

Radiation Protection and Public Information

Eye Opener EO-7

IRPA-10 Hiroshima
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Rupprecht Maushart



Main Topics

- Some Basic Questions first:
What is our Message?
- How to Reach the Public: A
Complex Flow of Information
- Occasions and Reasons
to Inform the Public
- Finally the TRRUTH:
Six Essentials for Success
When Talking to People.

To begin with:

Three fundamental lessons to be observed
in communicating with the Public



imagine what
the questions are
that your audience
wants to be
answered



speak to them
in their own
plain language



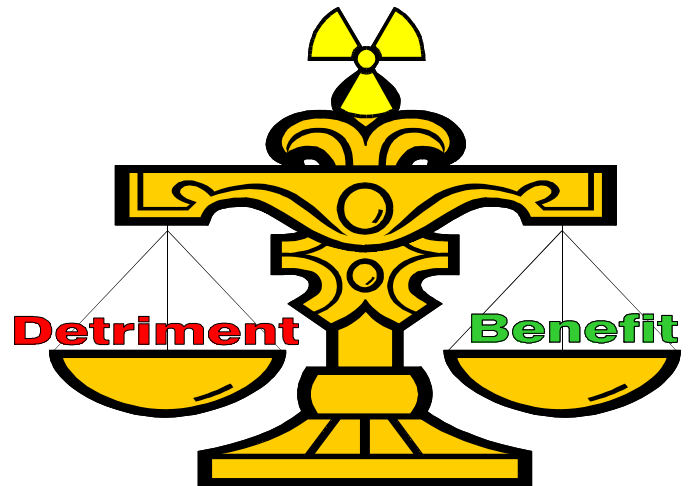
establish a human
relationship between
you and at least
some members of
your audience

Basic Question No. 1 in Public Information: What does Radiation Protection stand for?

ICRP:

No Practice ...

