

Providing Radioactive Material Transportation Safety Information to the Public



John R. Cook, U.S. Nuclear Regulatory Commission
Judith Espinosa, The Alliance for Transportation Research

PATRAM 2004
September 20-24, 2004

Effective Communications

- Safety
- Technical excellence
- Teamwork
- Creativity
- Continuous improvement

What is a Communications Plan?

- Key messages
- Methods
- Consistent and accurate
- Timely
- Internal document
- Effective Communication Plans
 - Short
 - Simple
 - Easy to use

Do you need a Communications Plan?

- Project or event is controversial or visible
- Could provoke a significant reaction from stakeholders
- Public safety could be affected (or perceived to be)
- Results of a decision will affect the interests of some people or groups more than others (environmentally, economically, politically or socially)
- Project or event requires careful timing, coordination, and communication to a large number of stakeholders

What types of plans are there?

- New initiative or program plans (typically long term)
 - NRC Public Website redesign
 - License renewal
 - Risk informing material and waste regulations
- Event plans (typically short-term)
 - NRC order implementing security enhancement for power reactors
- Crisis plans

What should be included in a plan?

- Plan Objective/Purpose/Goals:
- Background/Overview
- Audience (stakeholders)
- Key Messages
- Communication Team
- Tools
- Time line
- Questions and Answers
- Evaluation and monitoring
- Final Close-out

Communications Resources

- NUREG/BR-0308, “Effective Risk Communication: The Nuclear Regulatory Commission's Guidelines for External Risk Communication”
- NUREG/CR-6840, “The Technical Basis for the NRC's Guidelines for External Risk Communication”
- NRC website
 - <http://www.nrc.gov/public-involve/brochures.html>

Examples of Communications Plan Components

- Communications Plan for Spent Fuel Transportation
 - Written (published) communication
 - “Safety of Spent Fuel Transportation,” NUREG/BR-0292
 - <http://www.nrc.gov/reading-rm/doc-collections/nuregs/brochures/br0292/>
 - Internet communication
 - Transportation Resource Exchange Center (T-REX) website
 - <http://www.trex-center.org>