



The Pursuit of a

N E W
N O R M A L



What does the average* person need to know about Cascadia's science and history?

- This earthquake is a several-minute shaking event that would severely impact the entire region west of the Cascade Mountains, from British Columbia to Northern California.
- Most of this event's fatalities will likely result from the tsunami it would trigger, which would impact much of the PNW shoreline below 100 feet.
- The study of our past earthquakes, and the proximity of future ones, is a subject of constant speculation. The scientific consensus will change over time. The current consensus is that our last 9M earthquake occurred on January 26, 1700, and that a similar event could occur at any moment of our lifetime.

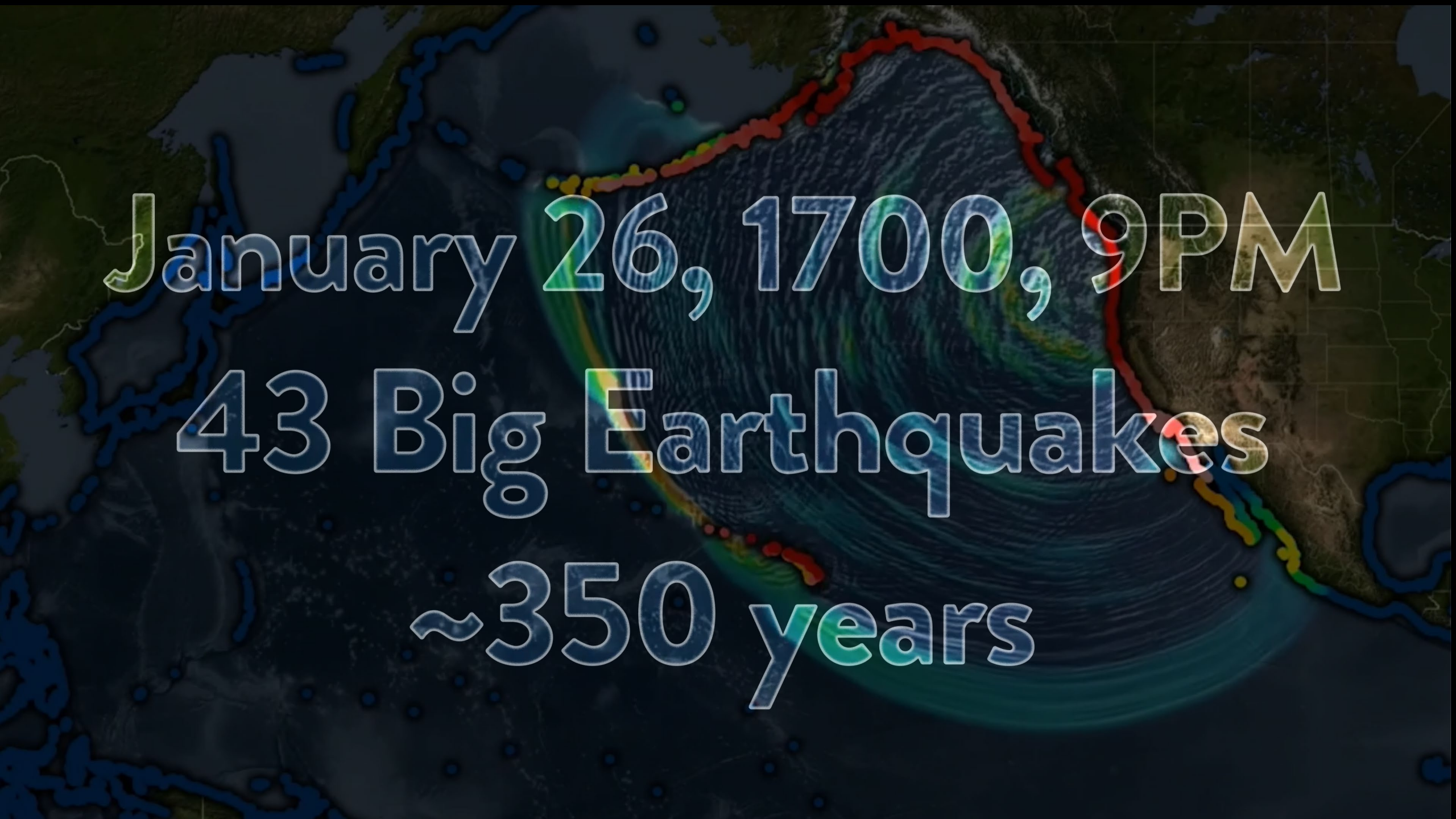
** "Average" here and henceforth refers to a person who does not work in emergency management, science, engineering, or public policy. For example, Steve Eberlein – the presenter and author of this presentation – is an average person.*



