



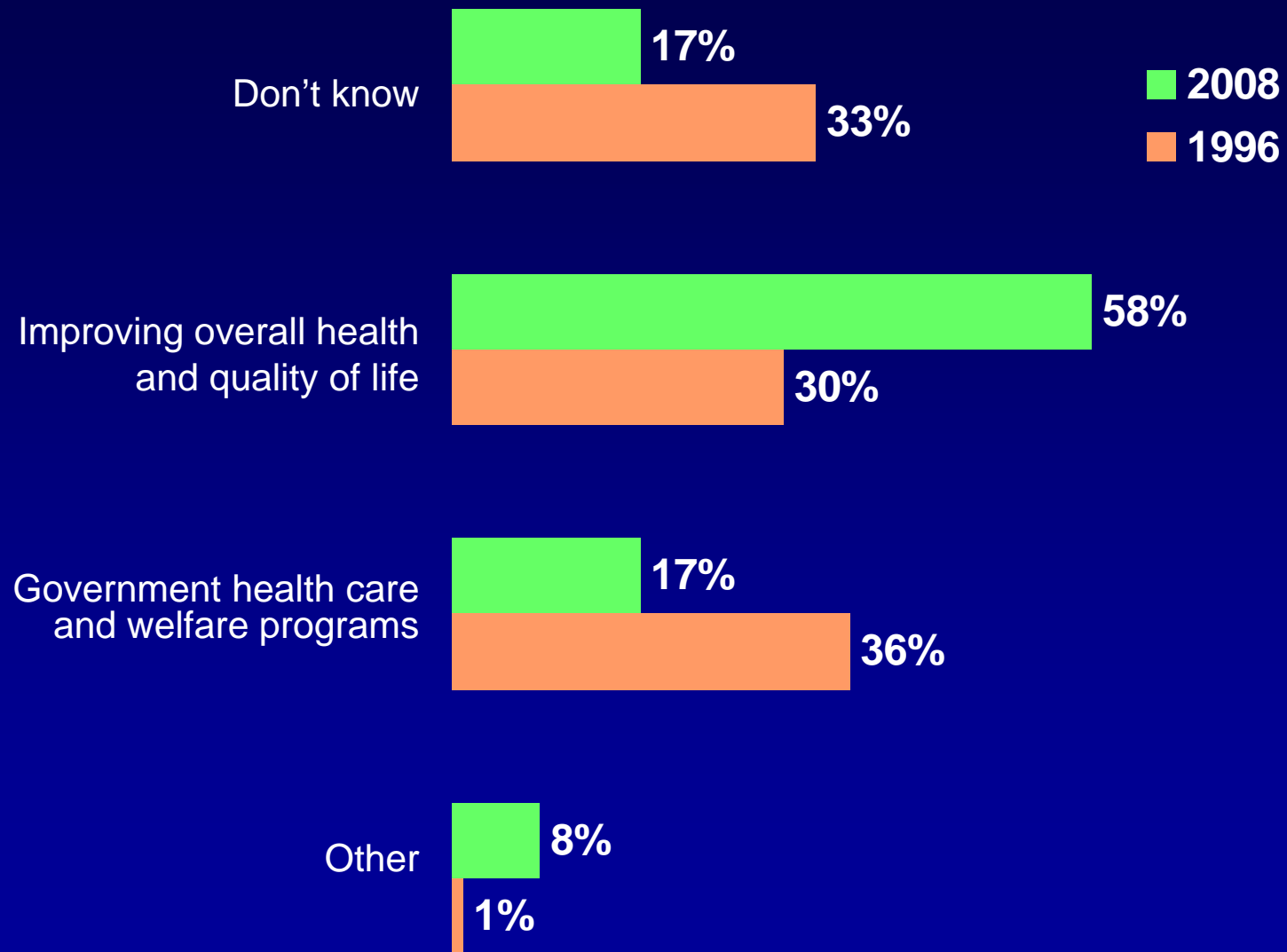
Understanding the Public Response
to a Potential Disaster:
The Case of Hurricane Readiness
in High-Risk Coastal Areas

Harvard School of Public Health

Robert J. Blendon, Sc.D.

