



Crisis communication consistency amongst NROs

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Nuclear events and information:

some findings

- A nuclear event has an international dimension
- Strong collective concerns
- High media pressure
- A lot of requests from the general public and stakeholders
- Prevalence of health and environmental issues
- Political involvement at national and international level
- Multiple information sources





Nuclear events and information:

NRO responsibilities

- In the case of an emergency, NROs have several responsibilities

➡ Major role in crisis communication

- In case of event with consequences in several countries, necessity for NRO's to :

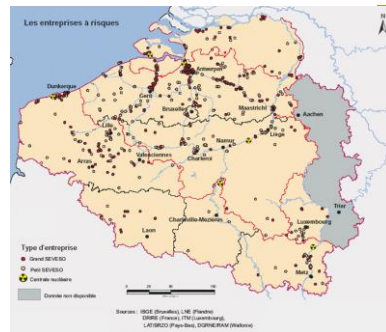
- Deal with many sources of information

- Cope with other NRO's technical decisions/assessments

Add crisis in communication to technical crisis

➡ Disbelief in decisions

Mistrust in regulatory organisation



Communication consistency amongst NROs...

... lessons learned from 3 past events



- Harmonization of iodine prophylaxis – 2006 (emergency preparedness)



- Industrial accident at Centraco facility – 12 September 2011 (crisis without radiological issues)



- Fukushima accident – 11 March 2011 (crisis with radiological issues)



Harmonization of iodine prophylaxis

- Inconsistencies in protective actions
- ➔ Share preparation to emergency situation is a good practice
- Exchange of information: 1st step of harmonization of protective actions
- Contribution to harmonization of protective actions:
 - Multilateral, HERCA
 - Bilateral arrangements between France and neighbouring countries (B, G, L, S) in the event of an emergency
- Harmonization of iodine prophylaxis in Europe: concrete progress

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Harmonization of iodine prophylaxis

En cas d'accident nucléaire

Des accidents il faut :

- rester chez soi ou aller à l'intérieur d'un bâtiment,
- éviter de respirer et éviter les contacts de peau,
- prendre vos comprimés d'iode à temps et avec le profil préconisé pour éviter des effets indésirables.

Utilisation des comprimés d'iode en cas d'accident nucléaire

En cas d'accident nucléaire, une mesure efficace consiste à prendre des comprimés d'iode avant l'arrivée de la population et pendant les premiers jours.

Les comprimés d'iode stabilisés (selon les protocoles) protègent la glande thyroïde contre les effets de l'iode radioactif.

Les comprimés d'iode sont officiels depuis 2010.

Pour en savoir plus : www.asn.fr

Mode d'emploi

comprimé se prend toujours avec l'eau (eau, lait, jus de fruits).

Après le repas de 12 ans les femmes enceintes sont plus sensibles, leur protection prioritaire.

comprimé d'iode est un médicament : leur utilisation doit être soignée.

Posologie
(pour les nouveaux comprimés d'iode au potassium absolu à 65 mg)

0 à 1 an	1 à 2 ans
2 à 5 ans	6 à 12 ans

- Expert group: Belgium, France, Germany, Luxembourg and Switzerland
- Harmonized strategy
 - **Common references:**
 - One critical group: between the unborn child and 18 years old;
 - One intervention level : thyroid projected dose of 50 mSv;
 - Same tablets of potassium iodine (65 mg KI) and same dosage;
 - Early stage: initial dose assessment given by the country where the accident takes place.
 - **Common preventive actions:**
 - Preventive distribution around NPPs;
 - Regular information campaigns, harmonized leaflets.

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Industrial accident at Centraco facility

- September, 12, 2011 11:45 AM, Paris time (9:45 UTC)
- Serious accident with no radiological issues
- « Panic effect »: school sheltering; media: « *nuclear explosion in a NPP* »
- Strong media coverage; political involvement
- ASN activated its emergency center:
 - Limited technical issues
 - Many demands of information (media, NROs)



- 2 press releases in French at 2 and 4 PM.
- 2 press releases in English at 4 and 5 PM to bilateral contacts, ENSREG, WENRA, HERCA, IAEA and ECURIE networks.
- Calls with IAEA, ENSREG, WENRA and others NROs...

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Industrial accident at Centraco facility

End of the event at Centraco (Gard) : press release #2

Paris, September 12 2011

Information notice

The event that occurred this morning at Centraco, nuclear installation located near the Marcoule site (Gard) is considered as closed.

- Events on nuclear facilities, even without radiological issues, are significant for the media.
- Quick information to NROs is essential
- Clear statement as practicable

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Fukushima accident

■ ASN's role :

- Get information
- Deliver information to the public and the media
- Advise the French government



Fukushima accident

GET INFORMATION

- IAEA (ENAC and USIE system; regular status)
- European level (ECURIE system: decisions of MS - management of the import of consumer goods, food...)
- Informal contacts with Japanese colleagues
- No direct relations with Japanese emergency center (avoid burden)
- Regular contacts with foreign Authorities (mainly at the european level): regular bilateral meetings; phone calls, e-mails
- Daily audio conference with ASN's TSO (IRSN), French Embassy in Tokyo, ...
- Daily audio conference with NRC (USA), ONR (UK), (CNSC) (Canada)





Fukushima accident

PROVIDE INFORMATION

- Huge media pressure (around 1 500 demands)
- Address the public concerns
- Wide range of questions coming from many stakeholders
- Difficulty to maintain our crisis organization over the long term
- Issuing documents in French and English
- Need to synthesize information
- Inform with openness, regularity and honesty
 - *between Three Mile Island and Chernobyl*
 - *damage to the core*

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Tentative conclusions

- **“Technical” consistency amongst NROs: an objective**
- **Nuclear event: “think global”**
 - Emergency preparedness
 - Harmonize protective actions and promote exchanges among regulators (role of networks such as HERCA)
 - Bi or multilateral arrangements to enhance technical and information coordination between NROs
 - Prepare the mutual assistance between the emergency centers
 - Training: exercises with neighboring countries including communication aspect.

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Tentative conclusions

- Nuclear event: “think global” (cont’ed)

- Emergency situation

- Exchange of information between NROs (bilateral arrangements, international and European notification tools, professional network – including HERCA, NEA, ENSREG, WENRA,... call conferences)

- Coordination between States through IAEA and the EC

- Feedback at international scale



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