...unless the **benefit**
offsets the **detriment**



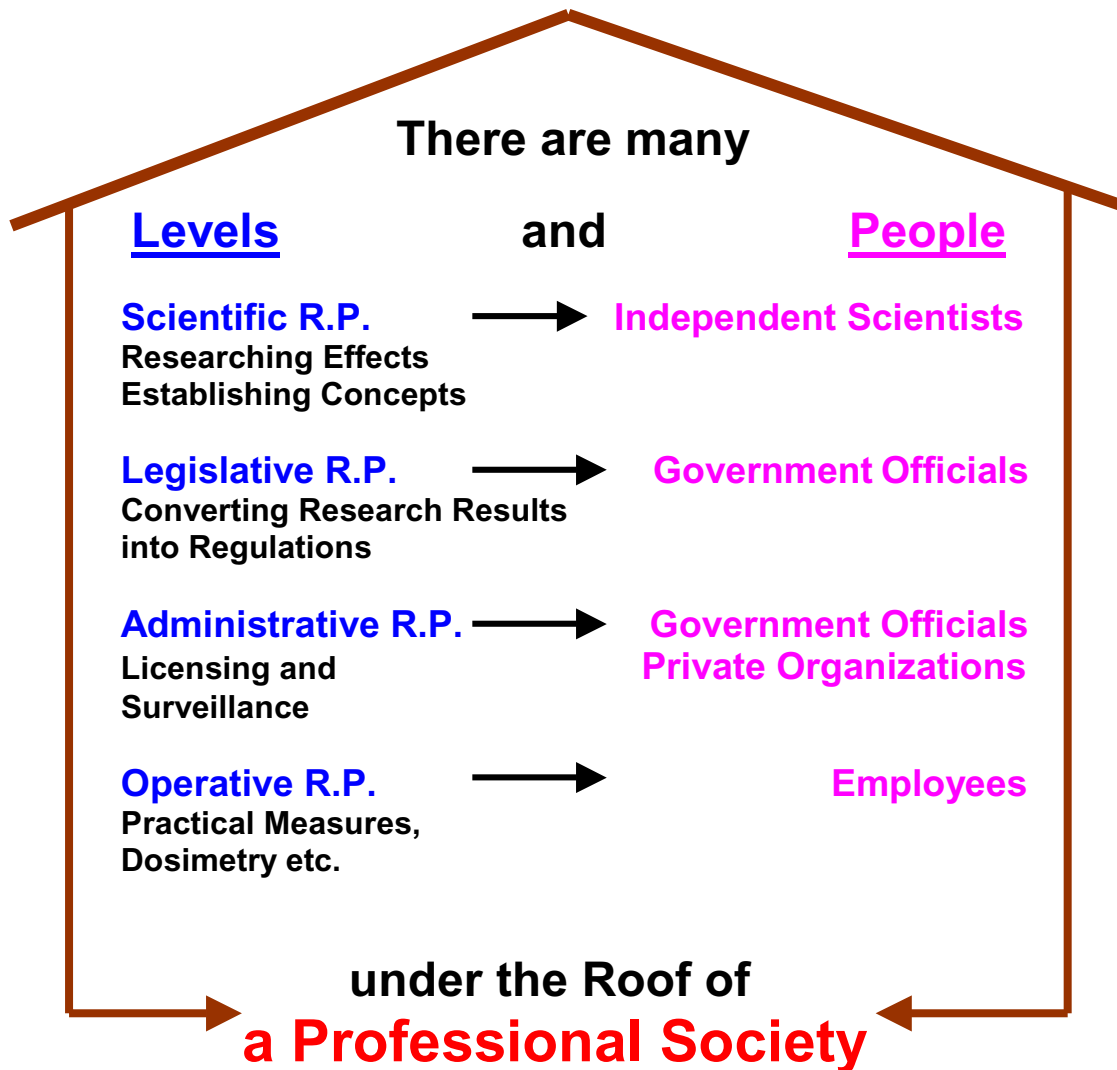
**Detriment is the Scope
of Radiation Protection,**

but

Benefit is the Business of Politics

Or is'nt it
the business of the Public?

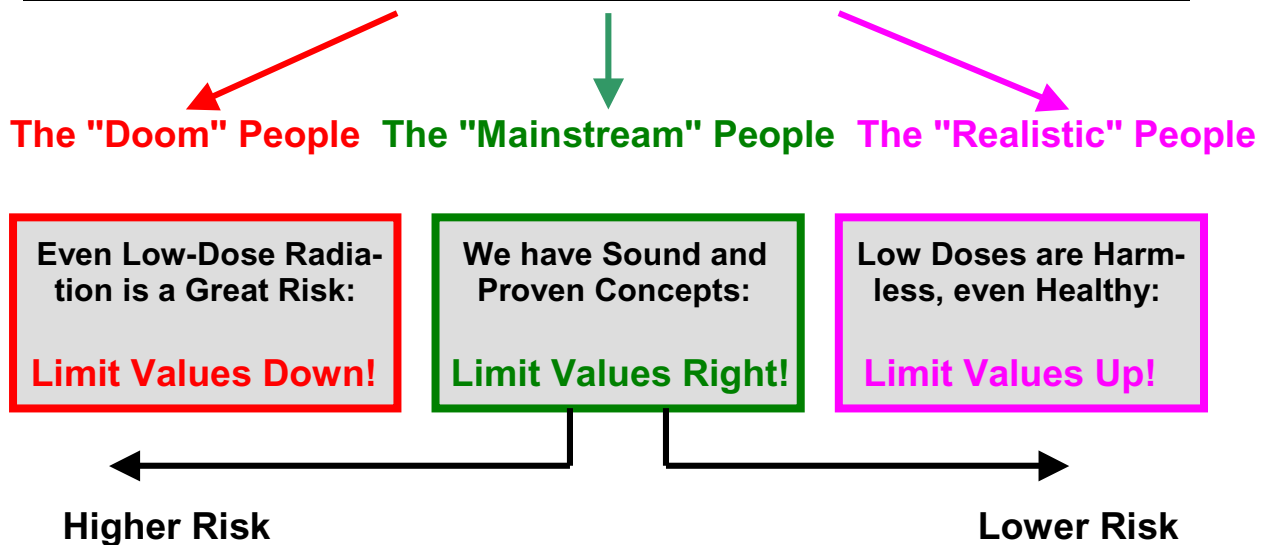
Basic Question No. 2 in Public Information: **Who is the Speaker for Radiation Protection?**



