

A comprehensive survey on Risk Perceptions in Finland

- A survey among Finnish adults
- The objective of the study was to gather information concerning the public's level of knowledge, attitudes and perception of risks in relation to radiation
- The collection of data was carried out 18.12.2017 – 9.1.2018 with an online questionnaire
- In total, 1,124 respondents participated in the survey representing Finns of adult age, weighted by age and gender and based on quotas by region
 - In cross-tabulations unweighted samples are used for control groups



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Concerns over health effects of radiation

How worried are you about the health effects of radiation? Answer on a scale of 1 - 10, where 1 = not at all worried, 10 = extremely worried



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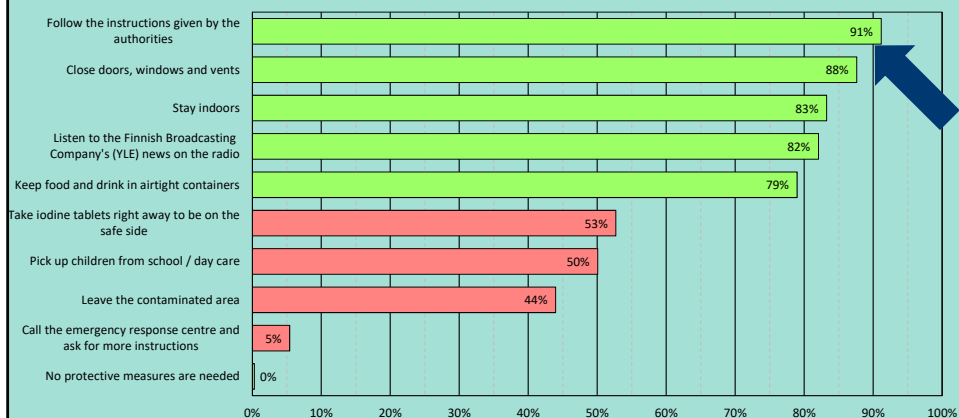
Concerns over health effects of radiation

How worried are you about the health effects of radiation? Answer on a scale of 1 - 10, where 1 = not at all worried, 10 = extremely worried



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Which of the following should you do when there is an imminent radiation hazard?
Select all protective measures that are necessary in an emergency situation.



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Here is a picture explaining the protective actions to be taken due to an imaginary accident involving radioactive material.

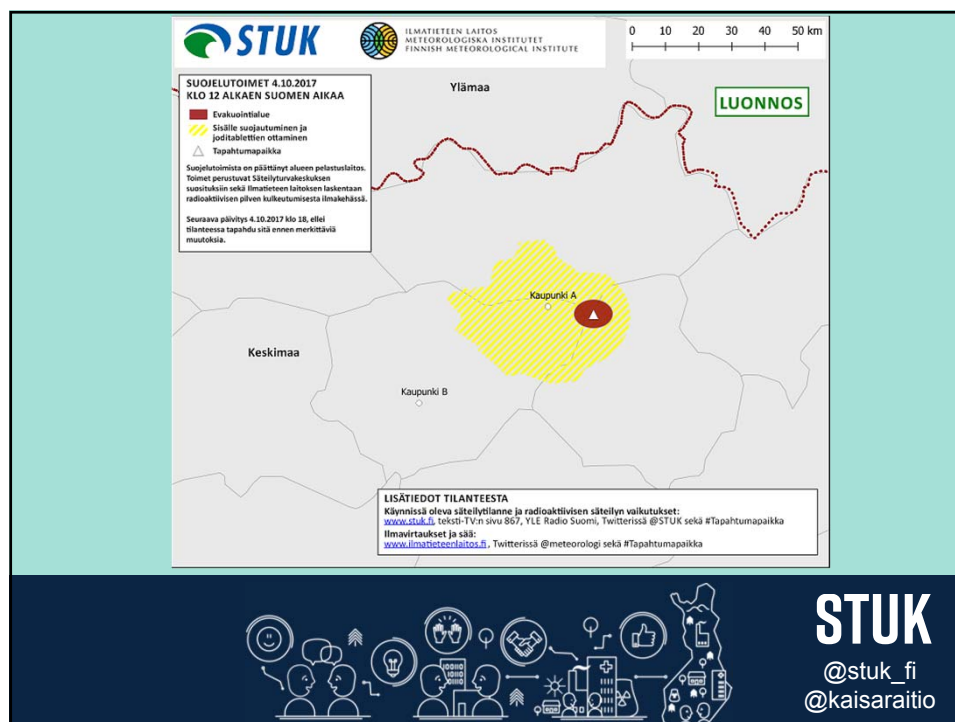
If you lived in town A, or B
what action do you think you would take?

