



## **On communicating earthquake risk in low-activity areas**

J. M. Gaspar-Escribano, M. J. García Rodríguez, A. Rivas-Medina, B. Benito, M. Wachowicz, M. A. Bernabé, and T. Iturrioz

Universidad Politécnica de Madrid, ETSI Topografía, Geodesia y Cartografía, Madrid, Spain (jgaspar@topografia.upm.es)

The assessment of natural risks for emergency response and preparedness planning is a transversal discipline that can be studied from many perspectives, including social, political and earth sciences. Accordingly, people with different profiles and backgrounds working on the topic should use of a common language in order to avoid misunderstandings, improve information dissemination, and at the end, facilitate preparedness and response measurements in the right direction.

Some ideas aimed at identifying communication barriers between all parties and suppressing them are presented, using the example of regional seismic risk studies of low-hazard areas, where the rare occurrence of destructive events complicates the situation.

First, factors related to the actual awareness, the degree of understanding and the interest for getting the information about a given a natural risk, are analyzed taking into account that they differ from user to user (civil protection official, scientist, general public).

Subsequently, choices of parameters used to typify seismic risk and ways of representing them graphically are proposed.

Finally, whether the incidence of the lack of a common language increases risk vulnerability is discussed.