

TH39 Risk Communication – Principles, Tools, and Techniques

The accident at the Three Mile Island Unit 2 nuclear power plant in March 1979 highlighted the need for effective communication with the public, media, and local and State emergency response officials. The accident led to an overhaul of emergency planning regulations and guidance.” Based on existing regulations and guidance, each licensee and local response organization is responsible for developing their own media and communication plans for a radiological event. This has resulted in a wide range of facilities and equipment available to support public communications during an emergency and a lack of consistency throughout the industry and offsite officials in reporting events.

There has been great emphasis on “risk” communications and “good” communications in professional journals, at meetings, workshops, and conventions. While these efforts to improve communications are long overdue, in so many cases there is a lacking of the necessary tools to make them effective. The USNRC has recently developed a NUREG/CR to provide tools and techniques for USNRC licensees and others to use to develop effective “risk” communications. This session will provide an opportunity to how to use the tools (i.e. message mapping, templates) to develop and use pre-scripted messages as part of a risk communications strategy.

Session Chair: Brian McDermott, Deputy Director for Incident Response, Division of Preparedness and Response, NRC/NSIR

Speakers/Panelists:

Developing Effective Radiological Risk Communications Messages: Effective Message Mapping and Risk Communications with the Public in Nuclear Plant Emergency Planning Zones

Presentation View

Handout View

Vincent Covello, Director, Center for Risk Communications

Developing an Emergency Risk Communication (ERC)/Joint Information Center (JIC) Plan for a Radiological Emergency

Presentation View

Handout View

Patricia Milligan, Senior Level Advisor for Emergency Preparedness, NRC/NSIR

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