Laura Samant, *Laura Samant Consulting*
David Cooke, *Structural Focus*
Arrietta Chakos, *Urban Resilience Strategies*
Yumei Wang, *DOGAMI*

Sharyl Rabinovici, *Mitigation Consultant & Moderator*
Session Objectives

• Make (more) change happen that reduces risk
• Draw on real world experiences
• Advance thinking on issues and strategies
• Inspire / inform / interact
• Make it personal
Session Format

1. Five minute go-round remarks from panelists

2. Debate two key issues:
   • How, and how closely, should we link earthquake policy efforts to broader resilience efforts?
   • What are the right roles for engineers and scientists in the policy process?

3. Audience participation exercise
Panelists reflect on their experiences engaging in policy processes.
How can we adapt general guidance into approaches that are responsive to local realities and political culture?
What are the right roles for engineers and scientists in the policy process?
What do you want to accomplish in the coming year to move policy forward?

Reminder to set goals that are:

S - Specific, M - Measurable, A - Attainable, R - Realistic, T - Timely

For example:

By May 31st, I will contact my city council representative about what is or is not happening in terms of earthquake safety in my community.
Concluding Thoughts

- Things we’ve heard
- Multiple paths to influencing policy – which one are you trying to walk on?
- Cultivate and celebrate small successes
- Hallmarks of effective policy entrepreneurship:
  - Invest in facts and relationships
  - Find and educate receptive civic leaders
  - Get ready for policy windows but don’t wait for them
Leverage Multiple Pathways to Influence Beliefs and Behavior

THREATS / OPPORTUNITIES
Hazard Identification, Loss Estimation, Understanding Vulnerability

SOCIAL SETTING
Markets, Social Networks, Communication, Laws, Duty, Social Capital, Institutions, Power, Norms

RECOMMENDED ACTIONS
Technical Standards, Codes, Cost-Effective Remedies, Expert Services Capacity, Credibility and Costs

INDIVIDUAL
Values, Emotions, Resources, History, Personality, Biology, Skills, Belonging