

Lara Mani, Postdoc - 'An assessment of the crisis communications campaign during the 2020-2021 volcanic eruption of La Soufriere, St Vincent.'

During the 2020-2021 eruption of La Soufriere, St. Vincent, the Seismic Research Centre at The University of the West Indies (SRC) played a major role in supporting communication of hazard and risk information to publics and stakeholders across St. Vincent. Due to COVID-19 restrictions, the communications campaign was heavily reliant on social media channels and TV and radio broadcasts, rather than in-person community education and communication sessions. Although the communications approach sought to be inclusive of all members of the affected communities where possible, it was considered possible that the more vulnerable residents, such as the elderly, children, and those with low levels of literacy were excluded from the communication efforts.