Extending Impact by Building Back Better

What do disaster-affected people really think?

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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.
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...
Thank you!

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