



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

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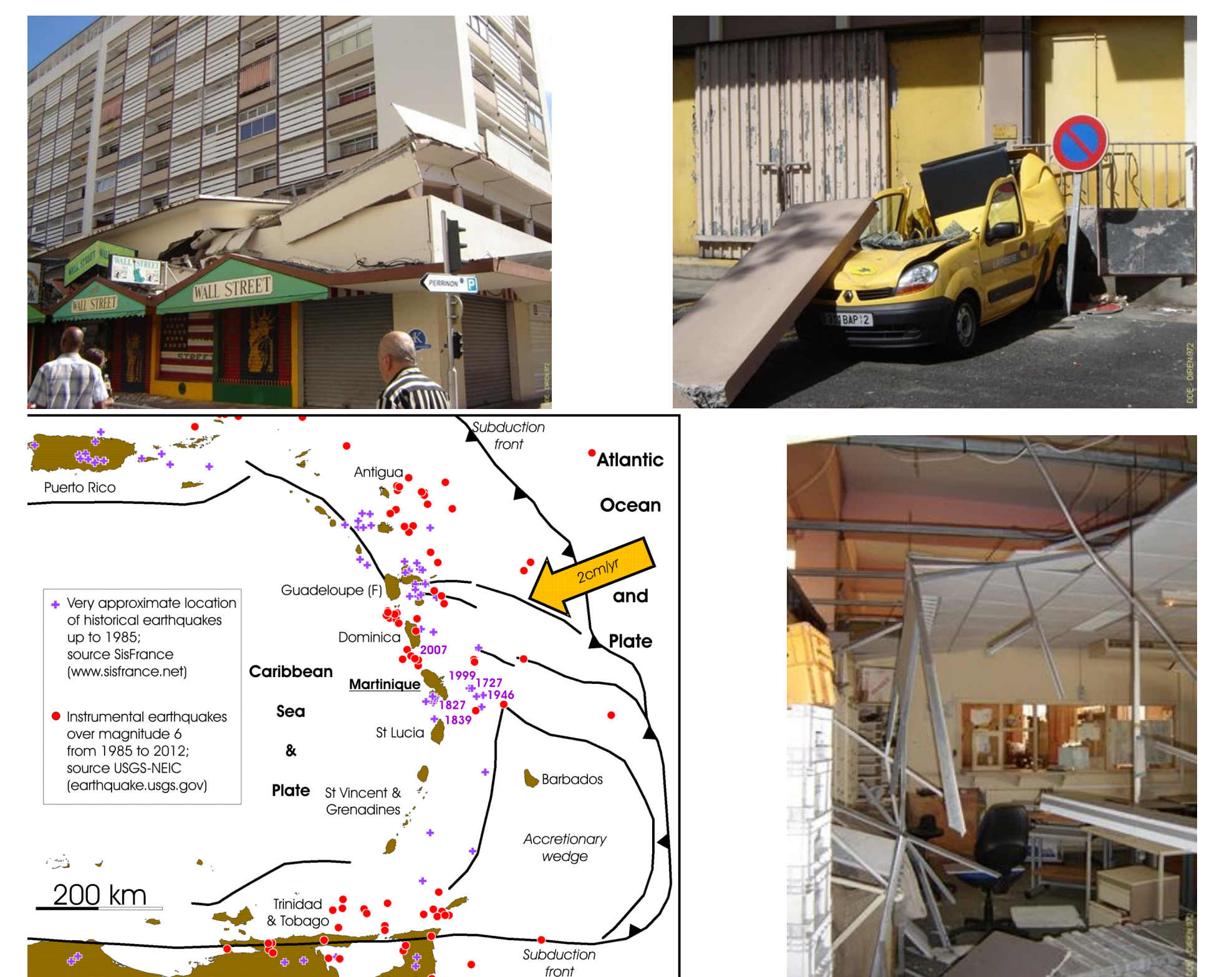
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In 2006, Martinican scientists and stakeholders involved in seismic safety formed the “Réplik” working group (“aftershock” in French). This poster presents a **mid-term appraisal** of the seismic awareness campaign organized by “Réplik” from 2006 to 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.