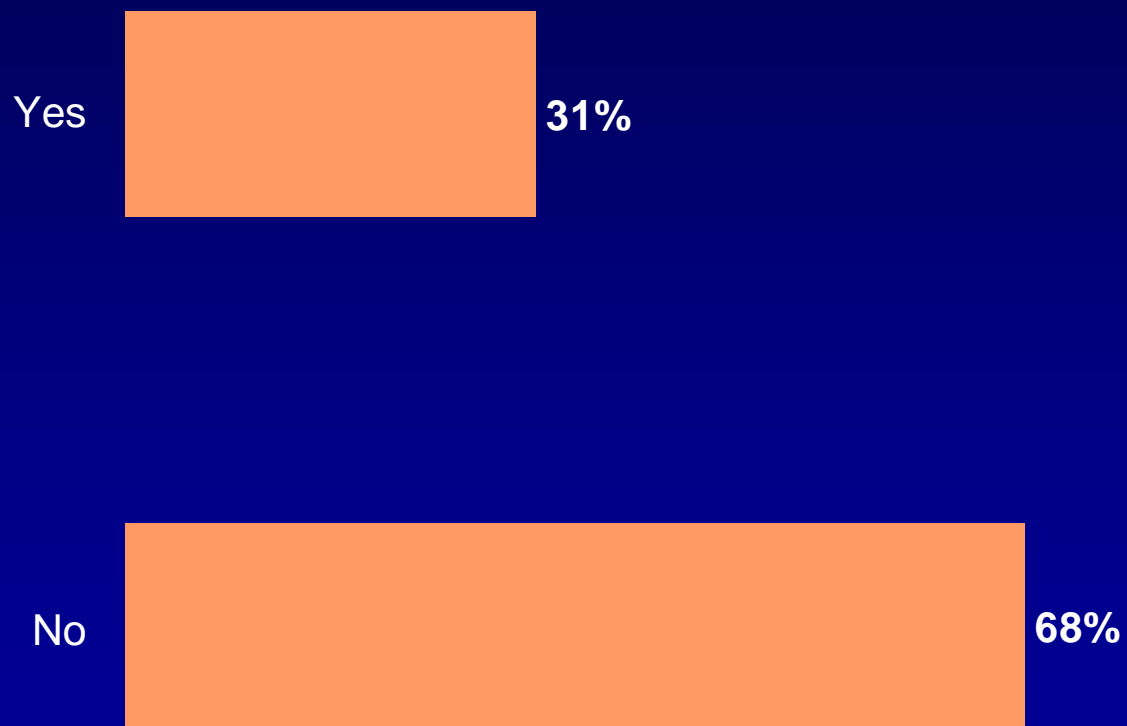
September 10, 2008

What Does Public Health Mean



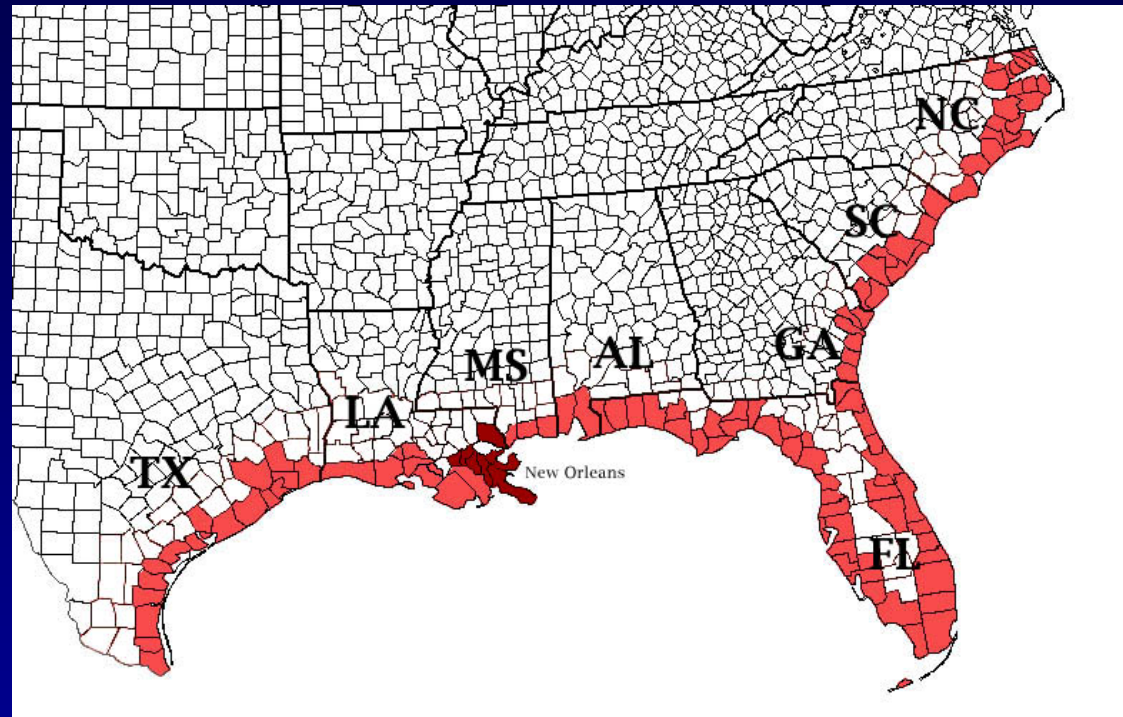
Proportion of Americans Who Ever Had Contact with Their State or Local Health Department

