



May 2018

## GET PREPARED FAQs

### How you can answer inquiries about the *Get Prepared* app and emergency preparedness

#### ***Why should Australians prepare for emergencies?***

We all face emergencies: whether as large as a bushfire or as personal as a home accident. But the more prepared we are, the less stressful they become. Preparing means we're more likely to stay in control during an emergency and be better positioned to recover afterwards.

Many of us think preparation is about what to pack; but it's more about how we think, who we call and what we value.

#### ***How will the app help?***

Getting prepared isn't hard – it's about taking simple steps to make you safer. With the app, you can choose the steps that are right for you and your family. Key contacts, handy checklists, and vital information in one emergency plan that's at your fingertips whenever you need it.

#### ***Who's the app for?***

It's for anyone concerned about emergencies. Maybe you have people and pets to care for, or valuable or irreplaceable items to protect. Maybe you live in a hazard-prone area, or have already been through an emergency. The app will give you simple steps to be safer.

#### ***How is my personal information used on the app?***

Australian Red Cross is the app owner and does not capture anything you record in the app beyond your name and email address. Your name and email address are used to allow Red Cross to personalise help and tips for you about the app, so that we can provide you the right advice via email if you miss any features.

Australian Red Cross uses an analytics platform that records the general location of users – like the city they might be in – but we don't see your address. We will use this general location information to send targeted messages from time to time if there is an event that might impact some of our app users.

The notes you write on the tasks you are completing remain entirely private. In the current version of the app, none of this information is transferred anywhere. Your personal information remains yours and it stays on your device. Your personal information will never be shared for commercial purposes with IAG or any other third party.

#### ***How was the app developed?***

The app was developed through a co-design process by Australian Red Cross and general insurer IAG. It was informed by research conducted to understand how people experience emergencies, and how they access information that will help them.

The co-design team learned that:

- the way we describe emergencies isn't always the way people experience them
- people don't prepare because they feel they don't need to, are not able to or don't know how to



the  
power of  
humanity

- people who have to care for others, have special needs or have been through an emergency are more likely to prepare for an emergency
- people want a return to routine and want life to get back to normal
- key to recovery is helping people connect with community and resume a routine.

These insights helped the co-design team to prototype, test and build a digital tool to make it simple for people to take the steps to protect themselves and those they love.

### ***How does this app relate to RediPlan?***

*Get Prepared* builds on the Red Cross RediPlan. It's a digital platform to help people achieve the same goal: make an emergency plan that's right for them, ready whenever they need it.

### ***Why did Australian Red Cross partner with IAG?***

Australian Red Cross has a 10-year partnership, the first of its kind, to build community connection and resilience. General insurer IAG has committed resources and funding to collaborate with us to help people and businesses prepare for and cope with disasters and unexpected events. We aim to tackle big challenges in innovative ways, achieving measureable social and business impact for both organisations.

## **Contact**

***For questions about the app and emergency preparedness:***

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