

**Living with a Volcano in your
Backyard Outreach Program—
Preparing citizens to live safely with
volcanoes.**

The Role of Geoparks

March 19, 2013

U.S. Department of Interior
U.S. Geological Survey

The Ostrich Cycle

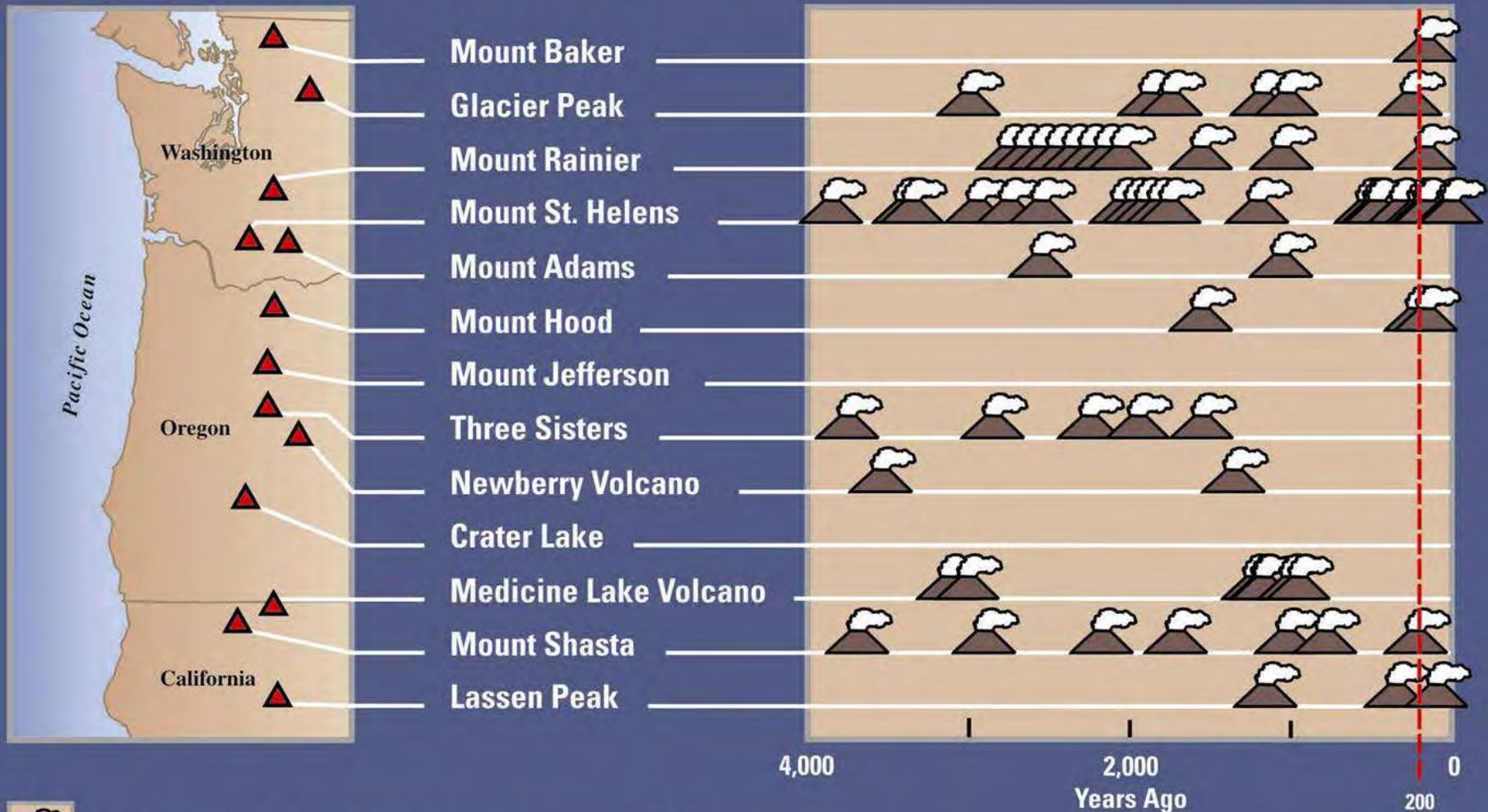


The Outreach Cycle



Frequent eruptions in the past—future eruptions are certain.

