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# Does Science Improve The General Public Information? The Example of Preparedness Actions For The Seismic Risk in Martinique (FWI).

Jean-Christophe Audru

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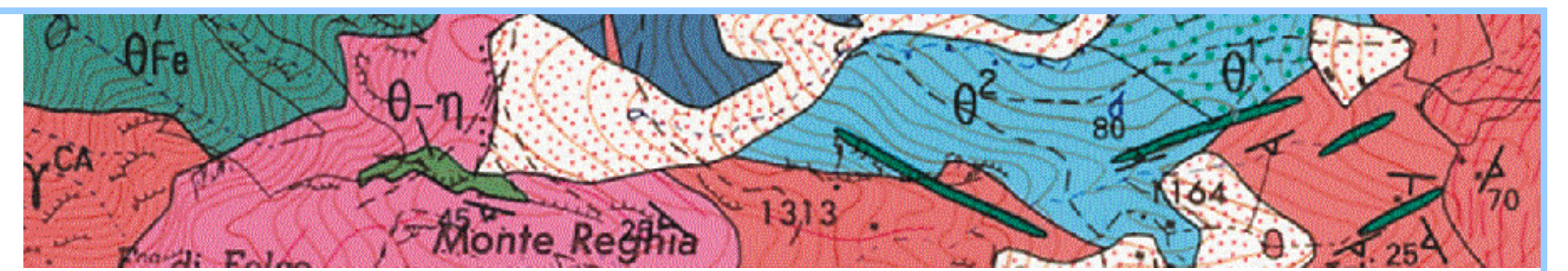
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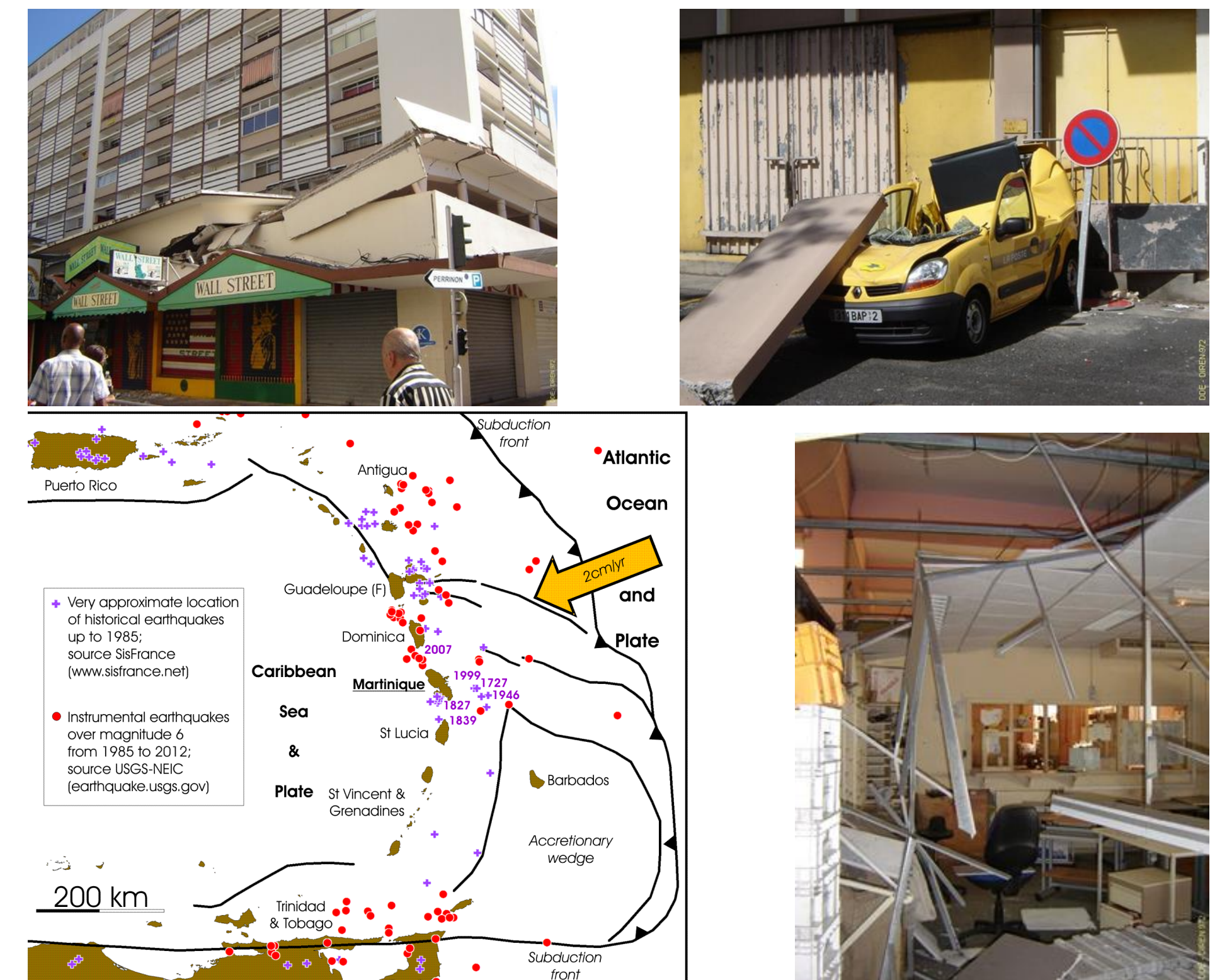
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# Does Science Improve The General Public Information? The Example of Preparedness Actions For The Seismic Risk in Martinique (FWI).

In 2006, Martinican scientists and stakeholders involved in seismic safety formed the “Réplik” working group (“aftershock” in French). This poster presents a **mid-term appraisal** of the seismic awareness campaign organized by “Réplik” from 2006 to 2011, and how it has modified, or not, local preparedness.



Martinique Island within the Caribbean-Atlantic plate-boundary setting & local effects of the Nov.2007 (7.4) earthquake.



“Réplik” actions target residents and non-residents preparedness.

Science produces local studies dealing with earthquakes or tsunamis damage simulations: these encouraged local authorities to organize a successful 24h-simulation drill in 2008.

Science also promotes up-to-date scientific ideas instead of fakes and rumors disseminated by local beliefs or by the internet.

However, people show **little interest in science** because it does not help them in practical prevention actions (family/office preparedness, home/car rescue kits, fastening of furniture, construction techniques, etc.). Moreover, with years, a **growing discrepancy** is noted between the self-evaluated awareness and the actual preparedness.

To remain attractive and efficient, and to respond to the public’s expectations, educational actions must **anchor into Martinican culture**: reconsideration of cultural beliefs and religion, use of Creole language, comprehensive messages on TV and radio, participatory experiences in seismic or tsunami drills... and only a **little bit of science!**

Evolution of awareness and of several preparedness topics among successive polls from 1999 to 2010 within the Martinique population.

