



HOUSEHOLDS' ATTITUDINAL RESPONSE TO DISASTER PREPAREDNESS: IMPLICATIONS FOR PREPARING A COMMUNITY FOR A DISASTER

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ABSTRACT – Households' attitude towards disaster preparedness strategies is important in preparing the entire community for a disaster. The Philippines has experienced several extreme climatic disturbances in recent years such as massive floods, strong typhoons, and drought. Community disaster preparedness has become necessary because these disturbances both destroyed major food sources, properties, and life. A survey involving 577 households in a flood-prone area in Laguna, Philippines was conducted from May to July 2015 to determine households' attitudinal response towards disaster preparedness strategies. Disaster preparedness strategies considered were as follows: (a) ensuring home safety; (b) buying a disaster supply kit; (c) preparing an evacuation plan; (d) informing the entire family about the household's disaster preparedness plan; (e) attending disaster preparedness training; and (f) following the advice of the local authority during a disaster. Results of the study indicate a favorable attitude of the respondents towards the identified strategies. Majority (92%) of the respondents had agreed to do these strategies except for buying a disaster supply kit strategy. Local authorities should invest on this attitude to prepare, develop, and implement a strategic community-wide disaster preparedness plan while supporting the households in having disaster supply kits.

Key words: household disaster preparedness, attitudinal response, community disaster preparedness