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


- NRC website
Examples of Communications Plan Components

- Communications Plan for Spent Fuel Transportation
  - Written (published) communication
    - “Safety of Spent Fuel Transportation,” NUREG/BR-0292
  - Internet communication
    - Transportation Resource Exchange Center (T-REX) website
      - http://www.trex-center.org