GAMIFICATION
Innovative Approaches to 
Communicating & Capacity Building

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The Frew Group

Floodplain Management Association Conference
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THREE GAMES

Policy Development
Training/Capacity Building
Youth Cultural Understanding
PUBLIC ENGAGEMENT FOR POLICY

RECOVERY PROCESS GAP

Time Window when Public is Listening to Government & Expects Direction

Needed to create clear guidelines for rebuilding using a community-based, pre-planning process.

Goal: Public Messages & Expedited Permits for Reconstruction

Image: FEMA National Disaster Recovery Framework
COMMUNITY ENGAGEMENT GAME

BUILDING BACK SAFER, STRONGER, SMARTER, & FASTER! Post-disaster Reconstruction Guidelines And Protocols for the Conservation of Coastal Resources and Protection of Coastal Communities, Maui County, Hawaii

Engage community stakeholders to develop RGPs that:

- **Expedite** the rebuilding process.
- **Triage** actions to address immediate and long-term needs.
- **Protect** sensitive environmental and cultural resources.
- **Respond** in a planned manner without arbitrary and capricious decisions.
- **Incorporate** appropriate mitigation and adaptation strategies to become a more resilient community.
GUIDELINES  →  PROTOCOLS  →  STREAMLINED ACTIONS

Environmental Track
Present Permit Process

Fast Track
GO: Rebuild
- Follow BMPs

Public Service Announcement (PSA):
Instructions of the type of actions allowed per community

Inspection Track
WAIT: Inspection Needed
- Assess damage
- Additional BMPs may be required

PSA:
Instructions to photograph, document and report damage & set up inspection date

STOP: Impacts may be significant
- Environmental or cultural impacts must be mitigated

PSA:
Guidance for following existing permit structure with public review to address environmental issues

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<th>2. EXTERIOR BUILD.</th>
<th>3. FISH &amp; AQUATIC</th>
<th>4. LANDSCAPE</th>
<th>5. SEASIDE</th>
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COMMUNITY WORKSHOPS

MAUI COUNTY:

- Molokai
- South Maui (Kihei)
- West Maui (Lahaina)
- North Shore (Paia)
- East Maui (Hana)

MAUI COUNTY:

- 5 communities
- 108 participants
- 3.5-hour workshops
DECISION MATRIX “GAMEBOARD”

Molokai Community: May 14, 2014

SHARING THE WEALTH
TRAINING & CAPACITY BUILDING

Training program for government officials, site inspectors, and representative agents to understand:

- Coastal Zone Management: Major Siting Permits
- Regulatory compliance
- Mitigation
- Application process
- Environmental Impact Assessments
Extensive Political and Cultural Sensitivities
YOUTH CULTURAL CHALLENGES
How might we encourage more engagement of school youth in building community resilience?

Unmet Need: School youth have little opportunity in a safe environment to learn how to communicate with individuals in their communities whom they don’t understand.

Result: Lack of social-cultural tolerance to embrace those “unlike me,” critical for a community to bounce back (resilience) after a disaster or crisis event.
We don’t see things the way they are, we see things the way we are.

**DESIGN THINKING PROCESS**

**Human-centered approach:** inclusive, people-centered communications

**Lenses:** desirability, feasibility, viability

**Process steps:** ideation, prototyping, iteration
The Martians Have Landed!
Community Resilience Game

Suzanne Frew
*From Ideas to Action*, IDEOU
October 17, 2016

THE MARTIANS HAVE LANDED!

Facilitated, role-play game
Introduces communication challenges experienced by youth during uncomfortable engagement with strangers and explores possible solutions.
THANK YOU!
FOR MORE INFORMATION

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