SIMPLIFY**  
Use short, clear messages that are easy to understand.



**REPEAT**  
Increase frequency across multiple channels.



**LOCALIZE**  
Tailor messages to local risks, locations, and audiences.



**CLARIFY CONSEQUENCES**  
Clearly communicate the risks of inaction and the benefits of taking action.



Monitor early. Act fast. Communicate clearly. **Protect lives.**





# CLEAR, CONCISE, AND CONFIRMABLE MESSAGES

Design Messages That Are Easy to Verify.



CLEAR



CONCISE



CONFIRMABLE

## KEY PRINCIPLES



### SHORT STATEMENTS

Use brief, focused statements that get to the point.

Example: "Evacuate now."  
Don't wait."



### PLAIN LANGUAGE

Use everyday words.  
Avoid jargon and technical terms.  
Make it easy to understand.



### CONSISTENT PHRASING ACROSS PARTNERS

Use the same key messages across all agencies and communication channels.  
One message. One voice.

## BUILT-IN CONFIRMATION



### OFFICIAL SOURCES

Direct people to trusted, official sources of information.

Example: NWS, FEMA, NHC, State or Local Emergency Management.



### IDENTICAL MESSAGE WORDING ACROSS AGENCIES

Ensure the same message is used across all partner organizations and platforms.



### LINKS OR QR PATHS THAT POINT TO THE SAME INFORMATION

Make it easy for anyone to scan, click, and confirm.  
One link. One source. One truth.

## EXAMPLE IN ACTION



**EVACUATE NOW.  
DON'T WAIT.**

This message is shared by:



NOAA



NWS



FEMA



NHC



STATE OR LOCAL  
EMERGENCY  
MANAGEMENT

Scan or visit for the same official information:



weather.gov/alerts



When messages match and come from trusted sources, people can confirm them—and act with confidence.

PEOPLE ACT MORE READILY WHEN MESSAGES CAN BE QUICKLY CONFIRMED.



Builds trust.



Reduces confusion.



Saves time.



Saves lives.



BE CLEAR.



BE CONSISTENT.



BE CONFIRMABLE.



# NETWORK CONSISTENCY ACROSS THE WEATHER ENTERPRISE

Consistency builds trust. One clear message. Coordinated. Reliable. Actionable.



**ONE MESSAGE. ONE VOICE. ONE PLAN.**  
We know what to do. We act. We stay safe.



STAY ALERT



TAKE ACTION



STAY SAFE

## MIXED MESSAGES. UNCERTAIN OUTCOMES.

Inconsistent communication creates confusion. Confusion leads to delay. Delay puts lives at risk.



- ✗ Not sure what to believe.
- ✗ Not sure what to do.
- ✗ Delay or no action.
- ✗ Increased risk.

Should we shelter?

Is it really that bad?

Do we evacuate?

Do we that bad?

What's happening?

Who should we listen to?



**INCONSISTENT MESSAGING UNDERMINES PROTECTIVE ACTION.**

**DON'T LEAVE PEOPLE GUESSING.**

**CONSISTENCY SAVES LIVES.**

**PUBLIC INFORMATION OFFICERS: THE MESSAGE COORDINATORS.**

**ONE CLEAR MESSAGE. COORDINATED ACROSS THE ENTERPRISE. FOR A SAFER, MORE RESILIENT COMMUNITY.**



# EXPANDING REACH BEYOND TRADITIONAL CHANNELS



## PLAN FOR GREATER MESSAGE REACH

### KEY STRATEGIES



**PRE-IDENTIFY COMMUNITY CONNECTORS:**



**NEIGHBORHOOD LEADERS**



**SCHOOLS**



**FAITH-BASED ORGANIZATIONS**



**HEALTH PROVIDERS**



**LOCAL INFLUENCERS**



**INTEGRATE THEM INTO THE MESSAGING PLAN BEFORE HURRICANE SEASON.**



**NEIGHBORHOOD LEADERS**

Trusted voices in the community



**SCHOOLS**

Reach students, families, and staff



**FAITH-BASED ORGANIZATIONS**

Deep trust, strong networks



**HEALTH PROVIDERS**

Reliable information from trusted professionals



**LOCAL INFLUENCERS**

Amplify messages across diverse audiences

TOGETHER, THEY HELP DELIVER MESSAGES THROUGH:



