



## The French National Earthquake Programme: ongoing & planned information and preparedness actions in Martinique Isl.

Jean-Christophe Audru, Bruno Capdeville

### ► To cite this version:

Jean-Christophe Audru, Bruno Capdeville. The French National Earthquake Programme: ongoing & planned information and preparedness actions in Martinique Isl.. Colloque SeismCaRe, Jun 2009, Schoelcher, Martinique. pp.31. hal-00880869

**HAL Id: hal-00880869**

**<https://brgm.hal.science/hal-00880869>**

Submitted on 6 Nov 2013

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



**SEISM CARE**

Partage d'expériences caribéennes sur la prévention sismique

Martinique, 22-24 juin 2009

**Jean-Christophe AUDRU  
Bruno CAPDEVILLE  
& the RÉPLIK team**

# The French National Earthquake Programme:

## ongoing & planned information and preparedness actions in Martinique Isl.

Ressources, territoires et habitats  
Énergie et climat  
Développement durable  
Prévention des risques  
Infrastructures, transports et mer

**Présent  
pour  
l'avenir**

Direction Régionale de l'Environnement  
de Martinique

[www.martinique.ecologie.gouv.fr](http://www.martinique.ecologie.gouv.fr)



# The team: the Réplik group

- Réplik = French word for 'aftershock'
- Association of public services, regional and general council, foundations, experts, architects, firemen, communication society, etc.
- Meeting each 2 month + a common logo + a common goal



## The team leader: the Nov. 2007' eq.

- Scared lots of people
- Generated moderate structural losses
- Was an excellent 'booster'



# Public information & preparedness

- Annual information and preparedness campaign (November)
- Brochures, magnets, mouse pads, calendars, T-shirts
- Toll-free telephone number
- Dedicated web site with download area



du 1<sup>er</sup> novembre au 30 novembre 2008

**N° Vert 0 800 807 972**  
APPEL GRATUIT DEPUIS UN POSTE FIXE

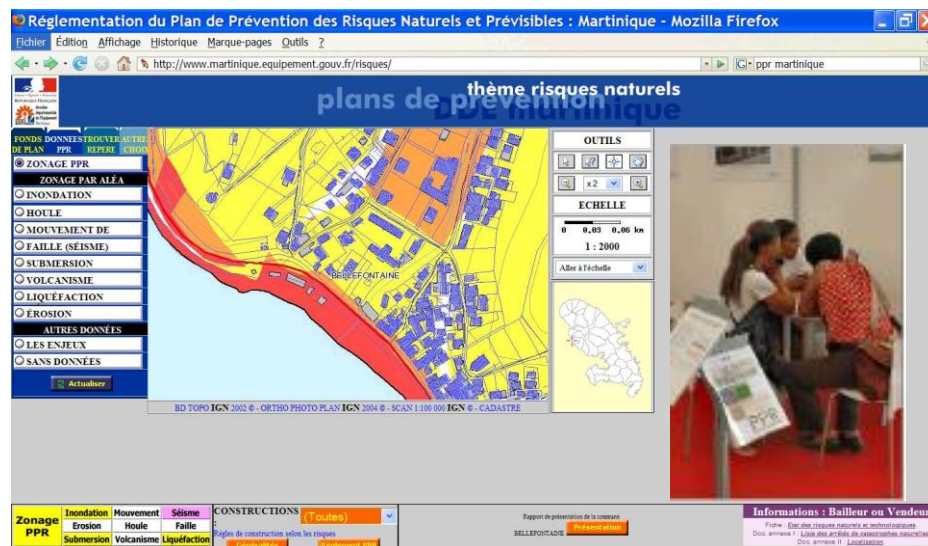


La 3ème édition des journées REPLIK (\*) se déroulera du 17 au 23 novembre 2008 sur l'ensemble du territoire. REPLIK est une large campagne de communication menée depuis 2006 par l'ensemble des acteurs institutionnels martiniquais en charge du risque sismique (\*). S'informer, se préparer, savoir se protéger sont les objectifs des journées REPLIK.



