



Session P2

Eduardo Gallego (UPM) and Wolfgang Raskob (KIT)



Innovative integrated tools and platforms for radiological emergency preparedness and post-accident response in Europe: Communication

- Information and participation of the public in a post-accident situation: expert-to-expert interactions and social paths for recovery - insights from the PREPARE European research project (A: P 2.1.)

Stéphane Baudé, Mutadis, France

Traditional media in the context of the Fukushima nuclear accident

- Why and how are mass media important in nuclear emergencies: theory and method for analysis (A: P 2.2.)
Tanja Perko, SCK•CEN, Belgium
- Radiological risks in media: understandable and meaningful? (A: P 2.3.)
Yevgeniya Tomkiv, NMBU, Norway
- Back into the collective memory to communicate about and explain a nuclear accident to the public: Issues and recommendations (A: P 2.4.)
Marie Claire Cantone, UM, Italy
- Nuclear emergency management and countermeasures reported in mass media (A: P 2.5.)
Eduardo Gallego, UPM, Spain
- Public communication coordination in the case of Fukushima: challenges and recommendations for a nuclear emergency communication (A: P 2.6.)

Iztok Prezelj, UL, Ljubljana



- The emergency situation is complex and facilitation is needed, in particular to manage day-by-day decisions after a nuclear accident
- Traditional media and social media interact and are used as source by both sides
- Communication of risk in mass media is generally weak and requires improvement
- Mass media and also the public compared Fukushima with Chernobyl from the beginning
- Reports about the emergency workers at the NPP dominated the articles in the traditional media. Between countermeasures, evacuation can be presented as an event itself, and was on the focus
- There is a need to harmonise communication at all levels from local to supra-national, but it is difficult to achieve due the many players, the complexity of the nuclear emergencies and the conflicts on social values



- To manage return to contaminated areas, compensation schemes are important
- Traditional media are the main source of information and may have their own agenda: how to deal with this
- Combination of values with units and comparison with reference levels is a good information
- How to assure that comparison with historic event is made in the correct context?
- Authorities have to prepare information about all possible actions beforehand to feed this into the media channels
- The nature of public and media sphere will prevent effective coordination of information. Even with a good coordination, clear, consistent and coordinated messages will become to some extent blurred in practice



- Bring the theory into practice which was successful in Belorussia, but, can it be successful in Japan?
- Include health risk in media information and not only doses but with good visual material
- Comparison with historic events is important and can help to understand the problem in a better way
- Communicate about crisis response in details, even under uncertainty. Otherwise trust and credibility will be impaired
- Train authorities to prepare appropriate information on protection strategies in peace-time
- Train authorities with journalists as harmonisation is not possible, but better communications might be



Recommendations

PREPARE

- Application of a tool to analyse an emergency, collect data and disseminate information to experts, public, media
- This “Analytical Platform” is part of PREPARE
- First presentation of and training on the tool will take place in October,
- Everybody interested is invited to participate in the presentations and a table top exercise demonstrating the usability of the platform
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FIRST ANNOUNCEMENT

Training course

Analytical Platform – scientific methods and tools for information collection and exchange

7-9 October 2015, Trnava, Slovak Republic

organized by:

KIT (Germany), NCSR (Greece), CIEMAT (Spain), VUJE (Slovak Republic), SCK-CEN (Belgium) and MUTADIS (France)

in cooperation with:

The European Platform on preparedness for nuclear and radiological emergency response and recovery (NERIS)

hosted by:

VUJE, Okružna 5, 918 64 Trnava, Slovak Republic

