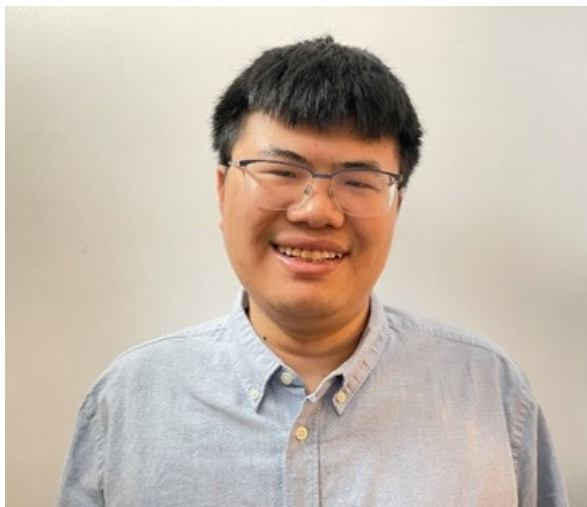


SIMULATING THE IMPACT OF FIRST RESPONDER COMMUNICATION STRATEGIES ON CITIZEN ADHERENCE IN EMERGENCIES

OVERVIEW

It's been a productive year! We have welcomed a new team member, collected new data, started model development, shared our work with key stakeholders, won awards, and had many more reasons to celebrate!



NEW TEAM MEMBER

We are delighted to welcome Dr Yunhe Tong as our postdoctoral research associate. Yunhe's research uses virtual reality experiments to explore how crowd dynamics emerge from interactions between people and placing these dynamics into computational models.

CONGRATULATIONS

Many congratulations to Dr Aoife Hunt on her well-deserved MBE for her services to the COVID-19 response.

Our sincere congratulations go to Professor Steve Gwynne for being named Thought Leader Consultant of the Year at the MCA awards 2023.



RESEARCH ACTIVITIES

- Completed interviews with first responders, focusing on their experiences of providing emergency information to the public.
- Ran 5 experiments exploring how the communication style and tone used by firefighters when giving evacuation instructions influences public evacuation choices.
- We are currently extending these experiments using virtual reality technology to gain data on pre-evacuation time, route-taking, and overall evacuation time.
- Model development has begun! We are developing a scenario in Vadere based on our experiments. We implement the effects of a firefighter's communication style, shared social identity with the firefighter, and perceived risk on adherence to an advised evacuation route.

PRESENTATIONS

It's been a busy year for giving talks. We presented our work at Pedestrian and Evacuation Dynamics 2023, the European Association of Social Psychology general meeting, to Transport for London, groups within the Cabinet Office, and to the Turkish Psychological Association.

Anne gave a keynote at the Women in Fire conference. The slides for the talk can be found [here](#).

We also presented our project to the Communities Prepared national group. The slides are available [here](#).

We met regularly with our evacuation modelling stakeholders to present our model development so far. You can see an example of our slides [here](#).



2023 NEWSLETTER



OUTPUTS

- The headline findings from our interviews with first responders, detailing their preferred communication approaches and challenges communicating with the public, can be accessed [here](#).
- A pre-print of our systematic review of agent-based models of social behaviour and communication in evacuations can be found [here](#).
- We wrote an article about group processes in emergency evacuations for Fire & Risk Management journal, which can be accessed [here](#).
- You can listen to our interview for the Housing Quality Network [here](#).



KEEP IN TOUCH



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[Our website](#)



[First Responder Communication Strategies](#)