% saying



Hurricane Readiness in High-Risk Areas

Counties Surveyed



Live in community damaged by
hurricane last three years

46%

Evacuation for Hurricanes

Evacuation Compliance

Would not evacuate 2008¹  **27%**

Would not evacuate 2007²  **31%**

Top reasons for not evacuating, 2007²
(among those who said they would/might stay in the area)

Home is well-built/will be safe at home  **75%**

Think roads will be too crowded  **56%**

Think evacuating would be dangerous  **36%**

Worried possessions would be
stolen/damaged  **33%**

Would not want to leave pet  **27%**

¹Harvard School of Public Health *Project on the Public and Biological Security*, May 27-June 23, 2008.

²Harvard School of Public Health *Project on the Public and Biological Security*, June 18-July 10, 2007.

Figure 3

Evacuation for Hurricanes, Among Those Affected by Hurricane Katrina

Evacuation Compliance



Evacuation Challenges

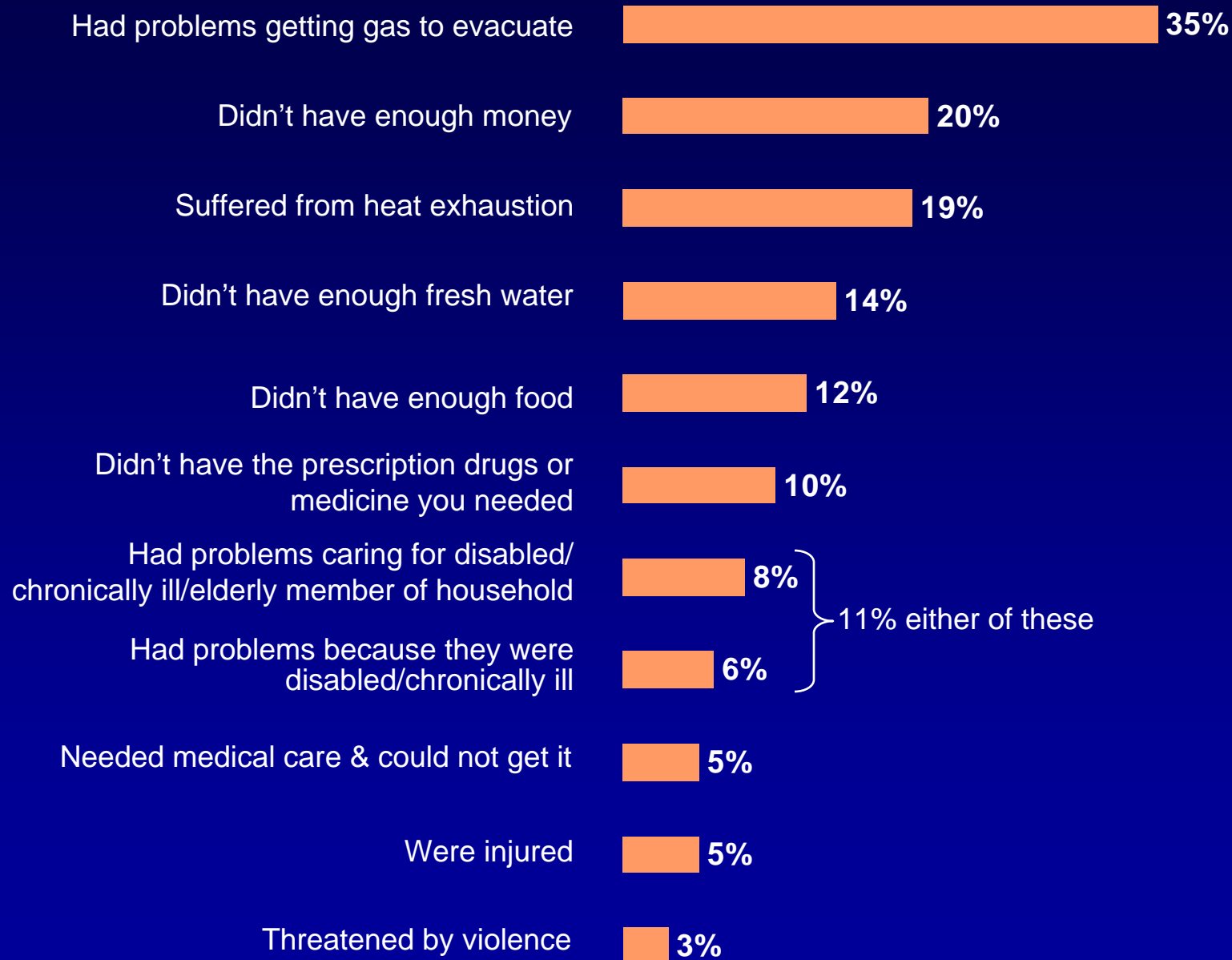


¹Among those who intend to evacuate and require help to do so (20%)

²Among those who have pets (51%)

Problems Experienced in Last Major Hurricane

Among those whose communities had been damaged in a major hurricane in last three years



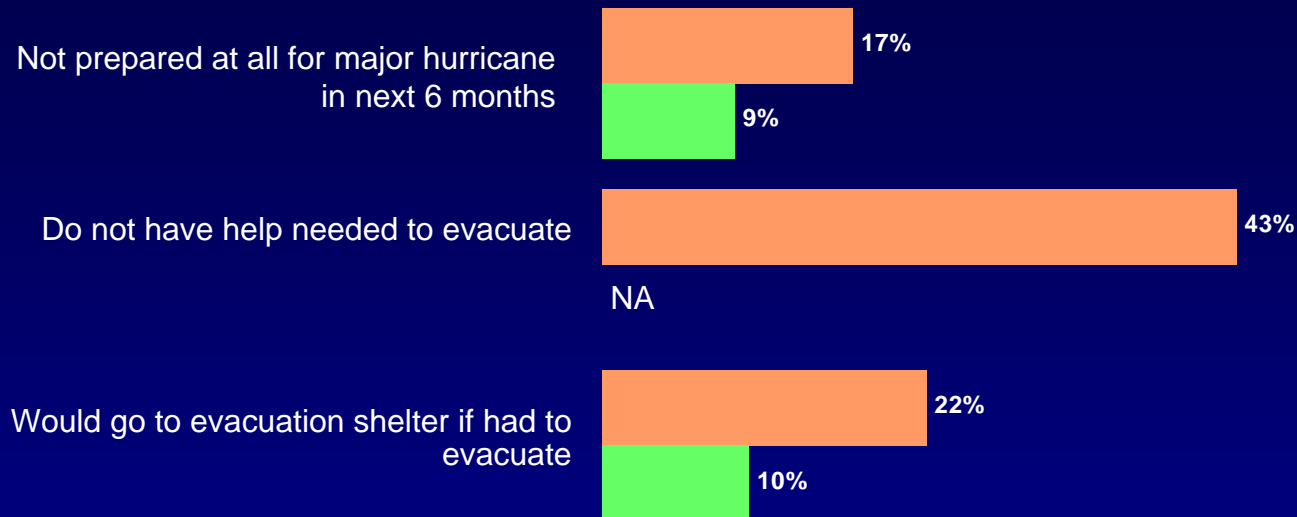
Concerns about conditions in an evacuation center or shelter

