

CNRA Road Map for Crisis Communication of Nuclear Regulators for **Better Preparedness**

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Committee on Nuclear Regulatory Activities (CNRA)



Working Group on Public Communication (WGPC)

OBJECTIVE

Support for public communication of Nuclear Regulatory Organizations

Methods of Working

- Annual meetings
- Writing documents
- Reports to CNRA
- Organization of workshops



On-going System
"Flashnews"

WGPC Programme of Work

- Transparency of regulatory activity (2007-2010)
- Information of local public (2008-2010)
- Survey on public perception (2008-2010)
- Crisis Communication (2009-)
- Use of Internet & Social Media (2011-)
- Communication Plans (2012-)

21 countries + EC & IAEA





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- Transparency of regulatory activity (2007~2010)
- Information of local public (2008~2010)
- Survey on public perception (2008~2010)
- **Crisis Communication (2009~)**
- Use of Internet & Social Media (2011~)
- Communication Plans (2012~)

Crisis Communication

- Surveyed 17 countries (2010)
→ Actions, timing, message, channel, etc.
- Led by Spain, Japan, Norway, Sweden
- Produced CNRA Report(2011)
"Road Map for Crisis Communication of Nuclear Regulatory Organizations"

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- 1. Three phases**
Specific actions during pre, on-going, post crisis
- 2. "The sooner, The better"**
React within 2 hours
- 3. NRO, reliable primary source**
Offer information and technical advice
- 4. Initial press alerts**
Followed by media briefings, interviews, websites
- 5. Pre-drafted messages**
Expedite Crisis Communication
- 6. New media (facebook, twitter, blog)**
Recognize the potential

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- 7. Trained spokesman, contingency plans**
Need to support crisis communication better
- 8. Accuracy of the information**
Avoid confusion and increase credibility
- 9. Well-defined emergency organization**
Provide consistent information among them
- 10. Self-assessment, evaluation, lessons learned**
Involve in emergency drills and media training for transparency, communication, coordination

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	Pre-Crisis	During Crisis	Crisis	Post-Crisis
Management	Set CC Plan	Implement CC Plan	-	Notify End of Crisis
	Set CC Core Group	Briefings/coordination	Keep one voice	Assess NRO actions
	Assign Manag. Roles	Staff in crisis config.	-	***
	Set Spokespersons	Prepare Press Conf.	Be accurate & calm	Assess NRO communication
	Crisis area on Intranet	Update Intranet	-	Lessons on Intranet
	Set liaison with NROs	Flashnews / IAEA	-	Internal lessons drawn
Logistics	Identify staffing needs	Activate staffing plan	-	-
	Conduct regular drills	-	-	Assess drill efficiency
	Maintain EC equipment	Activate EC	-	Deactivate EC
	Prepare Call center	Activate Call center	-	Deactivate Call center
	Identify Media needs	Set-up Media Center	Set Pictures for media	Assess Media satisfaction
	Set translation means	Call translators	Translate key info	***
Public Affairs	Draft PR templates	Issue quickly 1 st PR	Announce 'next' in PR	Post crisis messages
	Media Contacts' list	Messages to MC	-	Feed MC relations
	Prepare 'dark' website	Update website	Shadow usual website	Website back to usual
	Assess SM use	Decide SM use	Link SM to website	SM back to normal
	Prepare SMS use	Send SMS	-	-
	Set Media monitoring	Check media monitoring	Correct misinformation	Check message effectiveness
	Prepare doc. For media	Provide fact sheets	-	Follow-up information

CC: Crisis Communication **MC: Media contact** **SM: Social Media**
EC: Emergency Centre **PR: Press Release** **SMS: Text message**

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	Assess SM use	Decide SM use	Link SM to website	SM back to normal
	Prepare SMS use	Send SMS	-	-
	Set Media monitoring	Check media monitoring	Correct misinformation	Check message effectiveness
	Prepare doc. For media	Provide fact sheets	-	Follow-up information

CC: Crisis Communication **MC: Media contact** **SM: Social Media**
EC: Emergency Centre **PR: Press Release** **SMS: Text message**

Fukushima Survey

- Surveyed 18 countries (2 times May/Sept 2011, except Japan)**
- Preliminary actions post-Fukushima**
- Follow up: the impact of Fukushima on communication strategies**
- Reported to CNRA meeting (2011)**

1. What we prepare **before** crisis?

Management Level	Logistics	Public Affairs Office
Establish CC Plan	Identify Staffing Needs	Prepare PR templates
Define the command line	Conduct Regular Drills	Update Media Contacts' list
Designate Spokesmen	Maintain EC Equipment	Prepare "dark" Websites
List a roster of Technical Experts	Prepare Call Center	Open SM Accounts
Intranet: Set Crisis Management area	Identify Media Needs	Prepare SMS Use
List up NROs and Stakeholder Contacts	Set Translation Means	Set Media Monitoring

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2. What we are doing **during** crisis?

Management Level	Logistics	Public Affairs Office
Implement CC Plan	Activate Staffing Plan	Issue Quickly 1st PR
Briefings/ coordination	Activate EC	Messages to MC
Reschedule daily work	Activate Call Center	Update Website
Press Conferences	Set-up Media Center	Decide SM use
Update Intranet	Call Translators	Send SMS
Flashnews / IAEA ENAC	Arrange Press Pools	Check Media Monitor

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3. What will we do **after** crisis?

Management Level	Logistics	Public Affairs Office
Notify End of Crisis	Assess drill efficiency	Post crisis messages
Analysis NRO actions	Deactivate EC	Establish Good MC Relations
Follow-up Interviews	Deactivate Call Center	Website back to usual
Assess NRO communication	Assess Media satisfaction	SM back to normal
Lessons on Intranet	Evaluate the tools	Evaluate message effectiveness
Internal lessons drawn	Self-assessment Exercise	Distribute more information to MC

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Efficient preparedness and anticipation of the demands make better communication!

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With a good roadmap, we never get lost



Thank you for your attention.