



# Towards improved communication and engagement with publics:

## Consultation about the IRPA draft guidance

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# IRPA is the international voice of the radiation protection profession



IRPA - INTERNATIONAL RADIATION PROTECTION ASSOCIATION

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**IRPA is the international voice of the radiation protection profession.** It is an association of radiation protection professionals joining through national and regional radiation protection societies. We promote the worldwide enhancement of professional competence, radiation protection culture, and practice by providing benchmarks of good practice, and encouraging the application of the highest standards of professional conduct, skills, and knowledge for the benefit of individuals and society.



**IRPA 15**

11-15 May 2020 | COEX, Seoul, Korea



Bridging Radiation Protection Culture and Science -  
Widening Public Empathy

## NEWS



[English Translation of Pandora's Box by Bo Lindell Now Available!](#)

2019-06-17

[IAEA Webinar on Radon in Groundwater - 12 December](#)

2018-12-08

[IRPA President Participates in Panel Discussion on Future Perspectives on Radiological Protection](#)

2018-12-06 IRPA EC

[IRPA President Presents at 13th Nuclear Inter Jura Congress](#)

2018-11-22 IRPA EC

[Abstract of the 72nd IRPA Executive Council Meeting, June 2018](#)

2018-11-06 IRPA Executive Officer B le Guen

[IRPA15 launches website and issues 1st Announcement](#)

2018-10-29

[Webinar on Lens of the Eye](#)

2018-08-29



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**IRPA Bulletin**

*For RP Professionals, by RP Professionals*

# IRPA is 52 Associate Societies in 66 countries



**Diverse** cultures, socio-political and economic systems, well being...

# Guidance for effective engagement with the public on radiation and risk:

PRACTICE



PRINCIPLES

## Objectives:

- To increase the recognition of IRPA as a key stakeholder in decision-making related to radiation protection;
- To identify the key stakeholders of IRPA (associations) AS and map possible **interactions**;
- To support AS in their development of communication and stakeholder engagement strategies;
- To share good practices, ideas and resource materials for communication and stakeholder involvement.

# Working process

Collecting good practices: AS

Consultation: 7 Workshops on “Communication and public engagement of IRPA Societies” at regional meetings



Verification and Acceptance



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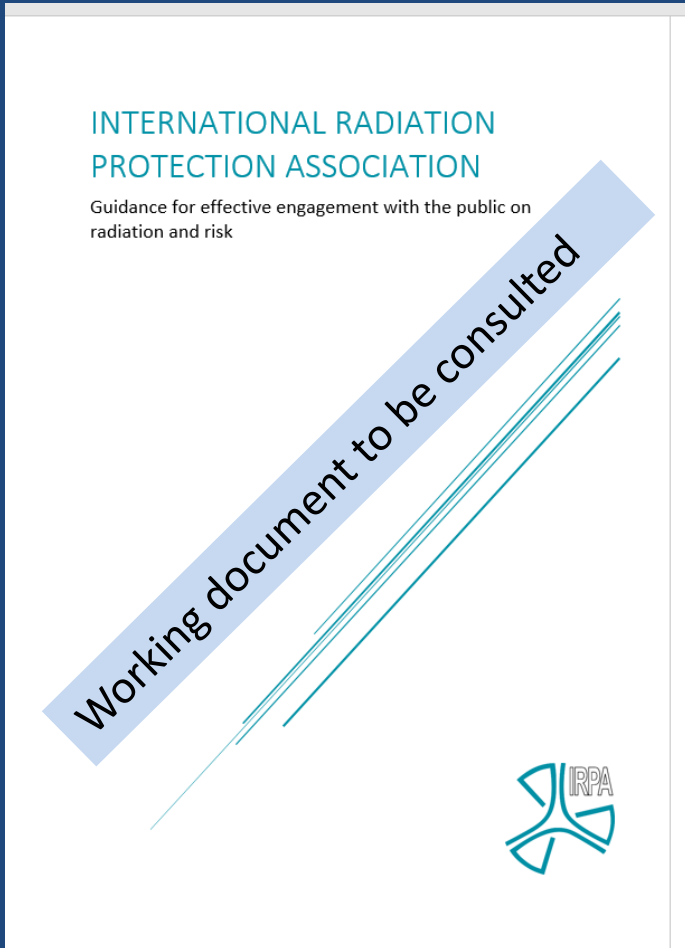
# Discussion issues

