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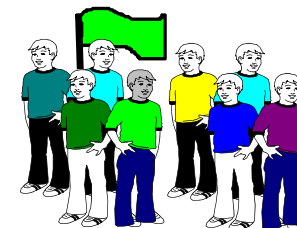
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NUCLEAR INDUSTRY PROMOTION VS CITIZEN CENTERED RISK COMMUNICATION



Landscape in Poland

- The need of knowledge about ionising radiation to make informed decisions;
- Low public awareness on the subject of ionising radiation and nuclear power in Poland;
- Information and dissemination of knowledge about radiation by experts considered as a promotion of nuclear energy



Society

Information

- Very scarce information on ionizing radiation and NE in the media before 2009
- Nuclear program launched information campaigns (although its incompetence is criticized by many organisations and experts)
 - General information campaign conducted by ME
 - Information in localities – responsibility of investor



Questions raised

- Why journalists writing on nuclear energy and ionizing radiation are often stimulated by emotions, not based on the opinions of experts and authorities in this field?
- How to build bridges between professionals in the industry and the media?
- What kind of role to play in this regard have spokespersons?



Countermeasures

- improvement of communication between the media and information sources;
- education of journalists informing about ionizing radiation;
- building confidence in the experts, communicating with the public
- a large role have spokespeople and companies involved in public relations



Enhancing EducAtion, TraininG and Communication Processes for Informed Behaviors and Decision-making ReLAtEd to Ionizing Radiation Risks

It is still much to be done in the field of educating the media, building confidence in the experts, communicating with the public comprehensible language, and transmitting reliable information