Eruptions in the Cascade Range During the Past 4,000 Years



Eruption or period of multiple eruptions at or near named volcano

Living with a Volcano in your Backyard! Outreach Campaign

- **What is it?**
 - Long-term outreach plan aimed at policy makers and professional information providers.
 - Begun in 1995 as a “Demonstration Volcano Outreach Project”
 - Involves outreach specialist and multiple scientists.
 - Moves volcano research results to stakeholder products.
 - Designed and accomplished in partnership with stakeholders.



Living with a Volcano in your Backyard!

Objectives

- Assemble information for each audience.
- Include volcano hazards and preparedness messages in local/regional multi-hazard outreach, policies and plans.
- Encourage ‘grass-roots’ outreach in communities, parks, schools, etc.



When people become knowledgeable about natural processes, they can prepare for hazards, and then live with greater safety and comfort.

Powerful strategies evolve when information providers unite.



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Policy makers—

- Volcano hazard work groups and Coordination Plans.
- Integrated Emergency Management Courses (IEMC)
- Trainings.
- Support safety and preparedness.

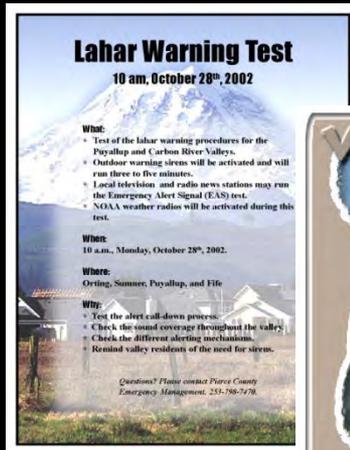
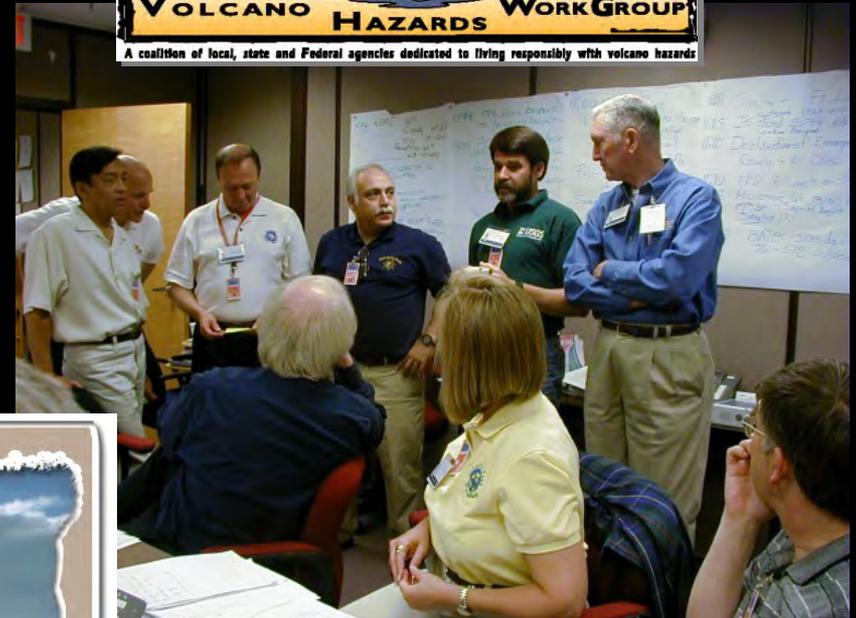
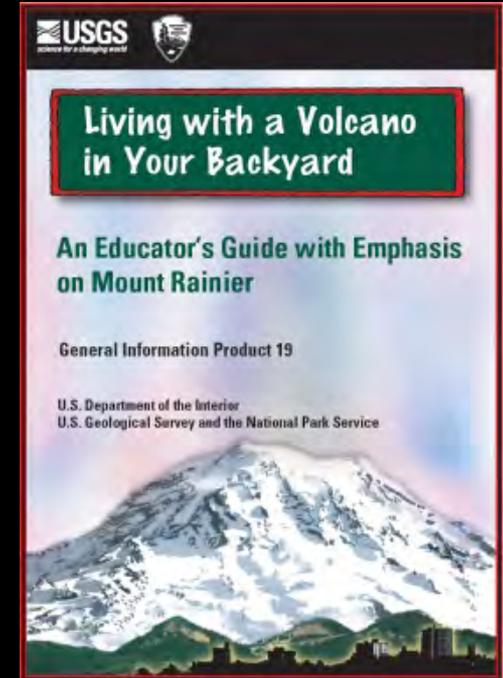
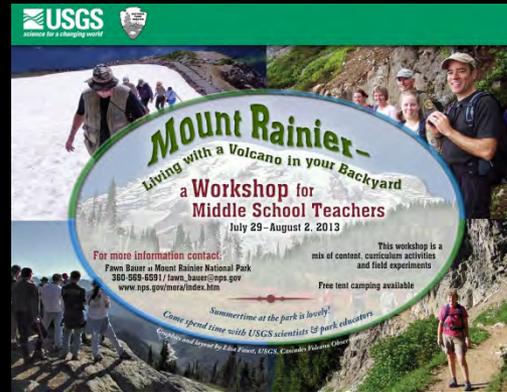