In-person conversations



Community meetings



School newsletters



Faith announcements



Social media and apps



Local radio and TV



Flyers and bulletins



**REACH IS NOT AUTOMATIC—REACH MUST BE ENGINEERED.**





# LANGUAGE AND COMMUNICATION BARRIERS EQUITY IN RISK COMMUNICATION

Everyone deserves clear, accurate information—understood in a way that works for them.

## ⚠️ CHALLENGES



### LANGUAGE ACCESS

Not everyone speaks or understands the primary language.



### LITERACY LEVELS

Complex words and long messages can exclude people.



### DISABILITIES

Physical, sensory, cognitive, and developmental differences affect how information is received.



### LIMITED DIGITAL ACCESS

Not everyone has reliable internet, devices, or data plans.



### CULTURAL INTERPRETATION OF RISK

Perceptions of risk, trust, and past experiences influence how messages are understood and acted upon.



When communication isn't equitable, some are left unprotected. Identify and remove barriers—reach everyone.

## ✅ DESIGN IMPLICATIONS



### MULTILINGUAL MESSAGING

Provide information in the languages people speak and understand.



### VISUAL AND AUDIO FORMATS

Use images, icons, videos, infographics, and audio to reach all audiences.



### ACCESSIBLE SHELTER AND EVACUATION GUIDANCE

Ensure locations and instructions are easy to find, understand, and use for everyone.



Equitable communication saves lives. Clear. Inclusive. Accessible. Actionable.



# PREPAREDNESS REQUIRES MORE THAN FEELING SAFE.

## EFFECTIVE HURRICANE PREPAREDNESS MUST:



### OVERCOME EMOTIONAL ATTACHMENT TO HOME.

Love of home and family can increase risk if it delays action.



### COUNTER PSYCHOLOGICAL JUSTIFICATIONS FOR INACTION.

"It won't be that bad." "I've been here before." can lead to dangerous choices.



### REPLACE FEAR WITH USABLE KNOWLEDGE (INCLUDING ECONOMIC REALITIES).

Know your risk, your options, and the potential costs of staying.



### RECOGNIZE THE TWO-DAY ATTENTION WINDOW.

People decide early. Make those first 48 hours count.



### MONITOR PUBLIC RESPONSE IN REAL TIME.

Use data from social media, calls, web traffic, and partners to adapt quickly.



### DELIVER CLEAR, CONFIRMABLE, AND CONSISTENT MESSAGES.

People act when messages are easy to understand and verify.



### EXPAND REACH THROUGH COMMUNITY NETWORKS AND INFLUENCERS.

Trusted voices and local partners extend your impact.



### ENSURE COMMUNICATION EQUITY.

Reach everyone—regardless of language, access, ability, or location.



### REMEMBER:

Preparedness is not just about information—it's about understanding, trust, and timely action.



**FEELING SAFE IS NOT A PROTECTIVE ACTION. UNDERSTANDING RISK—AND ACTING ON IT—IS.**



BE INFORMED.



BE READY.