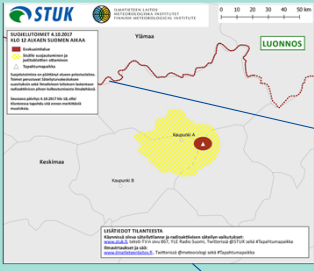
Select all that apply.



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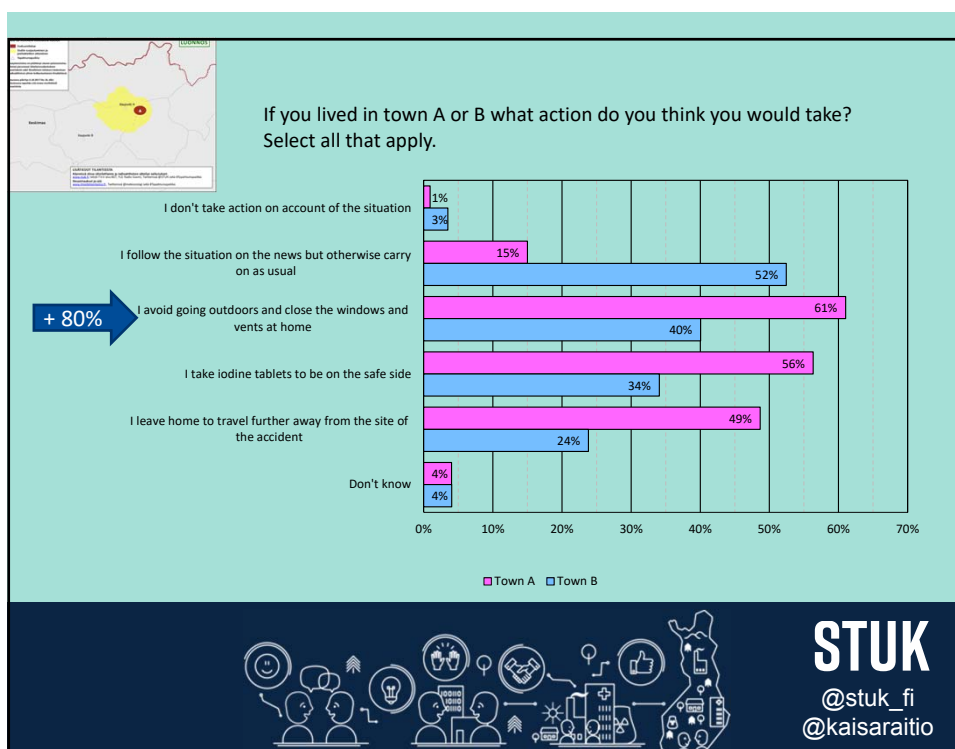
Protective actions that apply 4. October 2017 from 12:00

RED Evacuation Zone
 YELLOW Shielding Indoors
 + Iodine tablet
 TRIANGLE Accident zone

Decisions about the protective actions to be taken are made by the first responders. Decision are based to STUKs recommendations and FMIs knowledge about how the radioactive material is transported in the air along with the wind if a radioactive release will happen. New information will be released at the earliest 4. October at 18:00, unless significant changes occur on the development of the situation.

More information about the situation:
 Current results on external radiation around Finland and information about the health effects: webpage, teletext, radio, twitter and hashtag

More information about the wind direction and weather:
 Webpage, twitter, hashtag

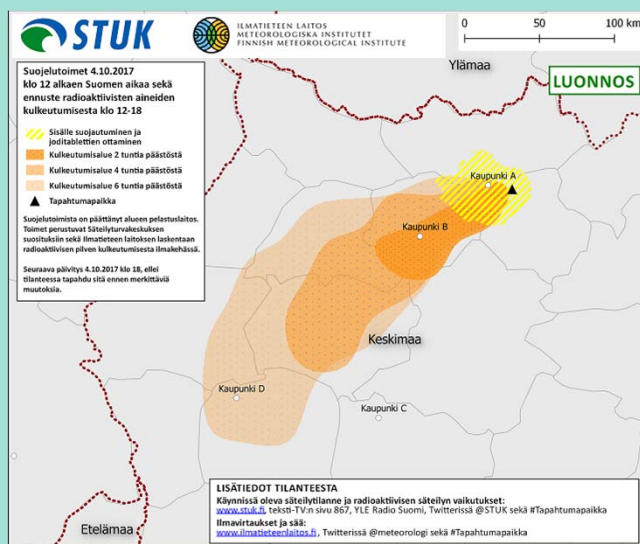



If you lived in town A, or B, C or D what action do you think you would take?
Select all that apply.



