



Human behaviour and decision-making in emergencies

A presentation for EENA

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The expected role of the public: Passive compliance

“Leave it to the professionals”

“Don’t take any risks”

IF THERE’S A FIRE...

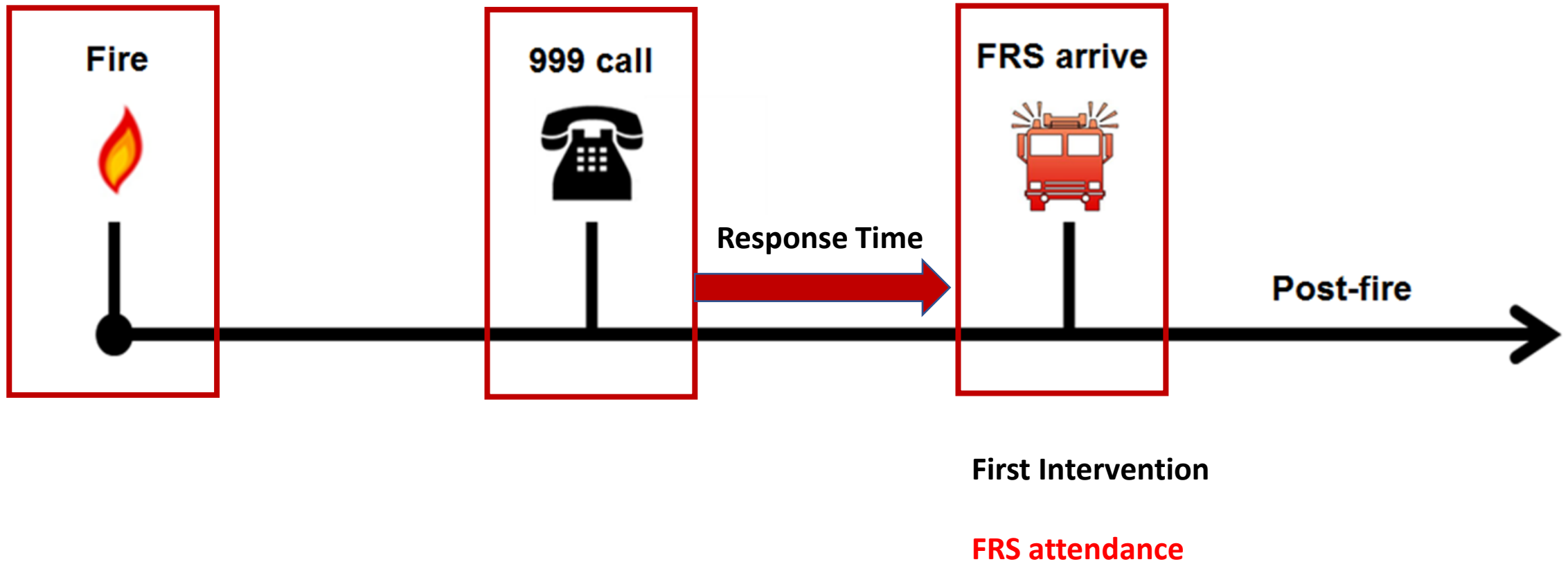
**Get Out
Stay Out
and Call
999**

“Do not stop to collect personal belongings or pets”

“There is no such thing as a safe fire”



