



2018 Preparedness in America National Household Survey Results

Every year FEMA surveys the American public to assess how the culture of personal disaster preparedness and resilience has changed over time with the National Household Survey (NHS). This survey also measures individuals' attitudes and behaviors regarding preparedness and assesses what influences them to begin preparing for a future hazard.

The NHS surveyed approximately 5,000 adults in the U.S. using landlines and cell phones in both English and Spanish. The survey includes both a nationally representative sample and hazard-specific oversamples

including tornadoes, floods, hurricanes, wildfires, earthquakes and urban events.

Estimates from the 2018 survey suggest that an increasing percentage of the American public are actively preparing for disasters. Key points of the survey include:

- 57% have taken three or more basic actions to prepare for disasters (11% higher than 2017 results).
- 94% have taken at least one action to prepare for disasters.
- 67% of adults have set aside money for an emergency,

although most have set aside less than \$500.

- When focusing on areas at high risk of certain disasters, residents in areas at risk for hurricanes are most likely to have taken preparedness actions.

While the survey shows more than half of the population has taken at least three actions, an opportunity remains for increasing awareness about the importance of taking these actions. The survey results also suggest easy access to preparedness information may influence preparedness behavior.

(continued on page 2)

Spanish Language Resources for Preparedness

FEMA has listed several Spanish-language preparedness resources that can be shared in your community:

- **Listo.gov** (<https://www.listo.gov/es>) is FEMA's Spanish language preparedness website. It contains hazard-specific guides, posters, toolkits and more.
- The FEMA Mobile App is a helpful resources for receiving real-time alerts from the National Weather Service, learning emergency safety tips for over 20 types of disasters, locating emergency shelters in your area, finding disaster recovery shelters and for sharing alerts via text, email and social media. The app is available online at Google Play

and the App Store.

- The American Red Cross has several mobile apps in Spanish available at Google Play and the App Store that include first aid and information about specific disasters like hurricanes and tornadoes.
- The Consumer Financial Protection Bureau has a checklist in Spanish to help with collecting, copying and storing your financial information to help with avoiding problems and recovery after a disaster. The

checklist is available at https://files.consumerfinance.gov/f/documents/cfpb_adult-finedyour-disaster-checklist_es.pdf

Inside this issue:	Page
2018 Preparedness in America National Household Survey Results.....	1
Spanish Language Resources for Preparedness .	1

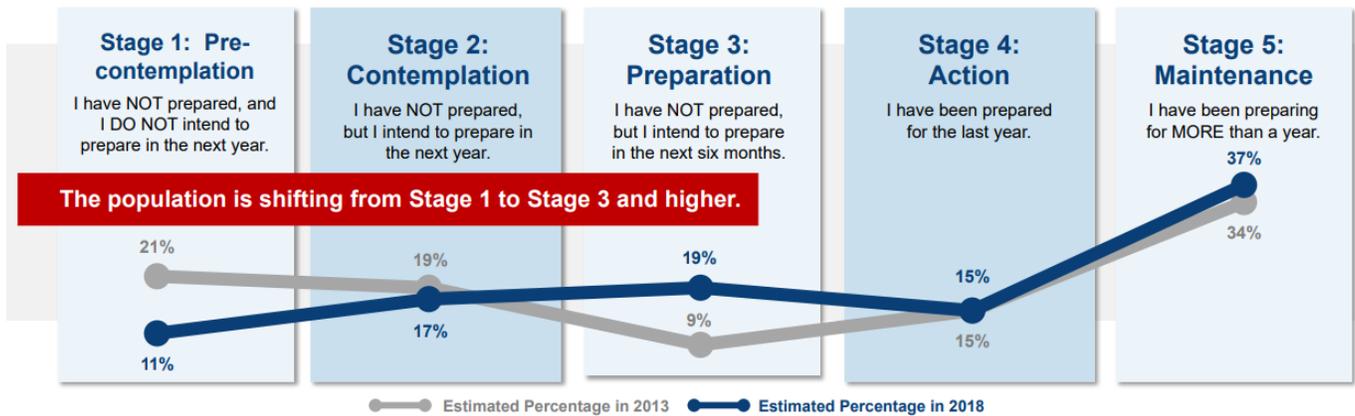
2018 Preparedness in America National Household Survey Results *(continued)*

For more information and the full list of results, go to https://community.fema.gov/AP_2018_National_Household_Survey.

Listed below are several infographics taken from the report.

