
Geoscientific Communication Problem with Communities for Disaster Prevention and Land Planning in Peru

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Abstract

The communication process between the geoscientists and native communities in risk areas can significantly affect disaster prevention and land use planning. In Peru, the problem of disaster prevention is a fundamental policy due to unfamiliarity and deficiency of the associate information on the population. It is possible that talk of disaster prevention it will be an unlikely ideal in a country where most towns have settled on unplanned projects by the constant change and the lack of interest from the authorities in such topics. However, it is anachronistic that the rural communities and towns continue to live without a plan to enable them to improve their quality of life. The correct use of geoscience information in the mass media can help in this work. The characteristics of the enterprise in Peru require more training by professionals in the geosciences and support communication specialists. In this paper, we analyze the problem of communication for disaster prevention in Peru, with the aim of contributing to the articulation of a disaster prevention strategy.

Keywords

Communication process • Disaster prevention • Risk management • Peru

15.1 Introduction

In Peru there are many unknowns and little interest in the development of activities for disaster prevention, therefore awareness work is very important. The authorities, mainly the Central Government, act belatedly, only after the disaster that has occurred. They work in that direction at the time of the disaster and then forget the importance of prevention planning and sustainable reconstruction. For example, this can be seen in the performance of the authorities after the earthquake in

Pisco (Ica, Perú) in 2007. Six years after the event, many affected people have not yet managed to regain the standard of life they had before the disaster. On the issue of land use, even though the regulations that should guide have been released, local authorities are not sufficiently prepared to use the information given by specialists; many times, norms are not understandable and so they cannot be applied. Properly designed geoscientific information would allow them to concentrate their actions on the development of alternatives initiatives, derived from management plans prepared by the specialists. By the above consideration, it is considered that disaster management and planning of land use are going tasks that must be managed from a multidisciplinary perspective.

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15.2 Background

The current regulation in Peru, although it seeks to contribute to disasters prevention and the management of land use, has not been properly prepared due to improper