And where do
the Medical People come in?

Basic Question No. 3 in Public Information: How High is the Risk?

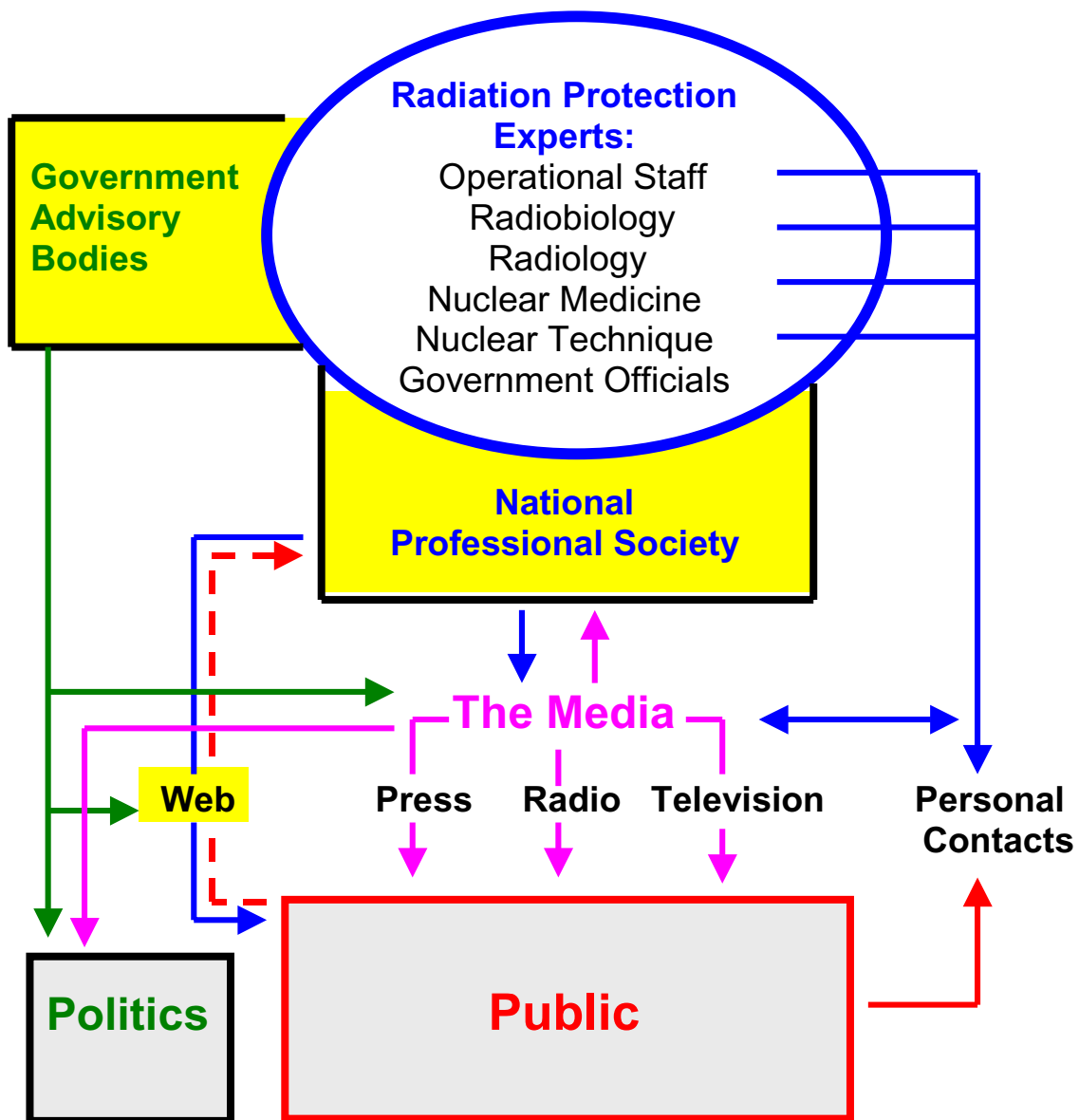
There are Three Opponents in Radiation Protection



