

Are you prepared for floods, wildfire or earthquakes in your community?

We are conducting focus groups to learn more about awareness and preparedness for floods, wildfire and earthquakes to better understand how you and your community prepare for these risks.

The Canadian Red Cross and Partners for Action at the University of Waterloo are conducting a study on how people learn about and prepare for floods, wildfires and earthquakes in their communities in order to improve communications materials about these emergencies.

This research matters because the feedback collected through the focus group will help the Canadian Red Cross and Partners for Action at the University of Waterloo develop inclusive communications materials that help at-risk Canadians reduce their exposure to these emergencies in their communities and take action to prepare. The focus group meetings will test approaches, tools and actions that foster inclusive disaster risk reduction and preparedness amongst at-risk Canadians.

About the focus group

During the focus group, participants will be asked questions about how they prefer to receive emergency-related messaging, what they think works in their community, and what barriers they experience in accessing emergency messaging. They will also be asked to look at sample messaging about floods, wildfires and earthquakes and provide feedback on how informative it is and whether it would motivate them to take preparedness actions. The information collected will be used only for the purposes of this study, to examine awareness and preparedness regarding flooding, wildfires, and earthquakes among Canadians.

Participation in a focus group meeting is voluntary and will take no more than two hours to complete. The information collected will be used only for the purposes of this study, to examine awareness and preparedness regarding flooding, wildfires, and earthquakes among Canadians. The focus group will be conducted over Zoom, an online platform. The focus groups will be audio and video recorded to ensure accurate transcription and analysis. You will be notified when the recording begins. When information is transmitted over the internet privacy cannot be guaranteed. There is always a risk your responses may be intercepted by a third party (e.g., government agencies, hackers). University of Waterloo researchers will not collect or use internet protocol (IP) addresses or other information which could link your participation to your computer or electronic device without first informing you.

Registration for the focus group will take place online using a University of Waterloo hosted service called Qualtrics. Participants will be asked to fill out a consent form and screening questionnaire to determine their eligibility for the focus group. Qualtrics has implemented technical, administrative, and physical safeguards to protect the information provided via the Services from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet transmission is ever fully secure or error free. Please Note: We do not collect or use internet protocol (IP) addresses or other information which could link your participation to your computer or electronic device.

Who may participate in the study?

In order to participate you must be at least 18 years old, able to speak and understand English or French. For the purpose of this study, we are interested in focus group participation from women, seniors, low income individuals, Newcomers to Canada, and Indigenous peoples. To find out more information, what participation involves and if you're eligible, visit www.uwaterloo.ca/inclusive-resilience to access an information-consent letter and screening questionnaire.

Our appreciation

In appreciation of your time, you will receive a \$50 grocery gift card and a Canadian Red Cross emergency kit. The amount of the grocery gift card is taxable and it is your responsibility to report this amount for income tax purposes.

Can I quit the study?

You may decline to answer any of the focus group questions, and you can decide to leave the focus group meeting at any point without penalty. You may withdraw your consent and request that your data be deleted by contacting Julie Wright within two weeks of the focus group date. After this time, the research team will begin analyzing the data and it will not be possible to remove participants' contributions.

Due to the nature of this study, there may be a risk of emotional stress associated with answering the questions and recalling past experiences – if this happens to you, we encourage you to reach out to one of the following confidential support services:

Mental Health Services Renfrew County (MHSRC)

Toll-free, bilingual telephone support via the 24/7 Crisis Line: 1-866-996-0991

CAMH

Learn about dealing with stress, understanding mental illness and asking for help (available in multiple languages).

<https://www.camh.ca/en/health-info/mental-illness-and-addiction-index/information-in-other-languages>

Hope for Wellness Helpline

Immediate mental health counselling and crisis intervention for all Indigenous peoples across Canada (available in some Indigenous languages).

[Live web chat](#)

Toll-free: 1-855-242-3310

Talk 4 Healing

Indigenous women can get help, support and resources seven days a week, 24 hours a day, with services in 14 languages.

[Live web chat](#)

Toll-free: 1-855-554-4325

Text: 1-855-554-4325

The Indian Residential School Survivors Society

Toll-free: 1-800-721-0066- or 24-hour Crisis Line: 1-866-925-4419

We'll protect your information

Your identity will be kept confidential in study findings by default. Identifying information will be removed from the data that is collected and stored separately. Your name will not appear in any report resulting from this study, however with your permission, anonymous quotations may be used.

Please also note that due to the group format of the focus group session, although we will ask all participants to keep in confidence information that identifies or could potentially identify a participant and their comments, we cannot guarantee that everyone will honour this request. Collected data will be password protected and securely stored on a University of Waterloo server. Once all the data are collected and analyzed for this project, Partners for Action plans on sharing the overall findings with our partners and the research community through seminars, conferences, presentations, and journal articles.

This study has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB#42933). If you have questions for the Board, please contact the Office of Research Ethics, at 1-519-888-4567 ext. 36005 or reb@uwaterloo.ca.

Finally, if you have any questions regarding this study or would like additional information, please do not hesitate to contact Jay DeBernardi at 1-613-295-9326 or jaydebernardi@redcross.ca or David Fraser at david.fraser@redcross.ca . You can also learn more about the study at www.uwaterloo.ca/inclusive-resilience.

Sincerely,

Jay DeBernardi
Emergency Management Coordinator
Canadian Red Cross – Ottawa/Lanark/Renfrew

David Fraser
Communications Lead
Canadian Red Cross – Ottawa/Lanark/Renfrew

Julie Wright, Co-investigator
Director, Partners for Action
Faculty of Environment, University of Waterloo

Jean Andrey, Principal Investigator
Dean, Faculty of Environment, University of
Waterloo