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Weathering the Risks: How Risk Communication Shapes Preparedness for Extreme Weather in Louisiana

Due to anthropogenic climate change, disasters will increase in frequency and intensity around the globe, posing a threat to human health, safety, property, and critical infrastructure. This research investigates the relationship between risk communication strategies, community risk perception, and household and community disaster preparedness for natural hazards and extreme weather events in Southeast Louisiana. This study focuses on Louisiana parishes representing varying levels of risk exposure to extreme weather events. The qualitative component consists of semi-structured interviews with emergency managers conducted via Zoom to explore the risk communication strategies and tools they implement in their communities. The quantitative component involves a Qualtrics survey administered to parish residents to assess their perceptions of risk, disaster awareness, trust in local authorities, and preparedness behaviors. The study underscores the importance of tailored, inclusive communication strategies that consider the specific needs of vulnerable populations. This research contributes to the broader field of disaster preparedness by offering evidence-based recommendations for enhancing risk communication frameworks. By bridging the gap, this study

aims to support emergency managers in fostering community resilience, with implications for policy development and practical implementation in hazard-prone and hyper-vulnerable regions.

Presentation Theme: This research is directly connected to the field of emergency management and preparedness.

Collaborators, Advisor(s) and Department(s) that assisted with this research: Dr. Margaret Reams (Graduate Advisor)
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