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Targeted Populations



Radiation Safety Information for:



Informational

Technical Historical Events

After years of hardcopy variations, the HPS Newsletter is now electronic.



Health Physics Society

Nonprofit scientific professional organization

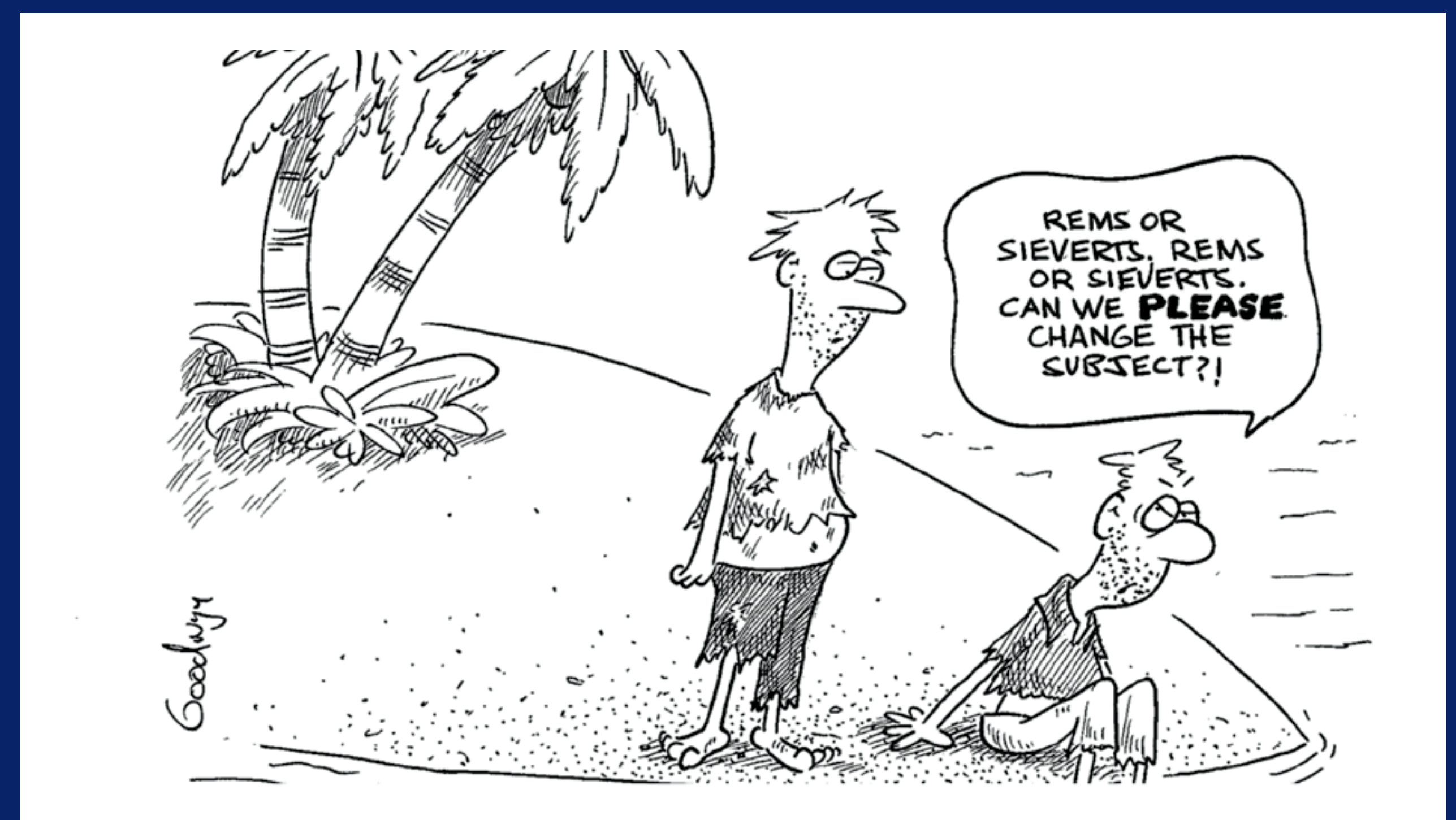
Mission - to promote excellence in the science and practice of radiation safety