2:22



5:00

A map of the Pacific Ocean with a grid overlay. Concentric blue and green circles represent seismic wave patterns, centered on the west coast of North America. A red line follows the coastline of the Pacific, with small colored dots (red, yellow, green) indicating specific seismic events along it.

January 26, 1700, 9PM

43 Big Earthquakes

~350 years

What does the average person need to know about the aftermath and response?

- Just like you, first responders rely on roads, fuel, electricity, and broadband services to do their work. The infrastructure that we all rely on was not built for major earthquakes. At this moment of universal need spanning from the entire PNW, the roads, bridges, equipment, fuel and airports required to deliver aid will be compromised. We will all find ourselves isolated in small islands formerly connected by our infrastructure.
- A quick, organized, widespread response is *logistically impossible*. The 2-Weeks Ready campaign signals to the population of how long they will wait before they see the first signs of a coordinated response.
- The degradation of infrastructure outside our homes will be mirrored by a disruption of services inside our homes. Every home service will be disrupted. The 2-Weeks Ready campaign is asking you to prepare for this inevitable disruption, with an emphasis on water, food and medication.





2 
WEEKS
READY



What do preparedness advocates need to know about the average person?

- It's natural to assume that if a person knows that there's a risk and knows what to do about it, that they will take action. The presenter referred to this as the Knowledge Myth. The ineffectiveness of knowledge alone is evidenced in Seattle, where widespread news coverage ([Seattle Times](#)), the shared experience of the Nisqually earthquake (2001) and the presence of a fault line below the city have induced few residents to take measurable action according to a Seattle Emergency Management [survey](#) in 2015.
- This inaction is frustrating, but it's also typical. Americans continued to smoke at high rates long after the risks were proven, and 60 years after the Model T was released, our interest in making cars faster exceeded our concern with making them safer. However, massive behavior change has occurred. In 1965, 42% of adults smoked, while the current rate is 11%. In 1984, the seatbelt use rate was 14%, while the current rate is 92%.

