

Working Session on Communication with the Public

IAEA-KINS Workshop on the Emergency Preparedness and
Response to Nuclear and Radiological Emergencies

19 - 23 June 2023, Daejeon, Republic of Korea

Scenario – Stage 1



- You are the Lead PIO for the responsible authority
- A van carrying Type A packages containing ^{131}I medical radioisotopes is driving towards a hospital in a busy part of your city at 8:00 in the morning. There are Class 7 Radioactive placards on the van.
- On the way into the city, the van is involved in a traffic accident. The collision knocks the van carrying the radioisotopes over and onto its side.
- One eye-witness immediately leaves his car, takes a picture and immediately sends a Tweet: *“Boy, just escaped a crash...not sure if these symbols mean I will die anyway #HAZMAT #radioactive”*. The attached picture clearly shows the crashed van and the Class 7 Radioactive placards
- One of your colleagues makes you aware of the Tweet. 10 minutes later you receive the first call by the media that ask for a comment.

What do you do?

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Scenario – Stage 2



Scenario – Stage 3



- Meanwhile you have issued your press release. TV outlets quote your release, but focus on interviews with eye-witnesses, experts, and parents that pick-up their children from the elementary school uttering that they are scared. Parents are also very active on Twitter.
 - The reports regarding no elevated levels of radiation have been confirmed. The liquid dripping from the van seemed to be cooling water and oil from the engine. All packages containing the ^{131}I medical radioisotopes remained intact.
- *What do you do?***

Thank you!

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