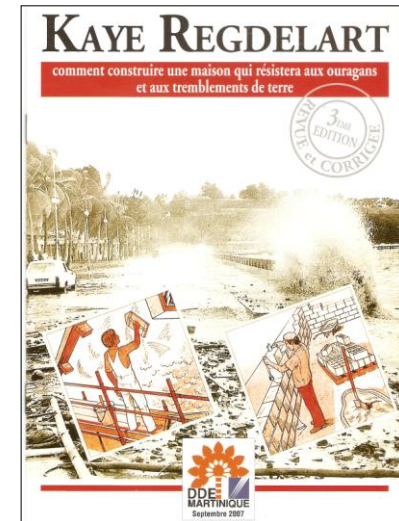
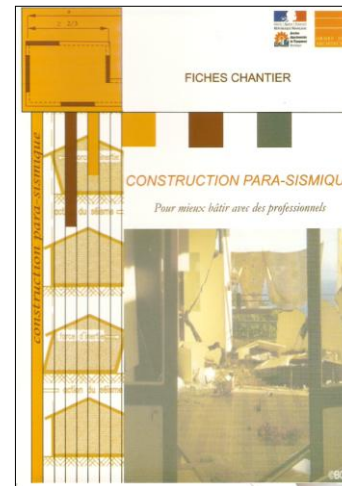
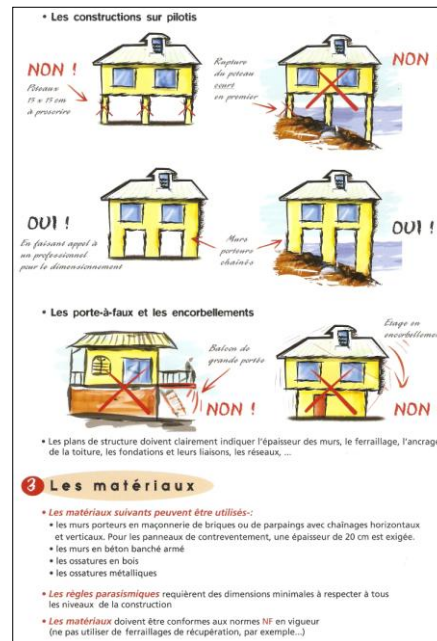
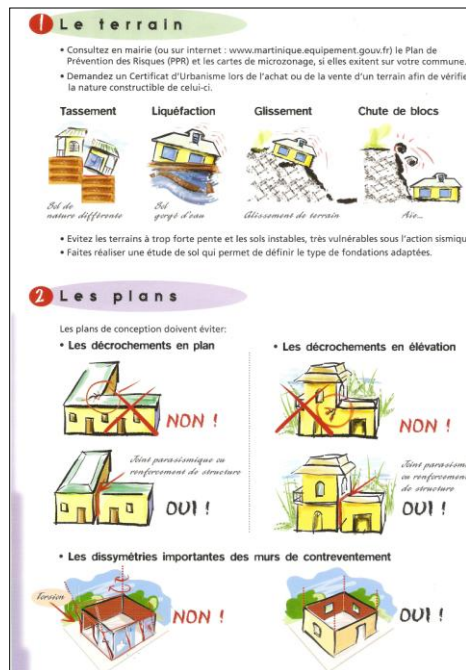
# Public information & preparedness

- Exhibition stand at the annual Housing Fair (October)
- Information about hazards maps, eq. simulator (GC)



# Public information & preparedness

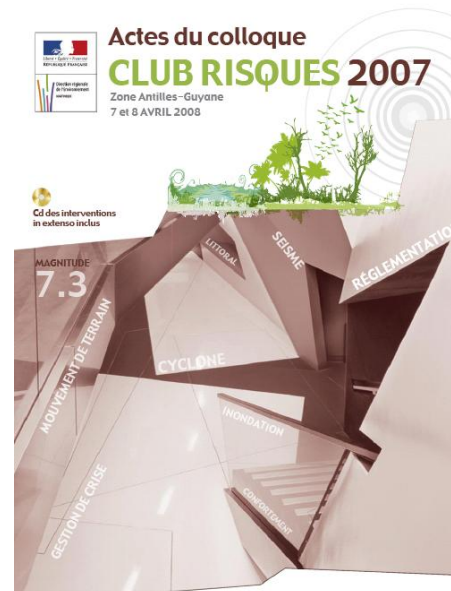
- Co-funding for technical brochures (building codes, concrete and steel bars, etc.)
- Co-funding for pupils brochures with the academy





# Public information & preparedness

- Conferences, technical meetings focusing on eq.

