

How we should reach out to the public

OKI, Satoko^{1*}, YAMADA, Naoyuki²

¹Earthquake Research Institute, University of Tokyo, ²Japan Meteorological Agency

To utilize findings in seismology, what kind of information should be conveyed to the public? Or how should it be informed? In the symposium held at the 2011 Fall Meeting of the Japan Seismological Society, we had an opportunity to know how the situations like in the press media and schools.

The media set out the importance of seismology to give the information of life-protecting and ?saving or of next risk for the people in disaster affected areas. Some brand new idea such as conveying information or findings to the local people by living there with them.

From a school field, a successful example of collaboration of a primary school and a university carrying out effective earthquake drill was introduced. School kids are now able to protect their lives without waiting for teachers' command. On the other hand, it is revealed that earthquake protecting manuals at schools write only about the case for Tokai Earthquake Prediction Warning being issued, which would never work at all in real.

Both media and schools insisted on the importance of seismological society to improve their situations if only a few supports are given from us.

In this presentation, we go further steps on how we should convey findings or information to the public.

Keywords: outreach, seismology, disaster prevention, media, school