7 day

6 day

5 day

4 day

3 day

2 day

1 day

59%



11%

21%



11%

38%

30%

19%

15%

45%



40 years ago,
only 14% of
Americans
wore seatbelts



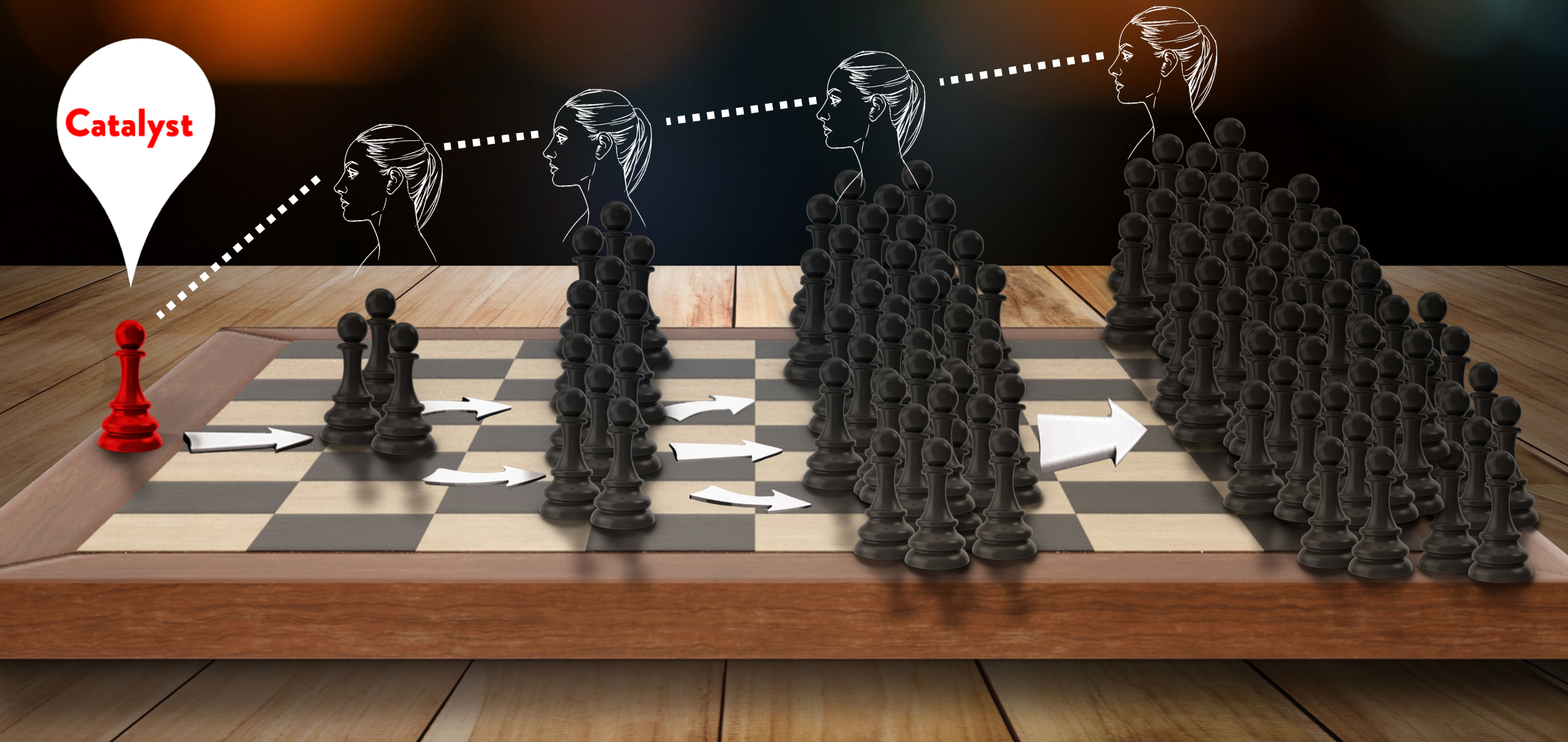
Today, more
than 91% of
Americans
regularly wear
seatbelts.

