# Public Education
# for Mobile Device Alerts and Warnings:
# Current Knowledge and Research Needs

Michele M. Wood, PhD
Community Health Science Department
California State University, Fullerton

Much is known about how to craft effective warning messages.

# Evidence Based Warnings

(Mileti, Kuligowski, Sorensen, & Vogt-Sorensen, 2009)

- **MESSAGE IS:**
    - **CLEAR** (simply worded)
    - **SPECIFIC** (precise and non-ambiguous)
    - **ACCURATE** (no error)
    - **CERTAIN** (authoritative and confident)
    - **CONSISTENT** (within and between messages)

- **ABOUT:**
    - **WHAT** (to do)
    - **WHEN** (when to do it)
    - **WHERE** (who should & shouldn't do it)
    - **WHY** (hazard & consequences)
    - **WHO** (who's giving the message)

- **AND IS CONFIRMED:**
    - **REPEATED** frequently
    - **MULTIPLE COMMUNICATION CHANNELS**

# Evidence Based Warnings Message Template

- Message label
- Who's speaking
- Who message is for (location)
- What they should do by when (who shouldn't)
- Why they should do it (risk/consequences)
- Repeat:
  - Who message is for
  - What they should do by when
- End: message label & pending information

How will the public respond to alerts and warnings received on mobile devices with a 90 character constraint?

We also know that warning response is situationally determined.

How can we use public education "prime" the public to respond to mobile device alerts and warnings?

# Lessons Learned, #1

- Don't use fear to "engage" people

# Lessons Learned, #2

- Provide rich fields of information when educating the public about CMAS
  - Multiple channels, multiple sources, what actions to take, how the actions can cut future losses, consistent message
- Make public education interactive and experiential
- Tell people where to get more info

# Lessons Learned, #2

- Who could provide a credible face for a public education campaign about mobile device alert systems?

# Firefighters are the most credible source for Americans (35%)

# Lessons Learned, #2

- 35% is as good as it gets for a single source, <u>so use multiple sources</u>

- Make sure messages are consistent across sources and channels

# Lessons Learned, #3

- The most important thing we can do is to get people talking to each other (milling)

- People are engaging in information seeking in new ways using new technology, much of it electronic

# Research Needs

- What's the inter-rater reliability for releasing CMAS warning messages for a given event?

- What about intentional reception blockers, liability issues, duty to inform?

- Design of local, regional, national mobile device alert and warning drills

- Evaluation—formative, process, outcome