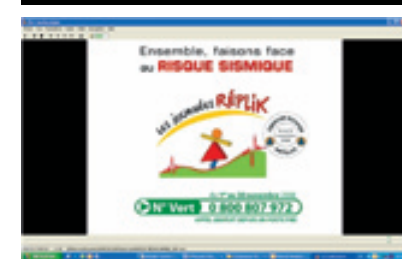






# Public information & preparedness

- TV spots & pre-movies spots in cinemas
- Videos between ads in supermarkets
- Radio spots
- Newspapers ads



- Conferences onsite to employees during working hours
- Do's and don'ts & flyers adapted to industrial purposes

[illegible]

# Public information & preparedness

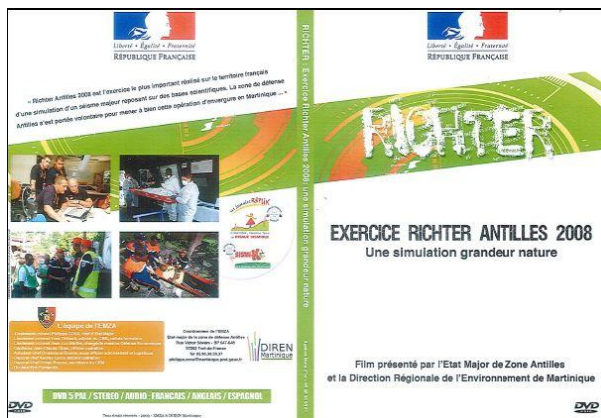
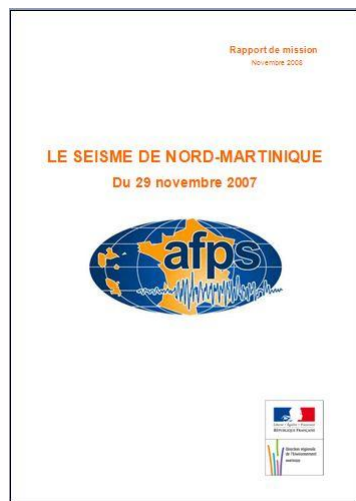
- Expanding our partnership : pharmacies, medical offices, insurance firms, post offices, commercial centres, etc.
- Flyers in petrol outlets (everyone needs some!)





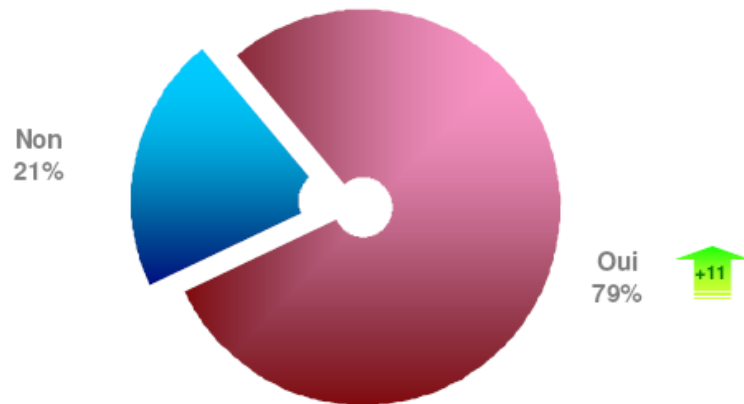
# Public information & preparedness

- Co-funding of professional reports about the 2007 eq.
- Co-funding of communication about the full-scale simulation exercise RICHTER (this meeting)

