

## Flu Outbreak: Los Angeles

### Panel and Group Simulation Exercise:

*The City of Los Angeles experiences a terrorist inspired biothreat (we'll use a scenario CREATE researchers have developed concerning a genetically modified flu strain). The group will breakup into five teams to adopt the risk perspective of either a recent U.S. arrival, health care worker, member of the clergy, business owner or government employee. After each of seven individual video clips that track the progress of the epidemic there will be small group discussions. Each group will share their experience and insights with the entire group. The focus will be on understanding how different publics are likely to respond, how perceptions and risk-related behaviors may emerge amidst a crisis, and how risk perception research is likely to be relevant.*

### Role Perspectives:

#### Recent Arrivals:

**Children:** Three, all are under 10 yrs. old.

**U.S. Residency :** 2 yrs.

**Language:** English as second language

**Location:** East Los Angeles

**Occupation:** Service Industry

**Household Income:** < \$40,000/yr.

**Age:** 30 yrs old

**Team:** Richard (discussion leader), Kathleen, Paul W., Ellen

#### Health Care Worker:

**Children:** Two, one serving in the military and the other attending college on the east coast.

**U.S. Residency:** Citizen

**Language:** English

**Location:** West Los Angeles

**Occupation:** Doctor or Nurse

**House Income:** > \$90,000/yr.

**Age:** 55 yrs. Old

**Team:** Nate (discussion leader), Robert, Heather, Tom

### **Small Business Owner**

**Children:** None

**U.S. Residency:** Citizen

**Language:** English

**Location of Business:** Downtown Los Angeles

**Occupation:** Restaurant owner with 20 employees for over 15 yrs.

**Business Revenues:** > \$2M/yr.

**Age:** 40 yrs. Old

**Team:** Ben (discussion leader), Bill, David, Dan

### **Clergy (Rabbi, Priest or Minister)**

**Children:** Depends

**U.S. Residency:** Citizen

**Language:** English

**Location of Congregation:** Hollywood

**Occupation:** Clergy

**Household Income:** \$40,000-\$80,000

**Age:** 65 years old

**Team:** Monique (discussion leader), Tim, Alan, Oleg

### **Government Employee**

**Children:** Three, all are under 16 yrs. old-single parent.

**U.S. Residency :** Citizen

**Language:** English

**Location:** Washington D.C

**Occupation:** Government accountant

**Household Income:** \$80,000/yr.

**Age:** 40 yrs old

**Team:** Dennis (discussion leader), Josh, Stacy, Paul S., Marilyn

## Exercise

Based on the video clips, script and your group's role please address the following issues:

1. What would tend to drive this person's perceptions of risk?
2. Are there elements in this story that especially heighten perceived risk?
3. What actions would this person likely take (if any) to address their concerns?
4. How might their perceptions of risk change over the course of the event? Assess a potential trajectory for perceived risk below on a scale of 1-10 (10 is great risk). What are the challenges here? It might help to draw this diffusion as well.

Day	Perceived Risk (scale 1-10)
1	
2	
3	
4	
5	
6	
7	
14	
30	
60	
180	