



# Communication aspects after the Fukushima Daiichi Accident: View and Experience of the Regulator

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## Good practices during normal situation

- openness and credibility in the information
- information about the currently handled matters dealt
- informing and involving the public and media in NPP emergency drills and other exercises (INEX dirty bomb)
- maintaining contacts with the media (technical articles, expert comments on articles, media outlets, etc)
- maintaining contacts with regions in the EPZ (regular meetings, participation in emergency exercises, etc)
- maintaining contacts with inter-departmental organizations



## Activities during Fukushima Accident

- build a team of experts to communicate with media, the public and Embassy
- communication with the public
- communication with the government, embassies, other central administrative authorities
- communication with the mass media
- special web site with a discussion forum



## Lessons Learned I.

- expert team communication (acting trustworthy, able to calmly and clearly explain the issue briefly or answer the question)
- inform truthfully and comprehensively, swamping professional details
- open communication between departments and mutual communication
- fast and clear communication between authority and international organizations (clear requirements, non duplication of tasks)
- clear rules for access to the international level (import form Japan, guidelines for staff of embassies in Japan)
- referring to credible sources of information (IAEA, MEXT, etc) and own analysis
- expanding distribution of information materials



## Lessons Learned II.

new tools for on-line communication -  
considering:

- dedicated search engine
- discussion forum contains all current platforms for discussion (single covering of good practice)
- central reporting web site for accidents
- information platform for awareness and education



## Conclusion

- continually build confidence in the authority
- unless PR – team of experts capable of communicating at different levels
- clear rules for each country from international organizations (uncertainties concerning import of non food shipments form Japan)
- unified position of national authorities (embassy evacuation in Japan, iodine prophylaxis staff of embassies in Japan)
- better communication between national authorities and international organizations
- clear and current information strategy of authority
- support from the government and parliament
- information and participation in emergency exercises



Thank you for your attention