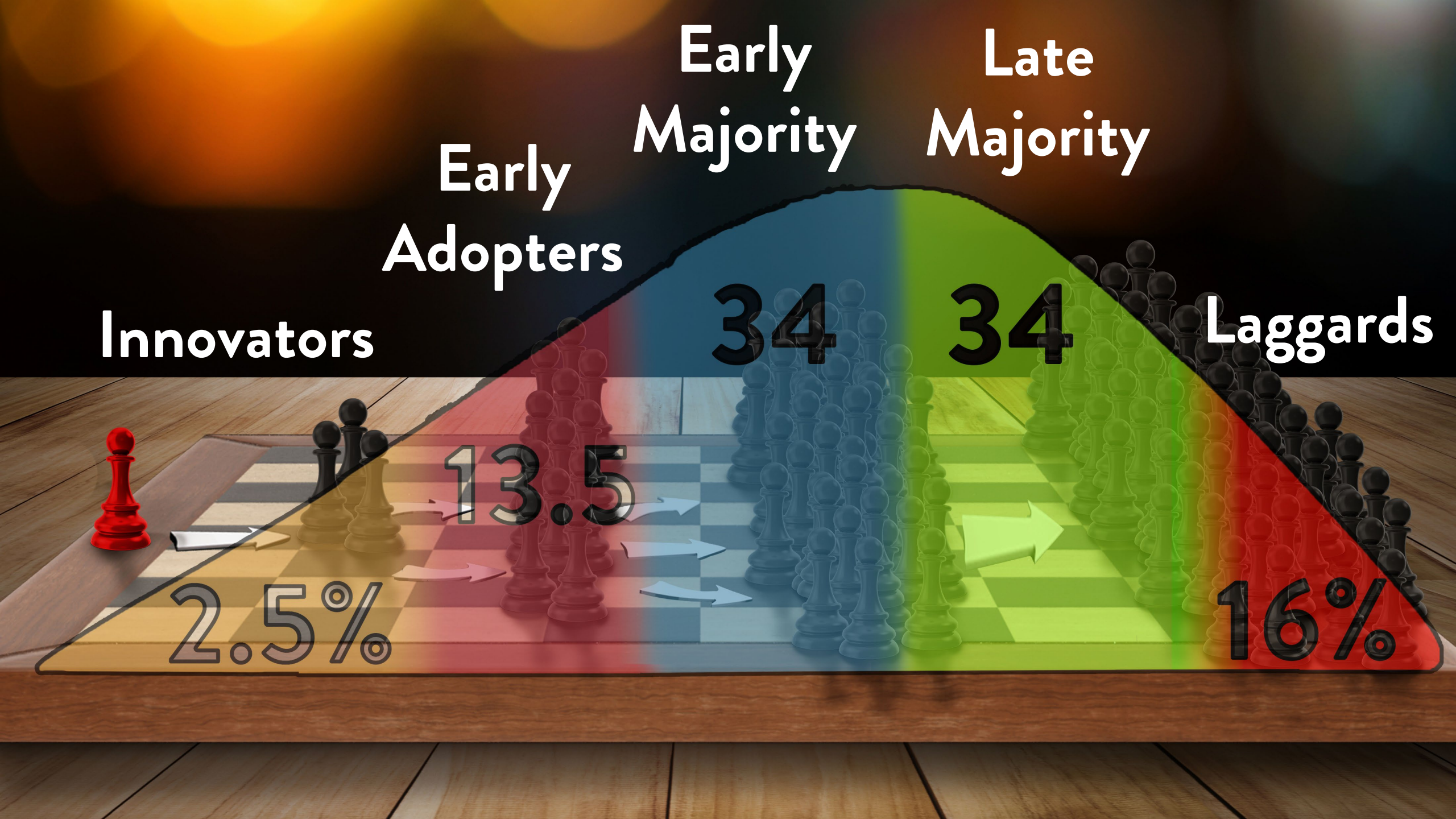


What does it take to trigger a mass change of human behavior?

- Behavior change comes from the right combination of several catalysts. Our change in seatbelt behavior required evidence of vehicular hazards, the introduction of seatbelts, and state laws requiring their use. For cigarettes, the catalysts included evidence of smoking hazard, scientific links to cancer and chronic disease, sin taxes, and prohibitions on smoking indoors, which changed smoking from a social behavior to a self-ostracizing behavior.
- The additional catalyst that is less often acknowledged is the *visibility* of the change. The act of smoking or quitting, of wearing a seatbelt or not, is a phenomenon we can witness. Witnessing change catalyzes more of that change.
- Simon Sinek's [Law of Diffusion of Innovation](#) describes how ideas sweep through populations. The same concept might apply to safety behaviors. Some of us respond to the early catalysts out of a concern for safety – but more of us respond to *seeing* how other people respond to those same catalysts.

Catalyst





How does this apply to disaster preparedness?

