



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Fear and anxiety,
especially when
things remind
you of the
disaster

A sense of
despair,
hopelessness,
or emptiness

Frustration
and
resentment

Irritability
and a short
temper

Loss of
interest in
everyday
activities

Feeling out of
balance,
easily upset

What do they
HEAR?

what friends say
what boss say
what influencers say



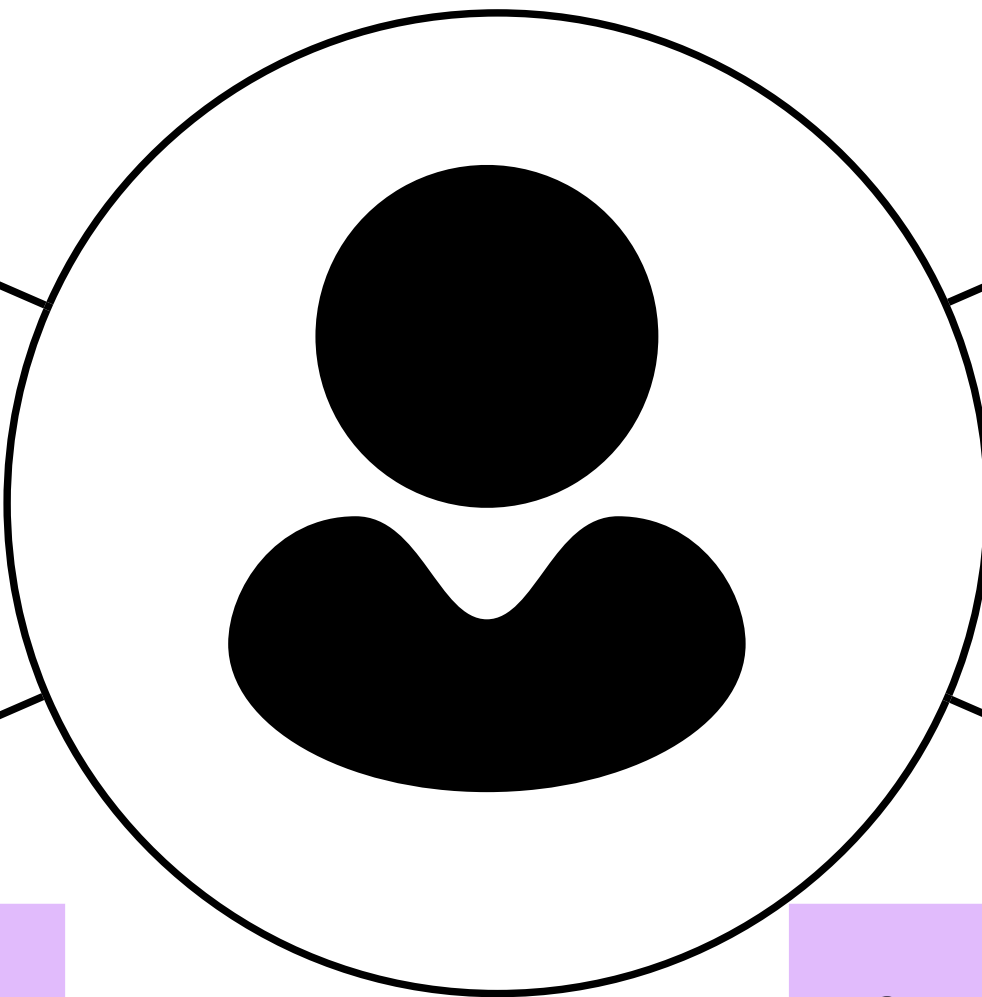
I know things
look bleak right
now, but things
are going to get
better. ...

I'm grateful
that you are
alive.

You're not
alone - I'm
here.

What do they
SEE?

environment
friends
what the market offers



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Changes in
the weather
condition

Getting
awareness
from the
friends

Providing
Rescue
Services by
the
government

Get your
emergency
kit

Leave your home
immediately and do
not return until
authorities indicate
it is safe to do so

Take care of
yourself and
your family
members

Learn about
your local
geology

Ensure that
your family
has an
emergency kit
and plan.

Follow your
emergency
plan

Consult with
your local
disaster
department

check the building for
structural damage. If
you suspect it is
unsafe, leave and do
not re-enter.

Check on
neighbours,
especially the
elderly or people
with disabilities.

Try to
stay
calm.

PAIN

fears
frustrations
obstacles



face the
danger of
death or
physical injury

loss of life

Destruction of
physical capital (
housing, vehicles,
and infrastructures
)

population
displacement

disruption
of
economic
activity

GAIN

"wants" / needs
measures of success
obstacles



Giving prior
knowledge to
government to
alert the people

Earning money by
giving this prior
knowledge to
insurance
company

Save the
lives of
people

Minimize the
loss of
infrastructure

Can prevent
many financial
loss