The focus of a professional response model

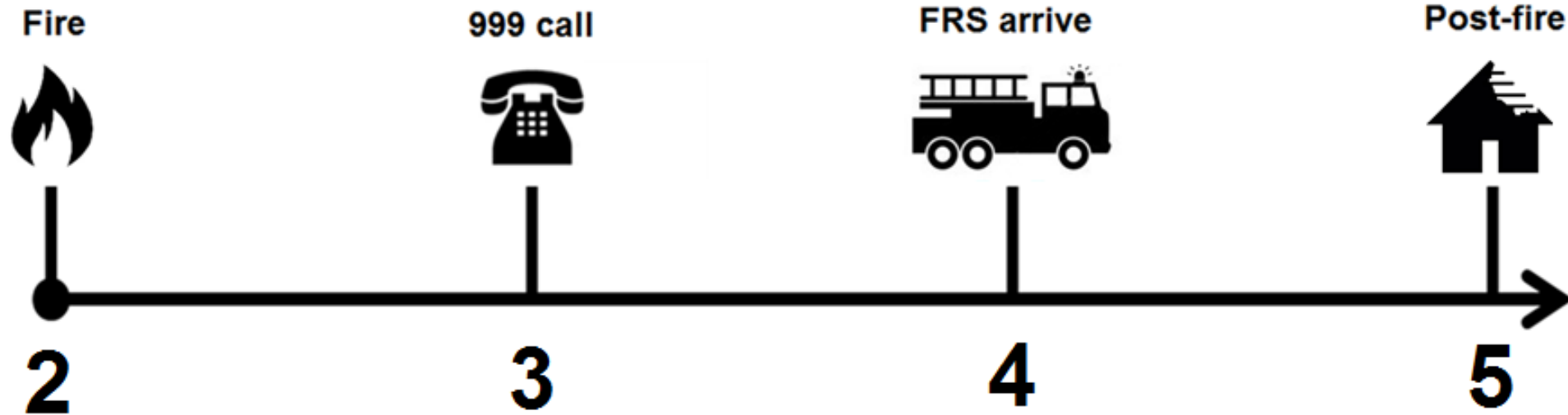




In 2009 we had a question:

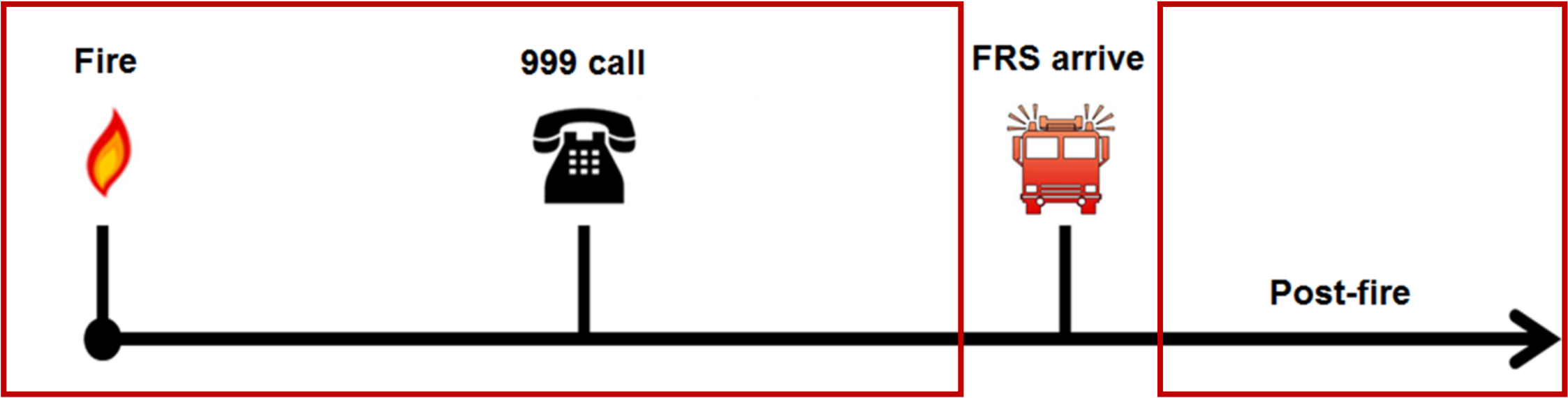
Why don't the public do as they are told or as we expect them to when encountering a fire in the home?