- Like smoking and seatbelts, there has been ample effort to educate the public on the risk and what to do. Unlike smoking and seatbelts, we should not expect policy incentives or penalties to further catalyze sweeping societal change.
- The additional catalyst that could be available to us is visibility. Unfortunately, preparedness can be performed without those around us knowing it. In fact, the visibility of preparedness at the “average” person’s level is so rare that it seems strange, and may even repel others who might otherwise find preparedness a reasonable response to a real risk. This is called a “Common Sense Gap.” [See minute [5:00](#)] Most people know that they should prepare for the risk, but don’t expect others (or themselves) to do so. This is a sign that culture is interfering.
- Just as Simon Sinek divided the population into Innovators, Early Adopters, Early Majority, Late Majority, and Laggards, it’s helpful to divide the preparedness population into categories.

The four “Preparedness Personalities”

- **True Believers** – This set is already prepared, and are quite enthusiastic, if not evangelical, about preparedness.
- **Undercover Preppers** – This set may be as prepared as the “True Believers” but are anxious to avoid being lumped with the Prepper community, to which they may not feel akin. To avoid this risk, they do not talk about the preparedness measures that they’ve taken.
- **Persuadables** – This set may be genuinely ignorant of the risk, the measures that should be taken, and the opinions held about people who prepare. They can be convinced with the presence of the right catalysts. This is a large group that encompasses Sinek’s early and late majorities
- **Eye Rollers** – This final set feels very vulnerable and uncomfortable with the topic. In dismissing the topic as overblown, they undermine the True Believers, discourage the Undercover Preppers, and persuade the Persuadables to remain inert.



Persuadables

Undercover
True Believers
Preppers

Eye
Rollers

This is stupid.



Catalyst



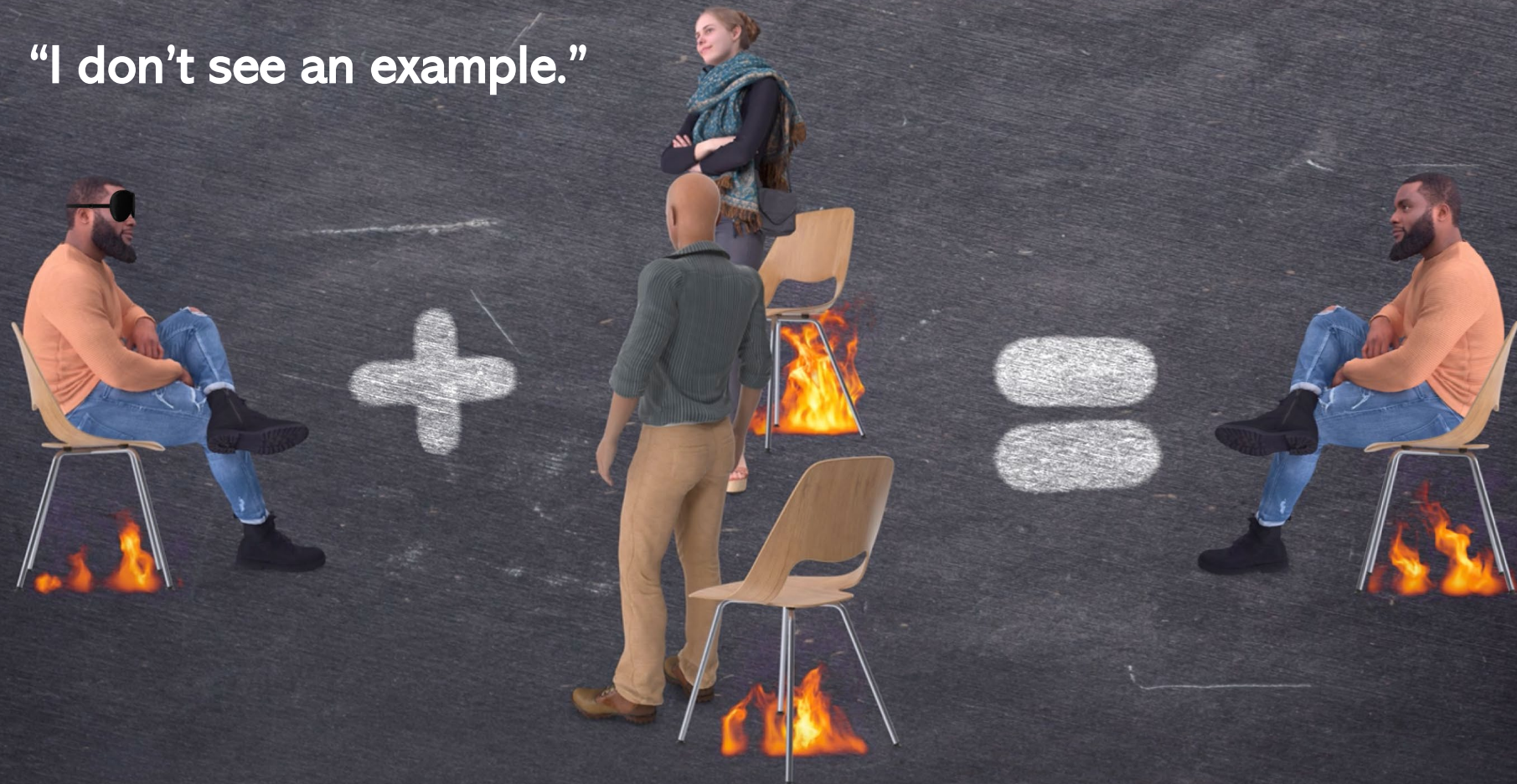
What's needed to persuade the Persuadables?

