

Intro

- » Residents & jobholders living and/or working near the coast of Oregon are at risk to high-magnitude earthquakes and subsequent tsunamis.
- » Conducted focus groups & interviews to investigate experiences in earthquake and tsunami preparedness.
- » Utilized a grounded-theory approach to develop a theoretical basis to explain the facilitators & barriers of their experiences¹

Participants

- » 9 focus groups + 20 individual interviews
- » N = 77
- » Approx 1 - 1 ½ hr sessions

Setting



Methods

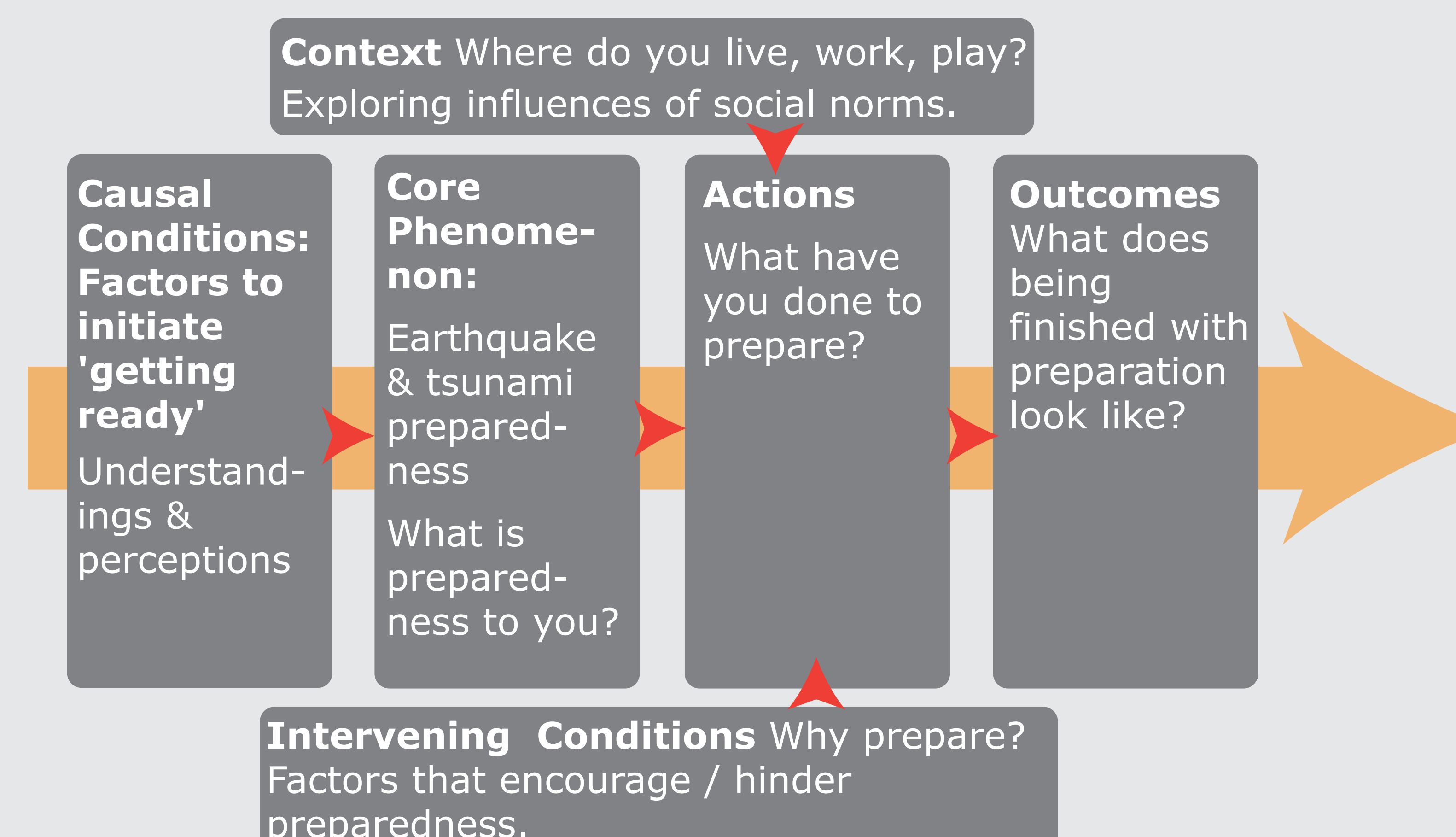
QUAL Phase	Procedures	Products
IRB Dev & Approval	Develop <ul style="list-style-type: none">» Project details, ethical treatment & informed consent» Data security & confidentiality» Interview protocols & activities» Recruitment flyers	Approved IRB <ul style="list-style-type: none">» Procedures» Interview protocol & activities» Transcription service» IRB Number: 20150615336EX
Data Collection	<ul style="list-style-type: none">» Recruit participants: Email lists & snowball» Conduct semi-structured interviews» Collect local info	<ul style="list-style-type: none">» Audio recordings» Written memos» Maps, pamphlets, photos
Data Analysis	<ul style="list-style-type: none">» Grounded theory» Analyze with NVivo12» Code: open, axial, selective» Develop axial diagram» Validate results	<ul style="list-style-type: none">» Themes identifying factors» Axial diagram illustrating process to explain relationships & process
Interpretation	» Develop theory to explain the process of developing earthquake and tsunami preparedness among individuals who live and work near coastal Oregon.	

Preliminary Take-aways

Residents & jobholders along coastal Oregon need focused guidance on home mitigation to prepare for large earthquakes.

They also desire consistent messaging about tsunami evacuation from buildings.

Axial coding diagram²



Preliminary Results

- » All study participants are actively in the process of preparing for earthquakes for themselves, their family members, & at work.
- » Varying approaches and extent of preparedness partially due to attitudes, skepticism, and conflicting info about potential size & impact of earthquake and subsequent tsunamis. Leading to attitudes of:
 - » Preparedness is a once and done activity
 - » Always preparing
 - » State of being prepared
- » Participants are aware of their location compared to tsunami evacuation zone.
- » Lack of awareness of helpful and inexpensive home actions.
- » Different sources (local, state, & national) provide conflicting tsunami evacuation zone messages (when in a building): Evacuate immediately vs after 30 seconds vs after earthquake stops.

Next Steps

- » Analysis is ongoing
- » Contribute to future ShakeAlert & communication for preparedness

Citations

- 1 Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- 2 Axial coding diagram is a model to depict the relationships between the central phenomena and concepts. Learn more in Corbin, J. and Strauss, A. (2015). *Basics of qualitative research: Techniques and procedures for developing Grounded Theory (4th Edition)*. Thousand Oaks, CA: Sage Publications.

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