CIII TV OF

MAPPING THE IMPORTANCE AND DIFFICULTY OF ACHIEVING DESIRED COMMUNITY SAFETY OUTCOMES

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Project C7 (Evaluation Framework Project) conducted 11 concept mapping workshops across Australia to gain insight into what members of community safety groups and fire agencies believe are the important issues in making community members safer from bushfire. Five workshops were held with members of community safety groups and six with groups of agency personnel across NSW, SA, Tasmania, Victoria and WA.

Each individual workshop generated between 34 and 60 unique statements that were organised into between 5 and 11 clusters. Participants also rated each statement on a scale from 1 to 5 for its importance and the difficulty of achieving it. C7 researchers synthesized the 14 general concepts outlined below from the workshop data.

1. Agency/Community Interaction

The flow of information between agencies and the public, before an incident occurs, with the aim of increasing resident awareness of the risks posed by bushfire as well as encouraging preparation to mitigate those risks.

2. Household/Neighbourhood Planning and Preparation

The formulation of a plan that outlines an appropriate response to a bushfire and preparation that enables the chosen plan to be implemented.

3. Deciding and Planning for 'Stay or Go'

Understanding of the issues surrounding the 'Stay or Go' message as well as making decisions about what individuals or households will do when threatened by bushfire, based on accurate information.

4. Use of Incentives to Achieve Preparedness

The use of incentives to encourage preparedness or, conversely, the use of penalties to discourage inappropriate or risky behaviour.

5. Understanding/application of Regulations for Bushfire Safety

The need for appropriate legislation to be put in place and enforced as well as ensuring community members and local governments understand why those laws are necessary.

6. Policy Framework for Agency and Organisational Roles

Ensuring the fire agencies implement appropriate policies and procedures to support community safety initiatives.

7. Principles Underpinning Program Development and Adult Learning

The importance of creating an environment conducive to effective learning by adults.

8. Individuals/Community have a Realistic Understanding of Risk

The focus of the statements in this cluster is on the importance of community members understanding the range of factors that influence risk.

9. Appropriate Information/Education Activities

The provision of education, to a range of groups and using a number of different methods.

10. Greater Community Ownership and Responsibility for Bushfire Safety

The statements in this cluster are about community members taking increased responsibility for their own safety, planning for themselves and the communities they belong to.

11. Agency/Inter-Agency Responsibilities and Co-ordination

Within cluster 11 the researchers have identified two related, yet distinct concepts. The first relates to agency responsibilities for the community. The second relates to the intragency relationship between the operational branches of an agency and those concerned with community safety initiatives.

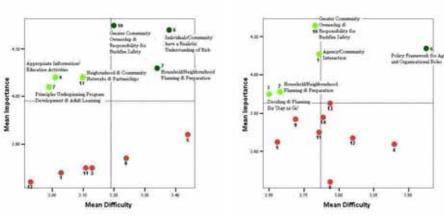
12. Effective Communication of Information during Bushfire

The majority of statements in this cluster are concerned with the way in which fire agencies deliver information to community members during a bushfire. Another element

Comparison of Importance and Difficulty Ratings

Agency Workshops

Vorkshops Community Workshops



Legend

Important and Least Difficult to Achieve – Should Receive Immediate Priority?
Important but More Difficult to Achieve – Longer Term Planning Required?
Lower Priority Outcomes?

How Can These Results Be Used?

•Program Planning – The results provide an indication of the community safety outcomes that might be given the highest immediate priority

•Program Evaluation – The results provide general criteria for evaluation of all community safety initiatives •Program Theory – The results provide a basis for the development of program logic models expressed in cluster 12 is that to improve community safety from bushfire, systems need to be implemented that enable community members to communicate information to fire agencies, making use of local knowledge.

13. Neighbourhood and Community Networks and Partnerships

The majority of people are, in some way part of community networks. These networks will influence the capacity of communities to selforganise, and to work effectively with fire agencies, and other authorities. The networks will also influence community resilience and sustainability of community safety efforts.

14. Community and Agency Responsibilities to

Responsibilities to Address Specific Needs

Statements in this cluster are related to very specific, local issues, offering practical solutions to identified problems.