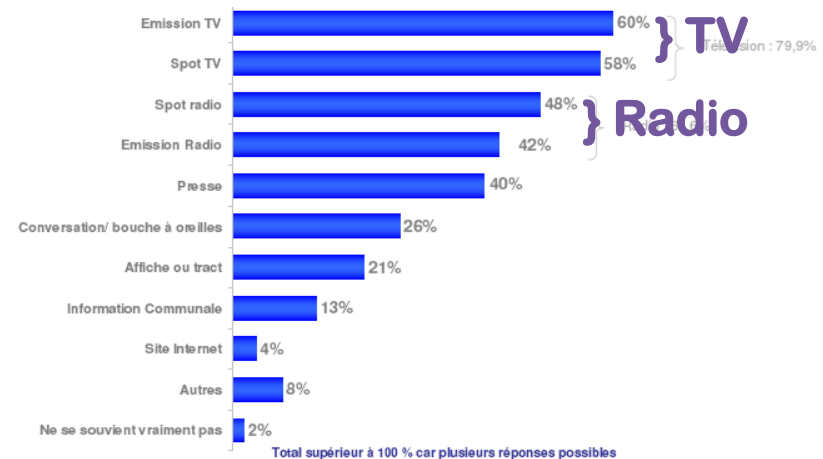


# Public information & preparedness

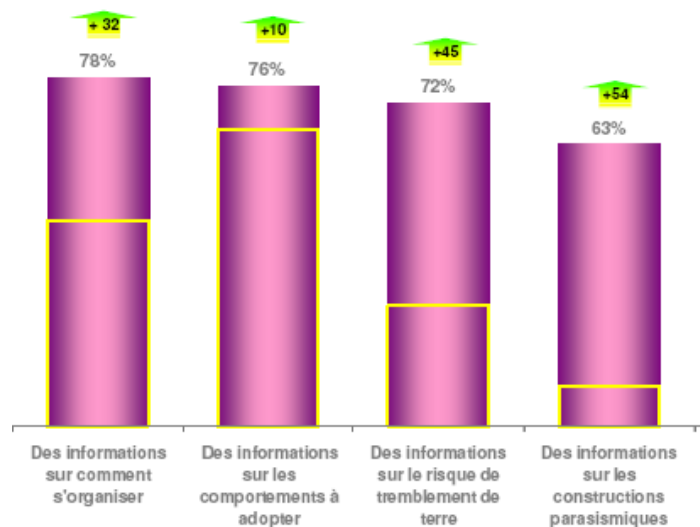
## Notoriety of the campaign



## Channels of dissemination

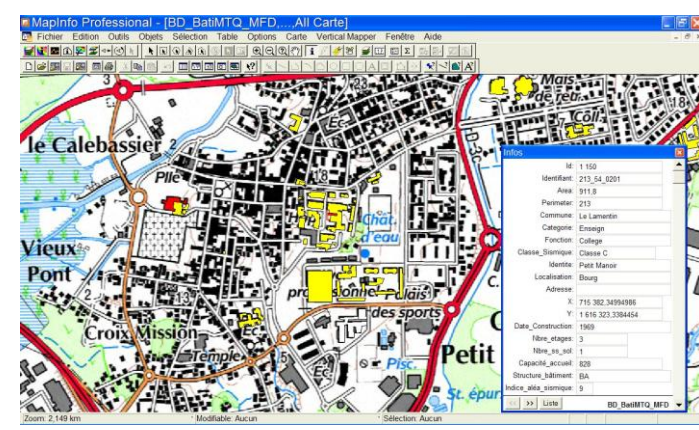


## Got the messages?



Famous speaker (singer, actor, bishop etc.)

- 





# 2009 strategy...

- To share overseas experiences: this assembly...
- To give up conferences
- To bring information closer to population:
  - # associations network
  - # conferences on working sites at wk hours
  - # specific TV shows and radio spots
  - # interior design guide
  - # co-mailing with electricity bills...
- To work on tourism-dedicated information