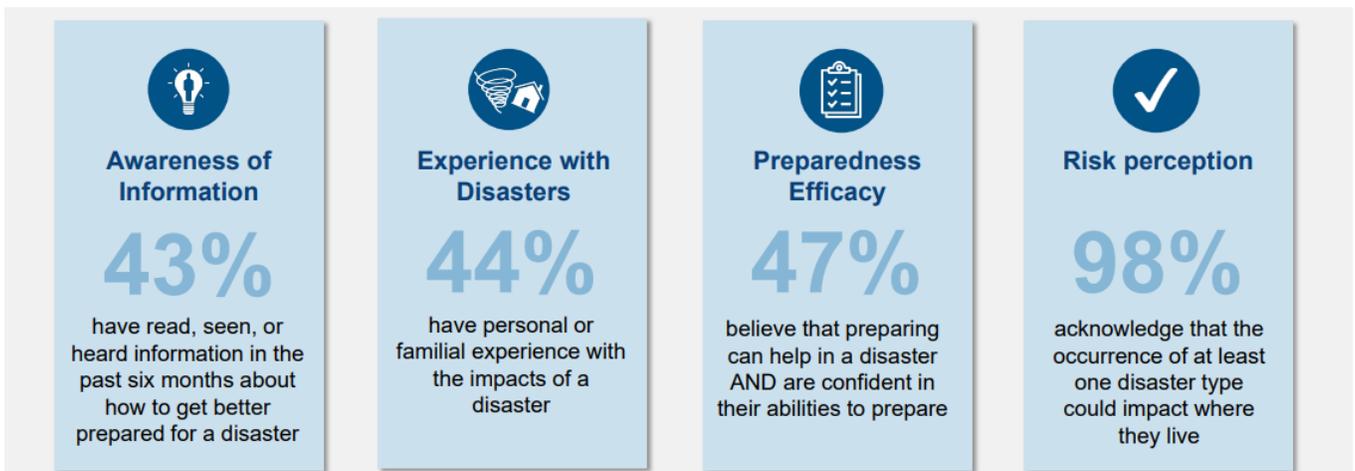
What progress have we made in changing preparedness behavior?

- Behavior changes in people can take time, especially a noticeable change happening at the national level.
- We need to recognize what makes a person change behavior and decide to prepare for possible hazards.
- FEMA uses a **Stages of Change Model** to measure a person's attitude and behavior regarding preparedness.
- The process of changing one's behavior occurs progressively across five stages as shown below with recent survey results.



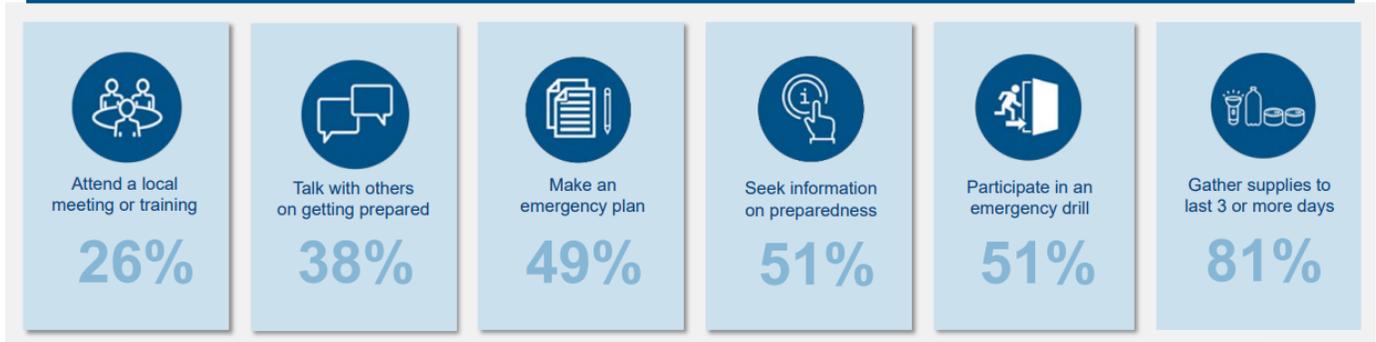
What are the key influencers to hazard preparedness?

The NHS gathers information on **four influencers** of a person's decision to begin preparing for a future hazard.



To what extent are people taking action to prepare for a hazard?

Six basic preparedness actions lay the groundwork for pursuing other actions



In 2018, **57%** took three or more of these six preparedness actions, and **94%** took at least one of these six actions.



HELPFUL EMERGENCY CONTACT INFO:

How to Get Help/Medical Emergency - Dial 911

Poison Control Hotline - 800-222-1222

Disease Reporting Hotline - 800-973-7678

Division of Emergency Management -
800-255-2587 or 502-607-1611

KY Dept. for Public Health - 502-564-3970

Cabinet for Health and Family Services Office of
Public Affairs - 502-564-6786

We're on the Web!
<http://healthalerts.ky.gov/KOIN>