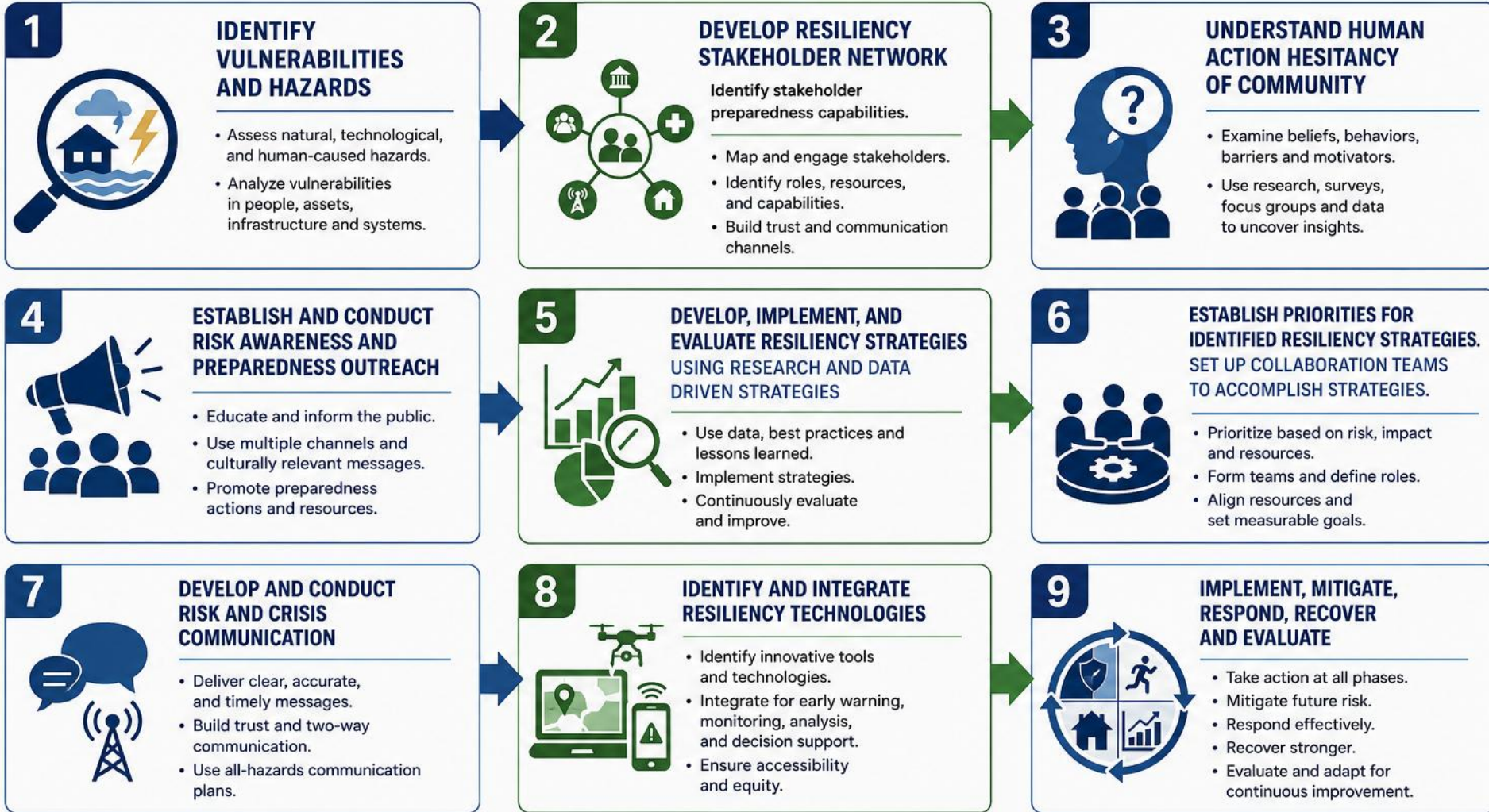
BE PREPARED.



BE RESILIENT.

# THE STRATEGIC RESILIENCY PROCESS

*A Continuous Cycle for Stronger, Safer Communities*



**RESILIENCY IS A CONTINUOUS PROCESS. COLLABORATE. COMMUNICATE. ADAPT. THRIVE.**





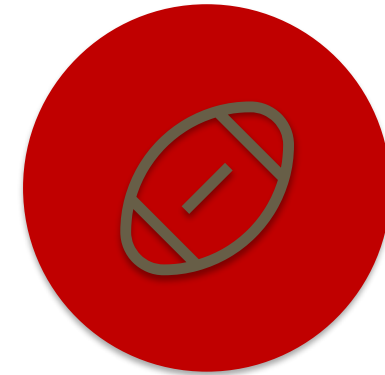
# QUESTIONS?



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