



Guide for Good Practices for public Communication, Education, Training and Information

RICOMET 2016, 1-3 June 2016, Bucharest, Romania





Targets

- Improve communication about IR towards the population
- Enable informed decision making



Approach

Overview of ETI from the point of view of the final recipients of information:

- **General knowledge** among EU citizens
- **Satisfaction with** information
- Needs and concerns

In depth analysis of public perceptions and attitudes

- Mental models



Discussion with institutional sources and journalists

- 4 National Workshops (Fr, Po, Ro, Slo)



Guide of good practices

communication

ionizing radiation risks

decision-making

training

informed behaviors

education



Recommendations

Enhance education in IR in schools
Provide means & opportunities for continuous ETI

Build trust
Improve the quality of information
Enhance collaboration between sources and media

Involve scientists and civil society in communication

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communication



National E&T

Enhance IR education in school

- ✚ Ensure sufficient attention to IR
- ✚ Increase attractiveness using appropriate educational aids



Provide means and opportunities for continuous ETI

- ✚ E-learning
- ✚ Information centers
- ✚ TV documentaries and dedicated discussions
- ✚ Open doors, Info days

ionizing radiation risks **training**
decision-making informed behaviors
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Information sources: Build trust

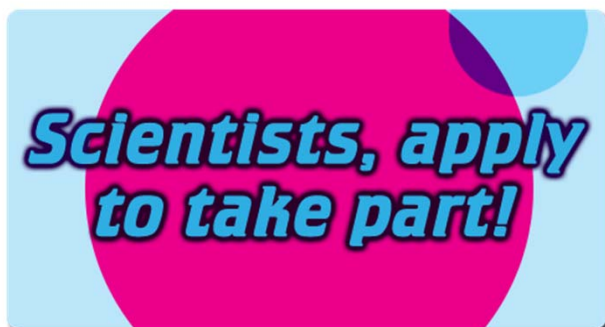


Base communication on this “formula”:

- Empathy and care 45 %
- Honesty and openness 20 %
- Commitment and dedication 20 %
- Competence and experience 15 %

- ✚ Create relationship based on mutual respect and dialogue;
- ✚ Partner with communities or civil society
- ✚ Keep continuity in the communication process, adapting the content to peoples’ concerns
- ✚ Follow the existing legislation on transparency
- ✚ Collaborate with media

Scientists and civil society: active involvement



- Be proactive in communicating about IR
- Include IR issues in broader public events
- Get training on both public speaking and communication with the media

- Create open discussions where members of the public can ask their questions.
- Combine discussion of IR risks with active education
- Discuss other technological risks in the community.



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