Evaluation of the impact of preventive information on natural risks with original immersion tools
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1. Risk communication: various tools exist in France

Flyers, plays...

2. Which impact?
- Is it efficient?
- Do informed people know better how to behave?
- Which information tool is efficient?

3. « Safe and Sound? »
A tool to evaluate the impact of risk communication on people’s knowledge and behaviour in the case of a real event

4. A video game and a play for one person
Based on flood and earthquake scenarios
+ observation and debriefing protocols

5. Allow to:
- Create dilemma situations
- Put into situation
- Go beyond questionnaires
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Beck et al., I²PRI Project
EGU2020-18491

The experiment in figures

- 6 French alpine municipalities: Grenoble – Claix – Meylan, Aiguilles, Ceillac, La Roche de Rame
- 18 days of surveys in 2019
- 217 participants

Source of knowledge

What is the source of the knowledge that led you to make your choice?

151 People interviewed
1888 Sources collected classified in 18 categories

Impact of preventive information on behaviours

- Event: 9.2%
- Exercise/simulation: 1.4%
- Common sense/logical: 27.9%
- Felt exposed to danger: 12.7%
- Maternal/paternal instinct: 2.9%
- Without details: 5.6%
- Public authorities guidelines: 1.5%
- Mainstream media: 11.9%
- Specialized media: 1.9%
- Childs: 0.2%
- Relatives, friends, neighbours: 2.2%
- Landlord: 0.1%
- Education: 4.6%
- Work: 5.9%
- Supervised children: 1.2%
- Network overload: 4.7%
- Without details: 0.9%
- Random: 0.1%

Perspectives

- Recommendations for stakeholders
- Evaluation protocol + user guide

Side effects

- An interesting tool for raising awareness among the population
- Emotions caused by the experiment:
  - juge: 16%
  - impressionné: 20%
  - préoccupation: 32%
  - déception: 24%
  - envie de bien faire: 25%
  - inquiétude: 14%
  - culpabilité: 8%
  - attente: 24%
  - déception: 24%
  - stress: 14%
  - réflexion: 24%
  - instinct parental: 32%
  - angoisse: 16%
  - souvenir: 16%