- Persuadables need a rudimentary understanding of the risk and rationale for the actions that needs to be taken (Slide 6). But stopping there leaves us with the Knowledge Myth (Slide 11). Behavior change requires a combination of intellectual and social catalysts. The best social catalyst is the visible examples set by people we know, like, and trust.
- The simple assumption of Persuasion Math is that if a Persuadable had the right intellectual catalyst (“I know why and how to prepare”), and has a respected person in their life who is preparing, they are likely to change their behavior.
- Conversely, if a Persuadable has the right intellectual catalyst but is unaware that his associations are preparing – or worse, is hearing disparaging remarks about Preppers – they will be less likely to prepare.

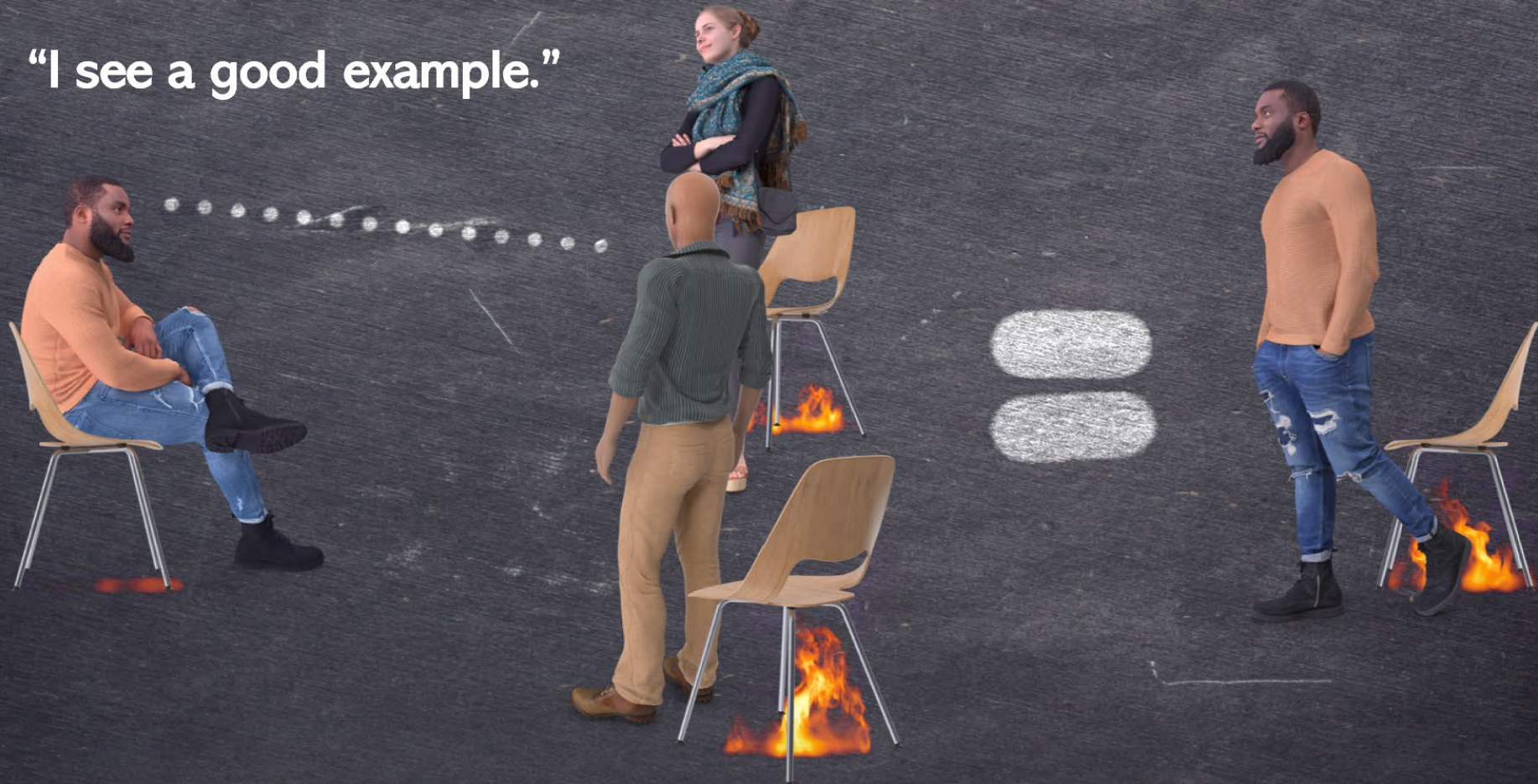
"I see a bad example."



"I don't see an example."



"I see a good example."



Where Can We Persuade the Persuadables?

- Persuasion Math only works in places where a Persuadable is likely to find people that they know, like and trust. PSAs, advertisements and official channels of communication help catalyze awareness, but the other part of the Persuasion Math relies on authentic, personal examples. The average person is most likely to encounter the preparedness example that they need either at a **workplace** or in a **faith community**. Neighborhoods can be powerful preparedness containers as well, but unlike faith communities and workplaces, most neighborhoods don't meet daily or have a leadership structure.