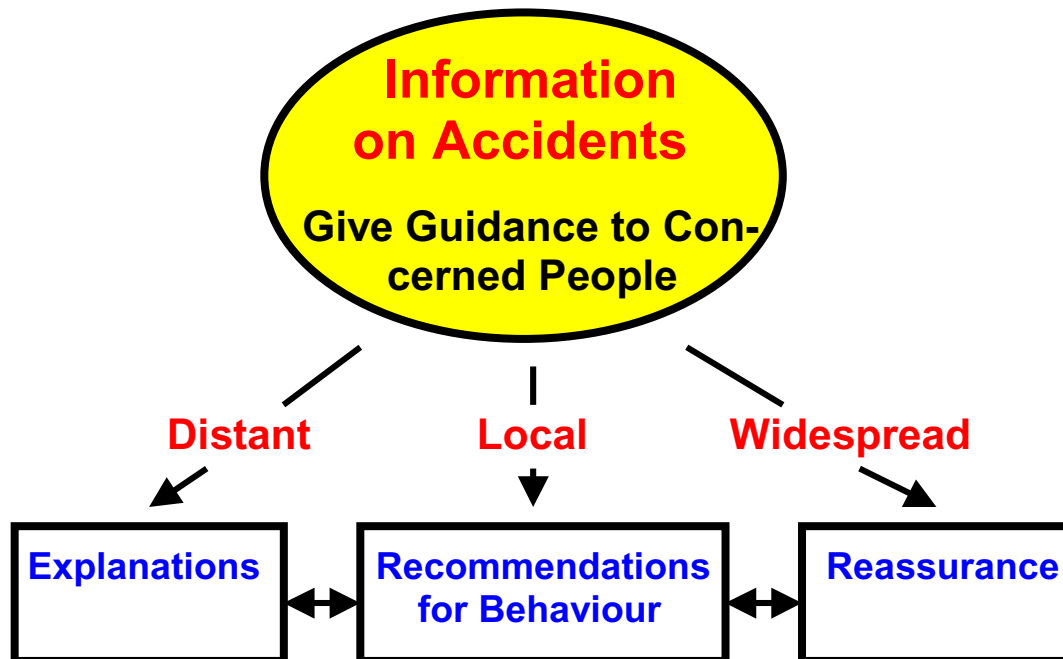
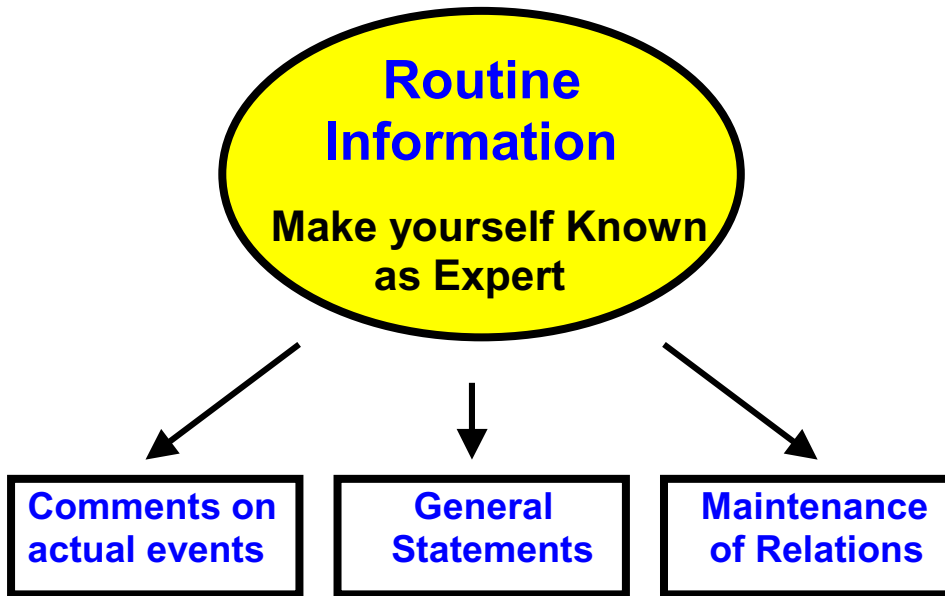
All three of them call science as witness for their convictions

