



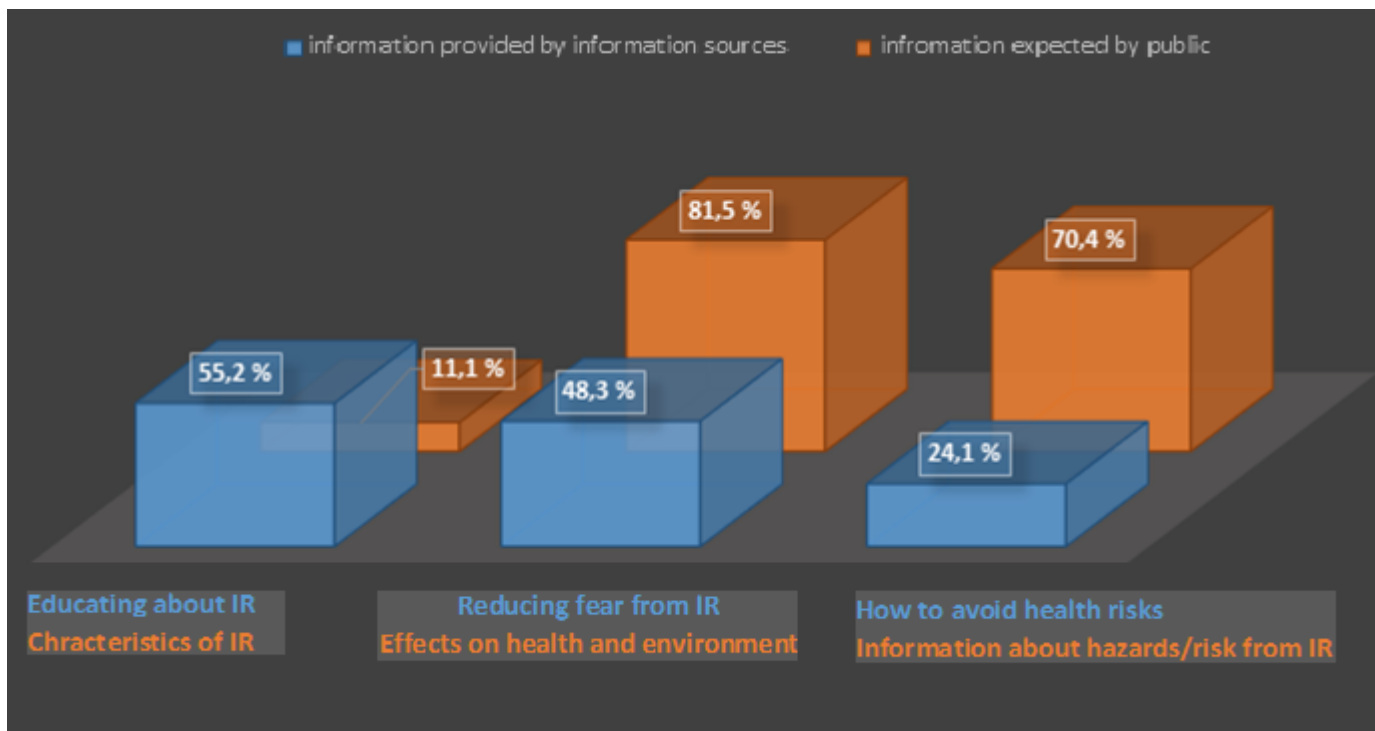
Improvement of solutions for information materials and activities about ionizing radiation

Guidelines for information sources as results of WP₁

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Importance of issues regarding communication about ionizing radiation



ionizing radiation risks
 decision-making
 training
 informed behaviors
 education



Conclusion?

It is not (primarily) a problem
of quantity of information
but a problem
of its **quality**
(type of data, style of communication).



Recommendations for ETI materials and activities

1. Stimulate curiosity and learning instead of teaching.

Tell people what you are doing and what are your experiences, not what they should be doing or thinking.

Tell why and how you use radiation sources.

Answer to their questions and concerns.



Recommendations for ETI materials and activities

2. Give transparent and credible information.

Adjust to the target public.

The same material will not be suitable for all people and for all occasions.

Tell only the facts that can be verified by the public.



Recommendations

3. Justify the use of radiation sources.

Pay more attention to balancing information regarding the purpose of your activities (including public benefits) and the consequences as perceived by the public.

Explain and evaluate also other possibilities for achieving the same goal.

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Recommendations for ETI materials and activities

4. More about radiation protection issues.

Explain how does the ionizing radiation damage our cells and tissues.

Discuss risk and danger – caution and fear.

Discuss use of ionizing radiation sources in the context of natural background radiation.

Don't communicate only in crisis situations.



Challenge

What could be the **real** objective of communication activities from the point of view of information sources?

To make people to believe you? To trust you?

To empower people for critical/sceptical evaluation of any information regarding ionizing radiation ?





Thank you for your attention

Many thanks to
the team of project EAGLE,
representatives of information sources,
representatives of the media,
stakeholders,
members of the public ...