Membership ~ 5000 scientists, radiation safety professionals, engineers, physicians

- 42 domestic chapters
- 2 international chapters

Represent a wide variety of technical areas and disciplines

Website Goes SI



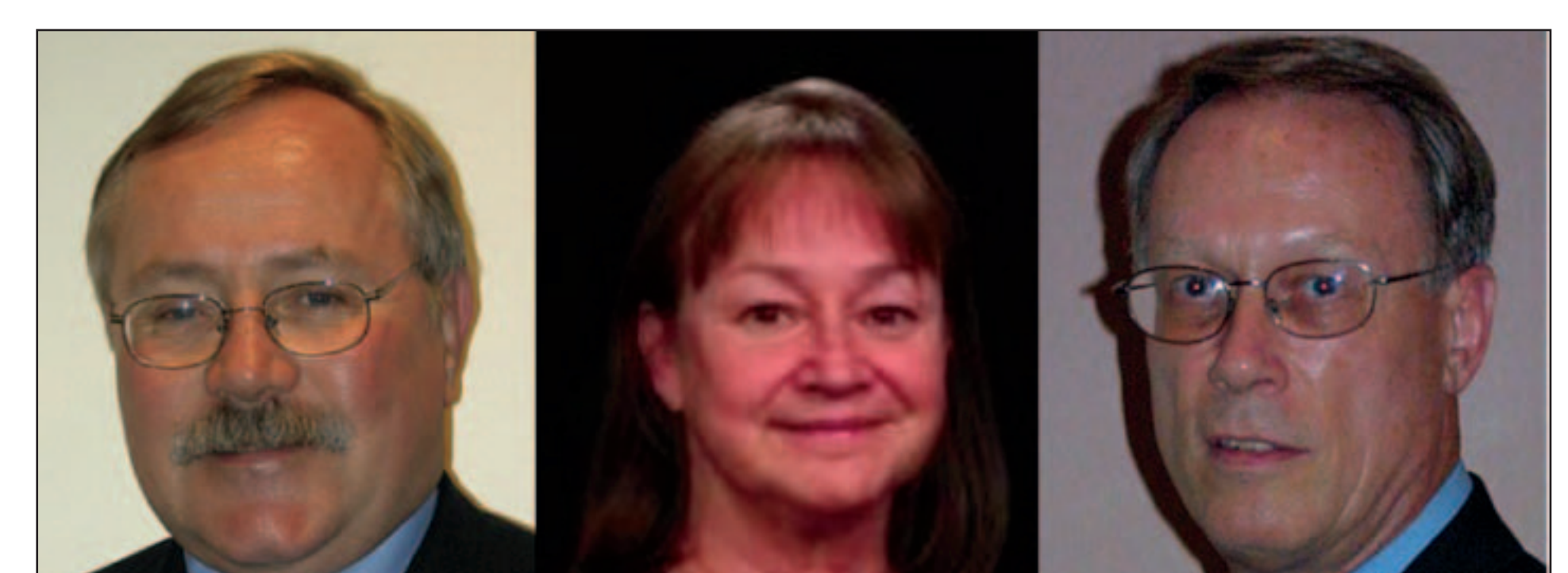
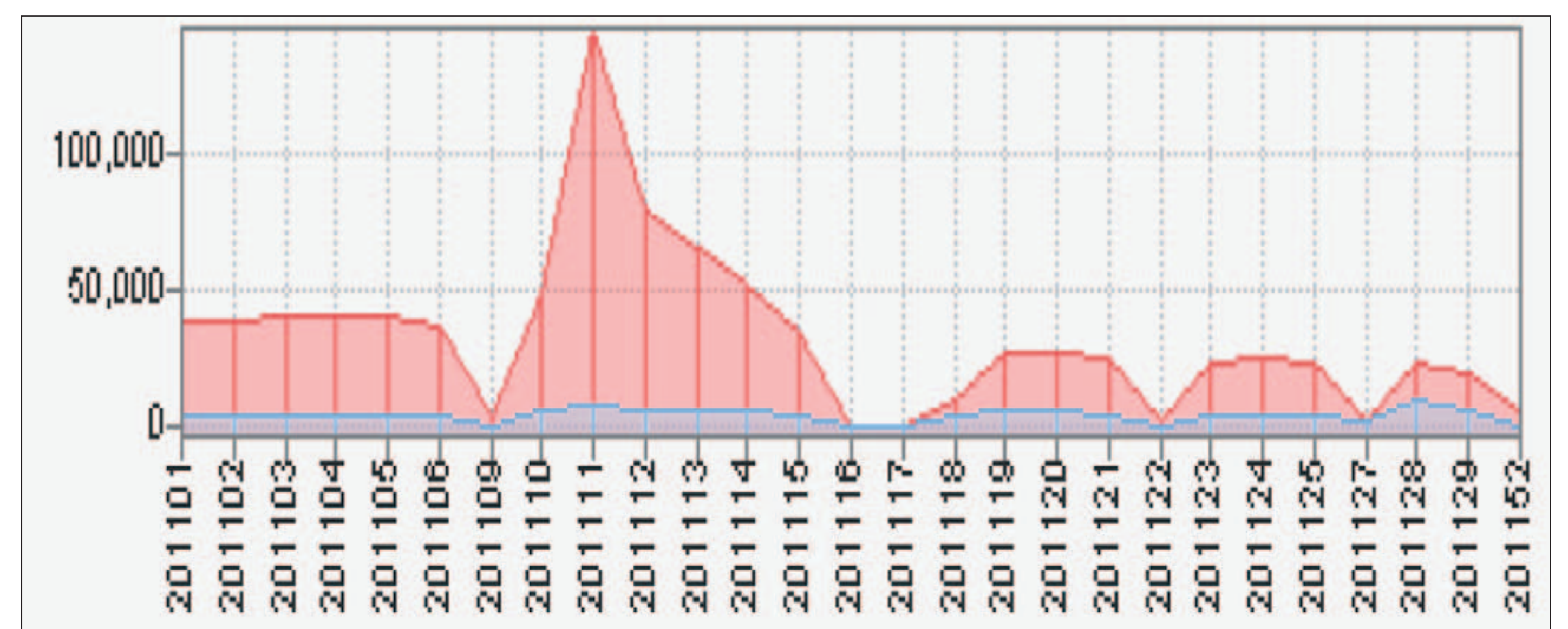
– what's new and what's news in health physics –

Health Physics Society • Specialists in Radiation Safety • <http://hps.org>

- Electronic News
- Ask the Experts
- Media Operations
- Government & Agency Interactions
- Fact Sheets
- Targeted Information for Specific Groups
 - RadiationAnswers.org for general public
- Social Media Networking

Fukushima Response

- Rapid and continuing interface with the media
- Huge increase in hits to all HPS electronic media
 - Significant use of social network - HPS News Café on Facebook
 - Hits on HPS Web Pages
 - Week 10 – March 7 to 13, 2011 (accident occurs)
 - Peak at week 11 – March 14 to 20, 2011
 - Weeks 16 and 17 – April 18 to May 1, 2011 (website off-line)
- Identified reliable sources of information and data
- Updated and posted Fact Sheets on Potassium Iodide (KI) and Tritium
- Answered health physics questions from media, U.S. Congress and the public
- Produced YouTube video clips for public information



Final Remarks

- Seek to be the “go to” source of credible scientific and technical information to diverse body of stakeholders
- Keep pace with technological developments to ensure effective internet communication
- Promote engagement through social media
- Provide more news faster
- Grow with the radiation safety profession