Whom is the Public to believe?

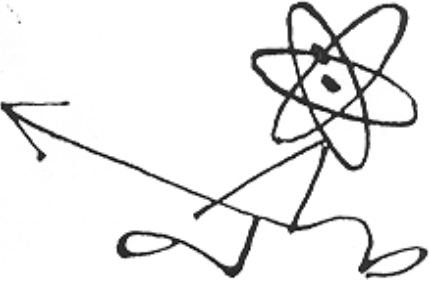
Radiation Protection and the Public: Flow of Information



Public Information: Occasions and Reasons



Public Information after an Accident: Lessons learned after Chernobyl

	<p>Explaining the Becquerel</p> <p>How many Becquerels are one Sievert?</p>
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- ➔ The public was very **concerned** and worried
- ➔ The public deeply **mistrusted** all "official" information
- ➔ Different institutions did say **different things**
- ➔ There were many **self-appointed "Experts"**,
feathering their own nests
- ➔ Altogether, the informations were **very confusing**
- ➔ We were able to communicate effectively
only on a very **personal basis**

Don't tell people what they should do.
Tell them what **you** will do.

In Summing up, the TRRUTH: Six Essentials For Success when Talking to People

Be Trustworthy	Make clear that you are an expert in Radiation Protection, but not a lobbyist
Be Responsive	Build up and maintain a personal contact with local reporters and science editors
Be Receptive	Listen to people ; make your partners feel that you understand their concern
Be Understandable	Do not speak the language of science, but the plain language of your partner
Be Tangible	Open up to people on a personal basis, aim for confidence in your person
Be Helpful	Present your information not as a directive, but as a help to individual decisions



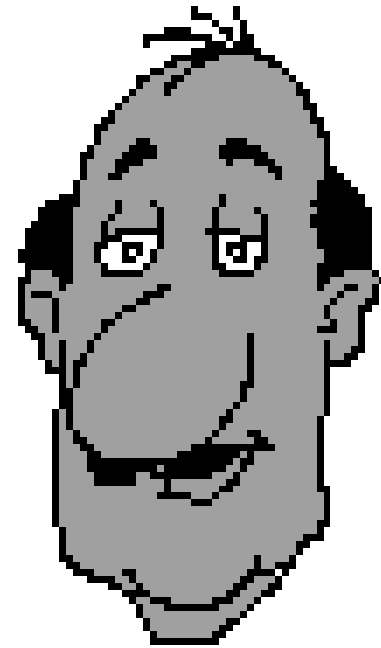
YOU
are the Radiation Safety Expert
- so tell it!

**So much for
Radiation Protection and
Public Information**

Remember:

**You may be a
radiation safety
expert,**

**but first of all you
are yourself part
of the public**



Think about it!



... and Goodby!