Photo Courtesy: USGS

Living with a Volcano in your Backyard!

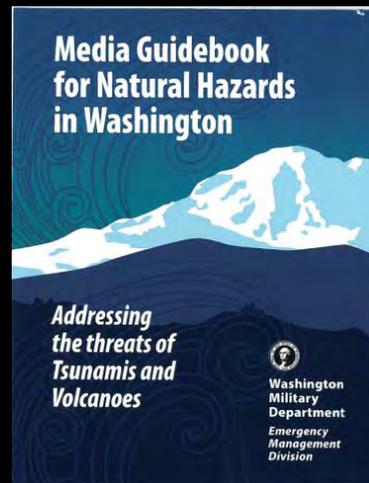
- Educators-
- Curriculum
- Workshops
- Webinars
- Traveling Community Exhibits



Living with a Volcano in your Backyard!

Media—

- Trainings
- Station visits
- Interviews and media days
- B-roll
- Media Guidebook



Living with a Volcano in your Backyard

Geopark staff—

- Trainings
- Safety and preparedness actions
- Public presentations
- Aid with exhibit and sign development



Geoparks: Key Elements for Coordinated Public-Awareness Campaigns

- **Consistent and complementary messages**
- **Effective communication by professional communicators.**
- **“See for yourself” visitor experience encourages visitors’ insights.**
- **Family learning that encourages discussions.**



Geoparks—opportunities to educate visitors about park resources, geology and safety



No matter what the hazard—sell preparedness by understanding what motivates people, then sell a feeling.

Motivations—

- Family
- Safety
- Peace of Mind

Sell a feeling—

- Peace of mind
- Safety
- Confidence
- Control of the situation
- Back to normal
- Minimal damage
- Financial security
- Your family is counting on you
- Confident that you have done all you can do



Key Messages... *“People who are knowledgeable and prepared can survive in greater safety and confidence during the next volcanic eruption. Your family will count on you to follow with these measures.”*

- **Learn**—Understanding the hazards to your community will help your family and business be ready.
- **Inquire**— Inquiring about community emergency plans will help your family with preparations.
- **Plan and prepare**— Preparing today can help us to survive and recover more quickly from a volcanic eruption. Being prepared will help your family live with greater safety and peace of mind.

“If you live in a lahar hazard zone, get to high ground. If not in a lahar-hazard zone, shelter in place (in a place where you can live without outside assistance for 72 hours)”



Lessons Learned

- Partnerships bring opportunities—and many complexities (politics, personnel, funding, and policy changes).
- Partnerships require constant attention.
- Trained staff using consistent messages is fundamental.
- Day-to-day interpretive staff might need to address daunting safety issues.



Best Practices

- In partnership, develop consistent and complementary messaging and convey them in multiple venues.
- Don't isolate your park from life's realities.
- Develop a "Geohazards Awareness Plan"
- Encourage thematic interpretation.
- Use values-driven messages about hazards and suggest actionable items for preparedness.

Partnerships offer powerful communication strategies for parks and nearby communities.

