How to Meet the Challenges in Public Communication: KINS Experiences and Practices

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Challenges in Environments

- Increasing social concerns about nuclear safety
- The NGO’s stronger anti-nuclear voices
- Responding to public demand for information and involvement in regulatory decisions
Objectives of Public Communication

“to improve public understanding, trust and confidence.”

- to foster better public understanding of, and trust and confidence in, its regulatory programmes and activities. (IAEA Safety Report Series, No. 24)

“...to provide information in an open and transparent way about safety and regulatory measures to ensure safety.”
Lessons Learned From Fukushima Accident
Any kind of nuclear issue can be a global one.

We should consider not only the public in the affected country but the impact on the public in other countries as well.

“Think globally” implies a good interaction between communication staff and international cooperation staff.

Partnership with other authorities in the health and safety domain is essential.
## Prepare in advance - Road Map for CC

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<th>During</th>
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<th>Post-Crisis</th>
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**CC:** Crisis Communication  
**EC:** Emergency Centre  
**MC:** Media contact  
**PR:** Press Release  
**SM:** Social Media  
**SMS:** Text message

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"Crisis Communication of Nuclear Regulatory Organizations: Towards Global Thinking" (NEA/CNRA/R(2012)8)
Prepare in advance

FIG. 3. Cycle for organizing and implementing PIO activities.
Challenges for Better Communication
Synergy Effects of Regulators and TSOs

Keeping One Voice

Working Together
The Characteristics of an Effective Nuclear Regulator

Effective Regulator

- Safety Focus/Safety Culture
- Independence
- Transparency
- Competence
- Openness
Improving Communication with the Public

Proactive Communication for Openness and Transparency

Using Plain Language
- Developing documents to be easily understood by the public
- Don’t be so Technical!

Working with Stakeholders
- Listen, respond openly, learn and improve, engaging positively with all those affected by our activities
- Stakeholder Involvement

Introducing new IT-based Tools
- More proactively communicating with the public using new tools
- Social Media
Exploring New Tools - Social Media

Understanding benefits:

- New, additional channels for information distribution
- Reach out and talk directly to the public without the interpretation of a third party

Disadvantages:

- Lead to quick spread of misinformation
- Take tremendous resources to establish and maintain the platforms and produce content that builds a positive social media presence

Allowing for synergy between different platforms and agency websites, maximizing reach and audience.
KINS Experiences and Practices
Regular Meetings with Residents / Opinion Leaders

- Regular meetings with
  - Local residents
  - Local NGOs
  - Local authorities
  - Media
  - Professors

- Regular surveys to find the most effective ways to communicate with them
Community Partnership Programs for the Public

✓ Providing Programs for
  ● Local NGO members
  ● Journalists
  ● Politicians
  ● Elementary school students / teachers / parent groups
  ● Emergency rescue teams
  ● Fire officers
  ● Taxi drivers

✓ 49,000 participants since 2009
Identifying Public Needs

Through the regular meetings with the public, KINS identifies what the public wants.

What is the meaning of “information disclosure” policy?

It is too difficult to understand the documents you provided!!!

We need more practical information on the KINS homepage.
Responding to the Public Requests

- Improving the KINS homepage

Based on the in-depth interviews over three iterations with the public representatives

- KINS Main Home Page (http://www.kins.re.kr)
- Nuclear Safety Information Center (http://nsic.kins.re.kr)
Providing More Information Online

- Issue-specific KINS Homepages

- WACID

- OPIS

- KISOE

- IERNeT

- RASIS

- RTTC
Using Plain Language

Handbook for the general public

Storybook for children using cartoons

Pocket book for students
Carrying Out Research

Understanding public perception of risks using in-depth interviews

Main survey to analyze the level of public trust in nuclear safety

Analyzing factors affecting public trust in nuclear safety

Suggesting more practical ways to improve public trust
Understanding their Concerns

• **Factors of public trust**: Value Similarity, Authenticity, Responsibility, Expertise

![Diagram showing factors of public trust and their correlations]

**Discussion:**

- ✓ Active information disclosure ➔ Needs improvement
- ✓ Let the public know ➔ We are technically competent
- ✓ We share their concerns ➔ We are doing our best
Safety
Confidence
Communication
Thank you

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