- For Persuasion Math to work, systematic attention should be brought to the intellectual catalysts (e.g. [*The Really Big One*](#)), and the preparedness examples of the True Believers should be known and praised. This is a small, but present, portion of your population. If their example is respected, the larger group of Undercover Preppers may see it's safe to come out of the closet, and so serve as an example to the Persuadable majority of the community's population.



Marketing Tips

- Stay away from fear-based preparedness marketing. This can work for some – hence the Prepper movement – but it won't work for the Persuadable majority. Persuadables don't want to join a subculture, and they also don't want to feel like they're doing this alone. Persuadables want to join a community of people who are doing something commonsense and responsible. Market accordingly.
- Don't challenge people to do everything. Just challenge them to start. Drinking water is critical, accessible to all income brackets, and measurable. Begin with a 14-gallon-per-person challenge. Make it visible, make it ongoing, and make your leadership participate. Recruit your HR to initiate newcomers into the challenge from day one. Once you have found a way to garner 100% participation, you'll have a culture of enthusiasm ready to do more.

Stop asking
this, please.





Stay Positive
Stay Focused
Stay Strong

Prepare with **Us**



Let's start our
emergency prep with
water.

- ✓ **Inexpensive**
- ✓ **Logical**
- ✓ **Low-effort**
- ✓ **Measurable**
- ✓ **Easy to message**
- ✓ **Uncontroversial**
- ✓ **Visible**



Water Warriors!



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