



Applying Mileti's Research...or...
What Dennis Always Wanted Us to Do

March 24th from 2:30pm-3:30pm ET

Presented by: **Dr. Rocky Lopes**, Former Deputy Program Manager and National Tsunami Hazard Mitigation Program (NTHMP) Administrator.

Presentation Abstract: Dr. Dennis Mileti was a luminary in the field of hazards and disaster research. A sociologist by training, he published extensively and he was widely recognized as one of the world's leading risk communication scholars. He was an advocate of creating messages and warnings that encouraged people to prepare for and respond appropriately to disaster risks. He knew that moving this research into action could save lives.

This session will describe key "evergreen" findings from Mileti's research and give examples of how and where these research principles have been applied. How do people receive messages? What do they do with them when they do? What is the concept of "milling" and how does that significantly slow people from taking proper protective actions when disaster threatens? How do we reach marginalized audiences effectively, or people whose primary language is different from ours? All of these principles, and more, will be addressed through citations showing how they

have been applied.

Advice will be provided on specific ways to encourage emergency managers to take action to increase public safety, engage with audiences being served, as well as to motivate preparedness and mitigation by the “publics” we serve. These actions have specific and measurable benefits for communities, states, and the nation that benefit the country and the world.

Speaker Bio: Since the 1980s, Rocky Lopes, PhD, applied Dennis Mileti's research to develop preparedness & mitigation activities and outreach materials. Lopes led effective hazard and risk communications training on a national level through the American Red Cross and National Weather Service. During his 40-year career, Lopes collaborated with FEMA, National Weather Service, U.S. Geological Survey, and 17 other national agencies to develop, promote, and support clear and consistent disaster safety messaging.