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”

“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.

- Fire
- 999 call
- FRS arrive

First Intervention: FRS attendance

Response Time
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

FRS arrive

Post-fire
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

Fire
- Empowered public
- Incident management

999 call
- Remote assistance

FRS arrive
- FRS attendance
- Support recovery

Post-fire
The second intervention: Emergency call handling

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

David Wales
Kristina Stiles

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