Session 6

QUESTION 1

What were the top two challenges and how were they addressed?
Q1: top two challenges

CASE STUDY 1 – Normal nuclear power plant operations

- We need to understand who the audience is and what they need
  - adapt the approach and tactics accordingly
- We need to build trust
  - address issues of context, sustained communications over time (even beginning before a legal proceeding), and fake news
  - adopt key principles of transparency and clarity understanding that this requires significant investment of time and resources to communicate effectively
Q1: top two challenges
CASE STUDY 2 - Legacy management

• Trust and understanding concerns: all input equally judged
  – Trust must be earned: transparency, openness, listening, etc.
  – Public trust in government, but government must trust the public
    • Trust of experts
    • Trust in NGOs

• Presentation of “the big picture”
  – Don’t focus on “risk alone”
  – Consequences of choices should be addressed
  – Risks should be put in perspective
Q1: **top two challenges**

CASE STUDY 3 – Radon Exposure

– Communicating risk in perspective and providing context
  
  • Considering radon risks vs non radon
  • Putting the risk in terms of familiar thing (packs of cigarettes, natural background, chest X-ray)

– Specifying the stakeholders and tailoring the message to who **needs** the information
  
  • Demographics
  • Not focusing only on geographic location (mothers, workers, etc)
Q1: top two challenges
CASE STUDY 4 – New build projects

- Engagement and Empowerment of stakeholders in decision processes can be challenging
  - Understand and plan stakeholder involvement roles, timing, and processes
  - Economic and social issues were seen as generally more important than radiological issues
  - Identification of stakeholders

- Mobilize and build relationships with local “ambassadors” and assure they are well informed, in order to expand stakeholder dialogues and optimize resource utilization
Q1: top two challenges

CASE STUDY 5 – Nuclear power plant in emergency situation

• To include key actors in the response system and to use public communication/social media to increase the effectiveness of this approach

• The implementation of this approach during preparedness, response and recovery requires
  – The provision of training and support to health professionals in specific questions
  – Efforts of the authorities to connect with health professionnals with the aim to recruit the minimum number of members of the medical community

• The inclusion of local communities and the use of local languages (including neighbouring countries) is mandatory
CASE 6 STUDY – Long-term waste management

Q1: **top two challenges**

- Emotional public discussion can often take precedence over scientific facts and regulatory procedure.
  - NGO can play a role for the expression of these emotions
  - Having compelling spokespersons
  - Highly engaged local municipalities with public acceptance can prevent politics from getting in the way of progress

- How to communicate something that is so far into the future
  - The actual facility has to exist for an inconceivable amount of time – how can the basis for the decision support something so far into the future
  - Storytelling, virtual reality and modeling to give people an idea of what the facility will look like.
Session 6

QUESTION 2
What are the two most important areas for improvement which could form the basis of recommendations for further work?
Q2: most important areas for improvement
CASE 1 - Normal nuclear power plant operations

• Expand approach to:
  – Define and engage audiences such as youth, influencers (such as doctors, teachers, scientists), neighbouring countries
  – Have a regular public forum discussion with key players such as industry, regulator and government agencies to reassure local communities and interested stakeholders

• Develop more ways to reach target audiences such as
  – Afterwork, Infographics, Virtual reality
  – Frame understanding of risk by using every day examples such as visiting the dentist
Q2: most important areas for improvement

CASE STUDY 2 - Legacy management

• Guidance for the use of Social Media
  – Should organisations encourage employees to use SM individually?
  – If so, what guidance and monitoring is needed?
  – At what level should SM issues be addressed?
  – What key messages can be prepared in advance?

• How to engage vocal opposition and “self-proclaimed experts”

• Simplified, graphic radiological impact scale can be explored
Q2: most important areas for improvement
CASE STUDY 3 – Radon Exposure

- Social Media Usage
  - Be prepared to interact with stakeholders
  - 2 way communication and you have to reply

- Educating children to assist in engaging stakeholders
  - Involving doctors to give health information
  - Including radiation protection in curriculums
Q2: most important areas for improvement
CASE STUDY 4 – New build projects

• Explore the value of Social-Economic Impact Assessments as part of the New-Build decision process

• Explore approaches to engage the “Disinterested Middle”, for example using modern communication technology
Q2: most important areas for improvement

CASE STUDY 5 – Nuclear power plant emergency situation

- Provide consistent information to the affected population and establish trust between the affected population and members of the response system by including medical doctors who are considered as trusted experts; this includes the need to test the communication materials with stakeholders.

- Social media provide good options to overcome many of the underlying challenges in communication but this requires initiatives during preparedness to assure the functionality of medical media in the context of this situation.
**Q2: most important areas for improvement**

**CASE 6 STUDY – Long-term waste management**

- Engage the younger generations
  - Joint Project involving virtual reality
  - Introducing and the full nuclear life cycle into the school curriculum
- Incorporating the values into the decision making process for long term projects
  - Holding discussions so that action can be taken now and not left for future generations