

**PROCHASKA - URI**  
**DHS Coastal Resilience Center**  
**Year 6 Research Project Workplan**  
**[July 1, 2020 – June 30, 2021]**

1. **Title.** Communicating Risks to Motivate Individual Action
2. **Principal Investigator.** James O. Prochaska, Ph.D.
3. **Other Participants/Partners.** Andrea Paiva, Ph.D., Pam Rubinoff, M.M.A.
4. **Short Description.**

The aim of our Year 6 proposal will be to further the scientific mission of this grant and utilize the Year 6 funding to develop and publish the results of the data collected over the past 5 years in a peer-reviewed journal. In addition, the finishing touches of the program will be completed, including content changes based on feedback from key stakeholders and program users. Finally, Year 6 will be dedicated to signing on a commercial user for implementation beyond Year 6.

5. **Abstract.**

This project applies the Transtheoretical Model (TTM), a widely used behavior change model developed at the University of Rhode Island and applied successfully to over 40 health-risk behaviors. Personalized feedback is delivered via multiple media sources, including Internet-based computer tailored intervention programs and individualized text messages. The program is designed for entire at-risk populations, those ready to take action, getting ready, or not ready. One-size-fits-all communications for disaster preparedness have been found to produce only 2% action toward increased preparedness annually. This project's most recently feasibility study produced results showing 38% of participants moved to be taking action in being prepared for severe storms. This was 19 times greater than the one-size-fits-all approach. Initially three components were chosen as representing disaster preparedness: Being informed, getting a kit, and making plan.

Year 5 population trial is actively underway. Currently there are approximately 490 people participating, and 14 organizations, and growing weekly. Outreach for this behavior change program for preparedness has been enthusiastically received by our strategic partners at the Rhode Island Department of Health and to related hospitals and other health organizations to benefit their employees who need to be prepared to serve populations affected by disasters. A neighborhood association in a coastal community is also participating in the program. FEMA's Division of Individualized and Community preparedness and the Rhode Island Emergency Management Agency are active stakeholders, and are key targets for solidifying the program in the remaining Year 5 months as we move into a proposed Year 6.

The plan for Year 6 is to synthesize all data from all phases of data collection completed in Years 1-5 and prepare a manuscript geared at the breakthrough research of applying the Transtheoretical Model to disaster preparedness. The impact that a brief, tailored intervention can have on the community and on workplaces and hospitals will be summarized and reported in a peer-reviewed journal article that is to be accepted by the end of Year 6. Such a scientific publication will allow end users to better understand the measurable outcomes in relation to emergency preparation. The audience for this manuscript will be peers and the FEMA community, but also available for any end user to use to better understand the impacts that this

intervention can have on their population. In addition, we will spend Y06 engaging many of the end-users that were interested in adopting the program in years 1-5 and hope to sign on one of them to adopt the program post Y06.