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Suomen Ydinturvallisuuskeskus
Suomen Ydinturvallisuuskeskus
Suomen Ydinturvallisuuskeskus

Protective actions that apply 4. October 2017 from 12:00 and a prediction about how the radioactive materials would be transported in the air from 12:00 to 18:00

→ **YELLOW** Shielding Indoors
+ Iodine tablet

TRIANGLE Accident zone

ORANGE, DARK Dispersion zone after 2 hours the assumed release

ORANGE, LIGHTER Dispersion zone after 4 hours after

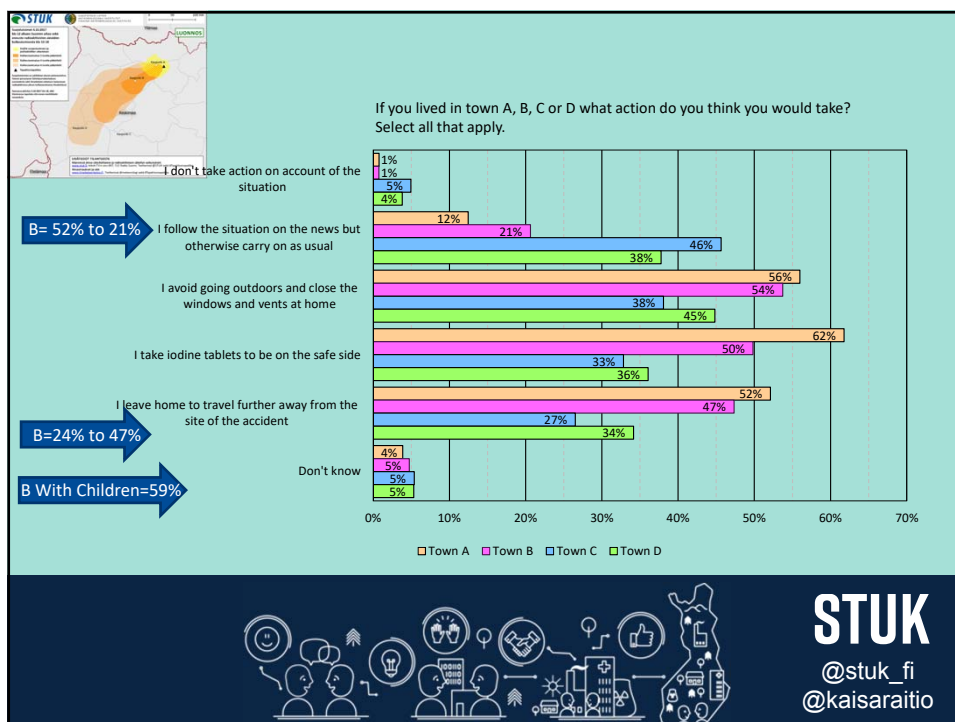
ORANGE, LIGHTEST Dispersion zone after 6 hours after

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Finnish Meteorological Institute

An european, An american and A canadian compete for what kind of weather there will be at Midsummer. As the official judge we declare: "Uncertainty is the only certainty there is". On the map black color is rainfall and the numbers are the temperature. #rain #dryweather #warm #cold #weather #midsummer

Text in the picture:
"Three different Forecast Models for Midsummer weather"





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- Define what is the goal of your communication, and choose the form of communication linked to the goal
- Evaluate and choose the form of communication that has the lowest risk of misconception
- YES authorities have to be transparent and YES plume maps will be produced and disseminated by several entities
 - BUT what is the responsibility of the authorities taking care of peoples health and safety during the situation?
 - Do communication that is effective and understood correctly in "the storm of messages"
 - Do communications that gives the right perception of the safety significance of the situation and guide people to act so that they can take care of their health



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A picture is worth a thousand words.

Does our map state
the most important
thousand words
for the people
that the map is produced for?



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