% saying very/somewhat worried

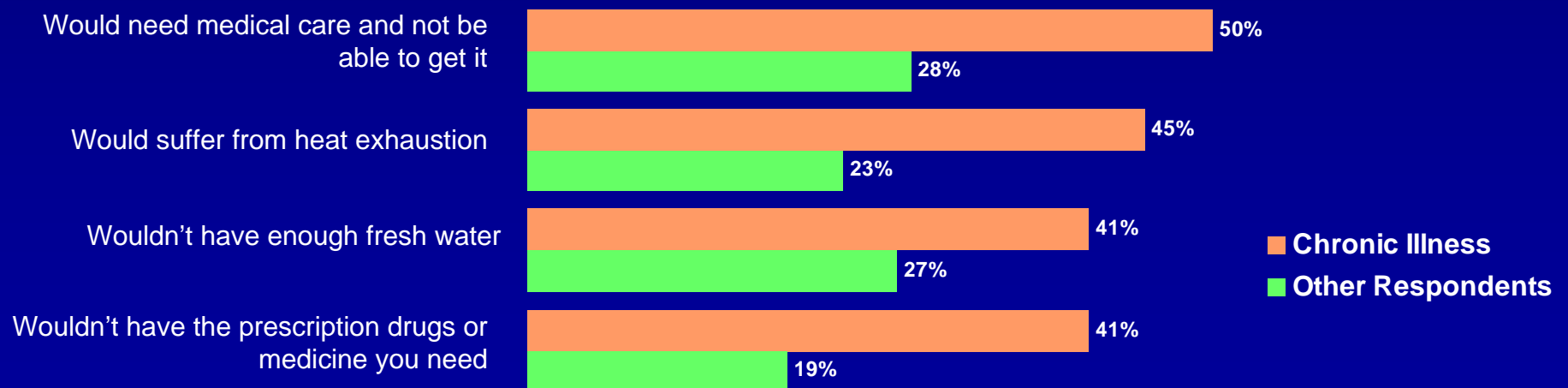


Challenges Facing Families with a Chronic Illness or Disability Who Need Help in Evacuating

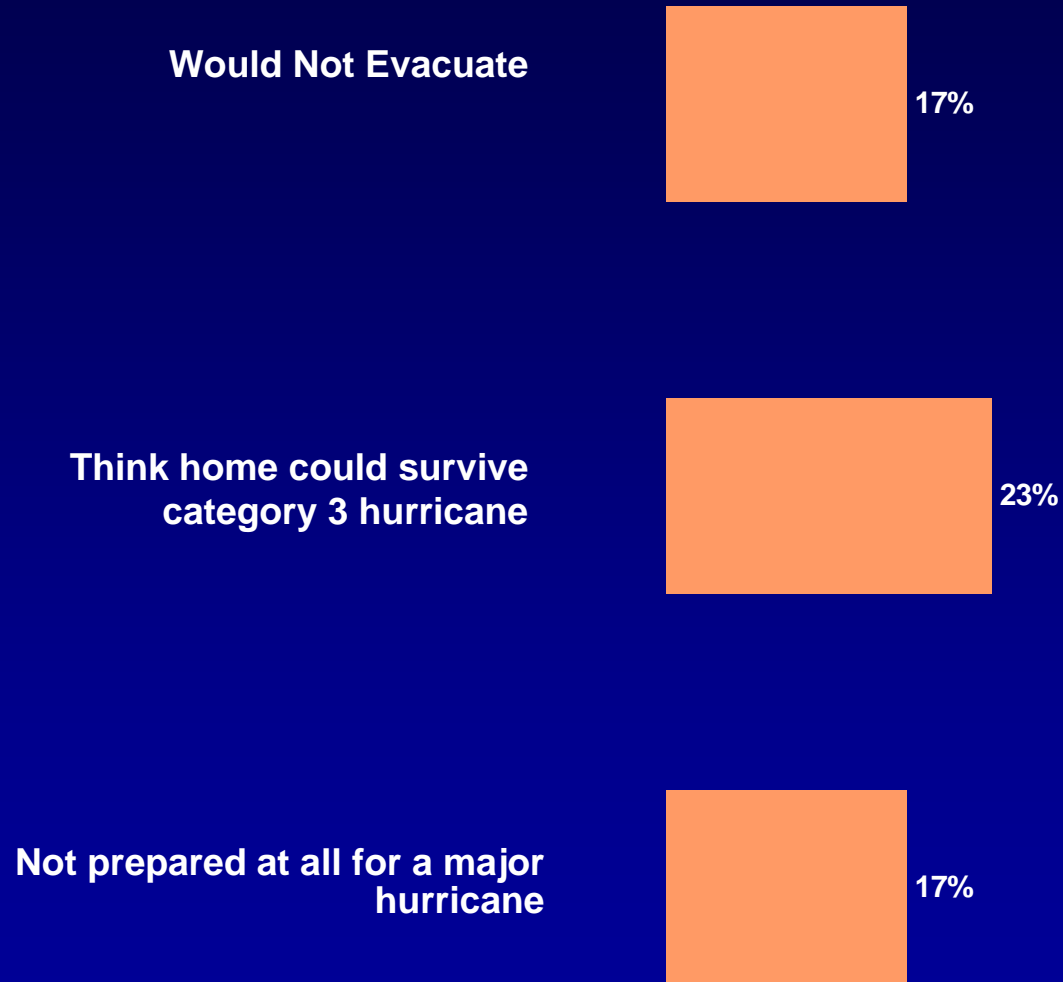
Hurricane Preparedness



Worries about Problems During Major Hurricane



Residents of Mobile Homes



Knowledge Issues: Food Safety

Amount of time you think perishable food like meat/milk in your refrigerator remains safe to eat in a power outage (*USDA recommends 4 hours maximum*)