- What is the **role** related to public information, communication and transparency of different associations towards the public?
- How to ensure **recognition** of associations as the stakeholder in radiation protection issues?
- What are **challenges** that associations are faced with and what are **good practices** in communication and stakeholder engagement?
- How to share RP **knowledge** and how to put it in the best possible perspective for the public?
- Should the role of associations be limited to communication in a case of **emergency event**, to educate or/and to provide advice in public debates related to radiation risks and benefits that are currently very active in many countries?
- ...

## IRPA Europe, 2018 : Panel Discussion and Q+A

- ✓ In communicating and engaging with the public we must be careful not to show any bias towards a certain sector e.g. be perceived as pro-nuclear.
- ✓ We should be engaging with a variety NGOs e.g. Greenpeace, Friends of the Earth, and local community groups.
- ✓ IRPA guiding principles must be applicable in different countries around the world with different cultures and we must be cognisant that some countries may well have very small budgets available for implementing recommendations for best practice, and more pressing priorities.
- ✓ ...

# Content:



- Introduction
- Theoretical and practical background in communication and stakeholder engagement
- Methods and tools for communication and stakeholder engagement of IRPA Associations in different (exposure) situations:
  - in preparedness for radiological and **nuclear emergencies**;
  - in accident and **post-accidental** exposure situations;
  - in case of **malevolent use** of a radiological source;
  - in **science outreach** and related research programs;
  - in **medical exposures**; in radon related issues;
  - **radon**
  - in **radioactive waste** management;
  - with **schools**;
  - with **citizen science** and citizen scientists;
  - with traditional and new mass **media**.
- Appendices

Challenges, Tips and Opportunities





## e.g. Opportunities for IRPA AS With citizen science and citizen scientists



IRPA AS may:

- connect with existing citizen science projects
- organise open-door days for citizen scientists,
- make a special internet sub-page for citizen scientists in radiation protection.
- post blogs for citizen scientists in radiation protection (or lack of it) in their national area.
- can offer training for a specific project and invite citizen scientists to AS scientific meetings.
- IRPA AS can make comments via their websites on the results from citizen science projects.
- They can make an IRPA AS point of contact for citizen scientists,
- register as a supporter for citizen science projects,
- participate with citizen science discussion forums



## e.g. Opportunities for IRPA AS In exposures to **radon**



IRPA AS may:

- publish radon-related information, radon mapping results, and radon-related events on their internet pages.
- actively participate at dedicated national radon awareness days,
- collaborate with specific non-governmental organisations e.g. European Radon Association.
- publish topical press releases via their websites.
- appoint a spokesperson for radon-related topics,
- create radon-related internet sub-pages on their websites.
- collect and publish frequently asked questions regarding radon,
- connect with the building sector and co-organise events and publications.
- engage with health specialists, housing authorities, local politicians and dignitaries, city councils, and radon services.
- participate with, and comment on, radon mapping activities and plans.
- establish a point of contact for radon enquiries ...



## e.g. Opportunities for IRPA AS In medical exposures



IRPA AS may:

- issue position statements,
- organise scientific conferences or engage with patient organisations,
- publish frequently asked questions related to medical exposures situations on their internet pages,
- appoint spokesperson for radiation protection in medical applications issues, comment on news articles,
- meaningfully participate in public discourse,
- advise authorities on radiation protection requirements,
- partner with other non-governmental stakeholders,
- offer awareness events for care workers and their families...



IRPA is engaging  
with the public and with YOU  
on radiation and risk  
and is helping AS to do the  
same



Are you already a  
member of IRPA?

## INTERNATIONAL RADIATION PROTECTION ASSOCIATION

Guidance for effective engagement with the public  
on radiation and risk

Working document to be consulted



INTERNATIONAL RADIATION PROTECTION ASSOCIATION

### STAKEHOLDER ENGAGEMENT



IRPA Guiding Principles  
for Radiation Protection  
Professionals on  
Stakeholder Engagement

