



## Women's and minorities' risk perceptions during the preparedness phase

Women and minorities show high perceived risk and this influence their behaviour during the preparedness phase. Studying information-seeking for natural disaster, Spence et al. found that women and African Americans were significantly more likely to engage in information-seeking than their counterparts. Moreover, the disabled population was less likely to do so than the non-disabled (Spence et al. 2007). A prevalent need for information among women was also found by Leik et al. especially in order to protect their homes (Leik et al. 1982). Gender roles also impact the needs for warnings as Turner et al. wrote: "because of their social networks and role, women are more likely than men to hear warnings" (Turner et al 1981). They also found that women feel the need to relay the warnings to their husbands. However, this study dates back from 1981 and an update may be necessary as gender role are evolving.

Note: See source document for full reference.

### Applicable to:

Stakeholders: [Gender roles](#)

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#), [Recovery](#), [All disaster phases](#)

Types of Actors Concerned: [Non-active citizens](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

### Recommendations:

- [Develop guidelines for disaster practitioners that take into consideration the different needs of and approaches to different ethnical groups](#)
- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

### Source

[Deliverable D3.1 "Cultural factors and technologies" \(page 16\)](#)

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