

RICOMET 2017

Risk Perception, Communication and Ethics of exposures to Ionising Radiation

Session: Integrating societal concerns and ethical considerations in emergency preparedness and response (part 2)

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Session outset

- Involving **many stakeholders in emergency preparedness and response communication**: the general public, journalists, potentially affected populations, operators, regulators, emergency response organizations, interested parties
- A **new age of reporting** and analyzing the provision, receipt and perception of information
- Studying the **democratization of science and of information** to better understand how to communicate in nuclear and radiological emergencies

Understanding public perception

- Quantitative and qualitative research studies and surveys explore perception and reveal the influence of different media and political landscapes
 - Different feelings, e.g. solidarity
 - Varying degrees of knowledge on reflex measures
- Technical community quantifies risk based on numerical data and public tends to qualify risk based on perception

Sources of information

- Trust in information sources: what are the facts and where are they?
 - Journalists
 - Engage and work with journalists as key communicators in emergencies
 - Open source information on Wikipedia
 - “Non-news” and “news” source of information on nuc/rad issues
 - Authorities engaged in emergency preparedness and response
 - Coordinated information based on areas of responsibility



Objective of ensuring implementation of public protective actions

Effective Emergency Communication

- Understanding **goals, challenges and principles** of crisis communication contributes to effective emergency preparedness and response
- **Working with journalists** can support clearer, stronger, more trustworthy reporting
- **Citizen journalism** is the new normal and must be considered for emergency preparedness and response
- Surveys reveal crucial insights into the importance of **public engagement in emergency planning**
- **Tackling intentional misinformation** is a challenge against which a trustful relationship with media and public is a tool