1. The role of the public



6. Risk – tolerance and continuity

The real public experience: Active and unsupported decision making



Investigate cues

Call 999/112

Tackle fire

Preserve valued items

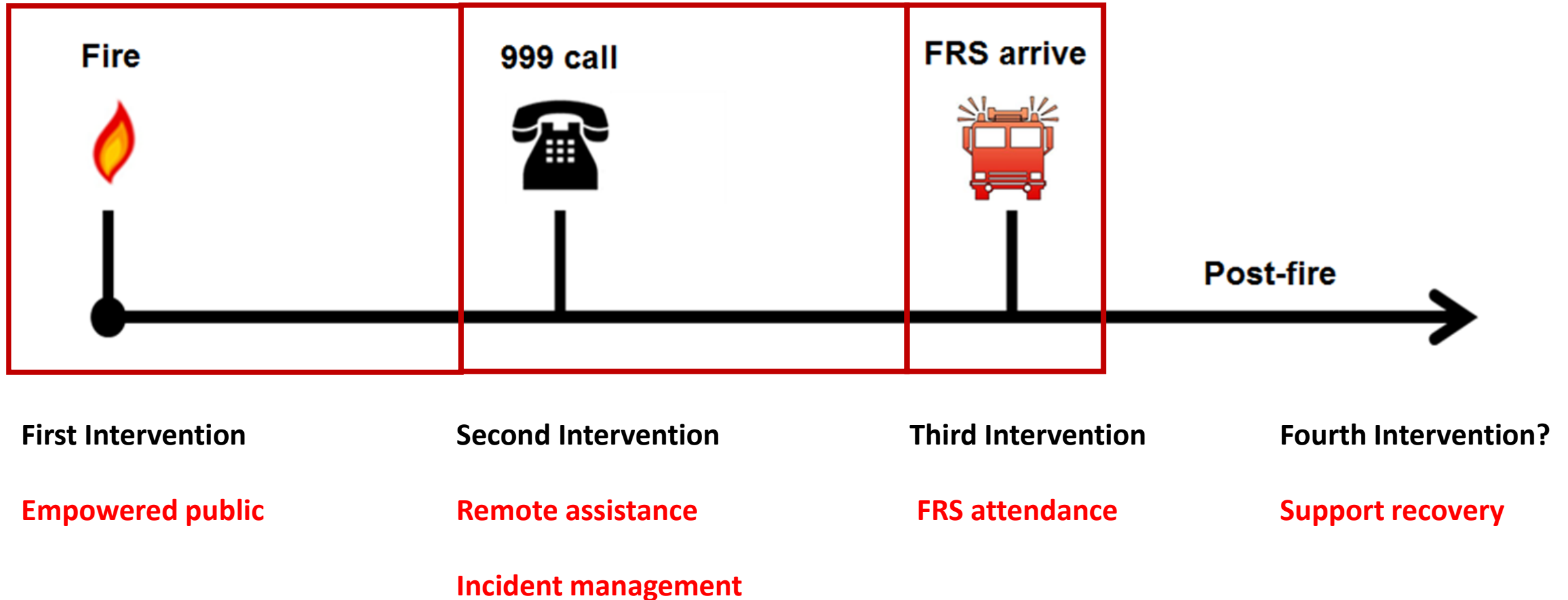
Warn others

Rescue people/pets

Key findings from research

- Aim for earliest intervention
- Public are willing, capable and effective
- Work with, not against, human behaviour
- Need to understand the customer needs and their experience
- Insufficient and partial use of evidence and risk management

A customer centric and evidence based model: Triaged interventions



The second
intervention:
Emergency call
handling

This represents the best opportunity
to innovate and significantly
improve the experience and
outcomes for the public



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SAVING LIVES IS NOT ENOUGH

A casualty-centred proposal identifying how Fire and Rescue Services can improve pre-hospital care and quality of life outcomes for burn survivors



Endorsed by



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To view: <https://tinyurl.com/SLINE2019>