



Extending Impact by Building Back Better

What do disaster-affected people really think?

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faith. action. results.



Indonesia
Haiti
Philippines
Nepal
Ecuador





extending impact

FACTORS INFLUENCING HOUSEHOLDS TO ADOPT
HAZARD-RESISTANT CONSTRUCTION PRACTICES
IN POST-DISASTER SETTINGS



**How can we extend
our impact to help
people make their
homes disaster
resilient?**

Using a behavior change methodology to gain insights into the answers to this question



12 determinants of behavior change



Cues for action



Access



Perceived risk



Perceived positive consequences



Perceived self-efficacy



Perceived negative consequences



Perceived severity



Perceived action efficacy



Culture



Perceived social norms



Perceived divine will



Policy, regulations

Universal Motivators

Love
Security
Comfort
Recognition
Success
Pleasure
Power





Findings and Conclusions





Cues for Action

- Proactively use demonstration and neighbors' homes to influence.
- Create more learning opportunities according to people's availability.





Access

- Develop multiple options for solutions, with cost range and easy to copy.
- Work with markets to have materials available
- Create livelihood opportunities for people to acquire materials.
- Increase qualification of skilled workers.





Perceived Risk

- Use built models/tools to analyze why houses are damaged.
- Use graphic material to show effects of bad practices.
- Integrate other preparedness activities (alerts, drills, first aid, etc.)





Perceived Positive Consequences

- Reinforce knowledge of hazard-resistant practices.
- Leverage universal motivators if possible.





Perceived Self-Efficacy

- Strengthen confidence in communities, families and workers in the use of hazard-resistant techniques.
- Keep technical information simple and easy to read.





Specific Recommended Actions

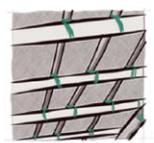
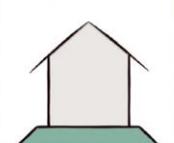
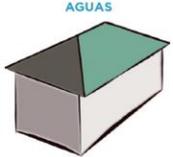
- 1. Maximize the 'cue' value of demonstration homes and proactively use them as multipliers.**
- 2. Ensure hazard-resistant solutions are diverse and easy to access, both financially and physically.**



Specific Recommended Actions

- 3. Ensure affected people understand the components of risk, and how they can become hazard-resilient.**
- 4. Focus on the everyday and long-term benefits and advantages in severe climate conditions, rather than lecturing regulations.**

Technical orientation included...

	FUNDACIONES	NIVEL DE PISO ELEVADO	PAREDES	COLUMNAS	CONEXIÓN DE COLUMNA A VIGA	CONEXIÓN ESTRUCTURA DEL TECHO	TECHO
FILIPINAS	<p>PLAFÓN DE CONCRETO ARMADO</p> 	<p>PISO ELEVADO</p> 	<p>REFUERZOS EN LAS ESQUINAS</p> 	<p>NA</p>	<p>REFUERZO DE MADERA</p> 	<p>PLANCHA CERCHAS</p> <p>ATADO CON ALAMBRES</p> 	<p>TECHO FIJADO DE FORMA SEGURA</p> 
PAKISTÁN	<p>COLUMNA ENTERRADA EN EL SUELO</p> 	<p>SOBRE CIMENTACIÓN</p> 	<p>PROTEGIDAS CON CAL</p> 	<p>NA</p>	<p>SOportes DE CAUCHO</p> 	<p>COSTANERAS</p> 	<p>TECHO INCLINANDO</p> 
MADAGASCAR	<p>COLUMNA ENTERRADA EN EL SUELO</p> 	<p>PLACAS DE PISO ESTABILIZADO</p> 	<p>COLUMNAS ENTERRADAS EN EL SUELO Y SELLADAS CON ACEITE DE MOTOR</p> 	<p>COLUMNA SELLADA CON ACEITE DE MOTOR</p> 	<p>CINCHOS DE METAL</p> 	<p>REFUERZO DE MADERA</p> 	<p>CERCHAS ENRIOSTRADAS</p> 
INDIA	<p>COLUMNA ENTERRADA EN EL SUELO</p> 	<p>SOBRE CIMENTACIÓN</p> 	<p>SOPORTE CRUZADO</p> 	<p>COLUMNA DE CONCRETO ARMADO</p> 	<p>PERNOS FUNDIDOS EN LA COLUMNA</p> 	<p>NA</p>	<p>TECHO A CUATRO AGUAS</p> 
BANGLADESH	<p>COLUMNA ENTERRADA EN EL SUELO</p> 	<p>PLACAS DE PISO</p> <p>BASE ELEVADA</p> 	<p>REFUERZOS CRUZADOS</p> 	<p>PEDESTAL DE CONCRETO ARMADO</p> 	<p>PERNOS FUNDIDOS EN LA COLUMNA</p> 	<p>NA</p>	<p>TECHO SUJETADO DE FORMA SEGURA</p> 



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Thank you!

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