



*The Abdus Salam
International Centre for Theoretical Physics*



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Joint ICTP-IAEA School of Nuclear Energy Management

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**Public Communications: communicating the safety significance of events - INES
(Part II)**

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Public Communications: Communicating the safety significance of Events - INES

R.Spiegelberg Planer

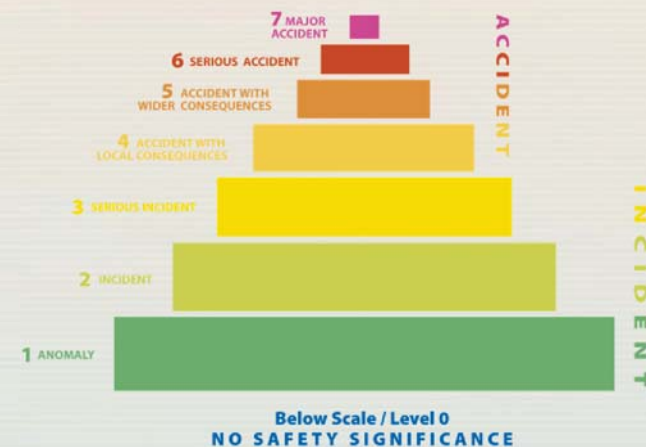
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Part 2



COMMUNICATING USING INES

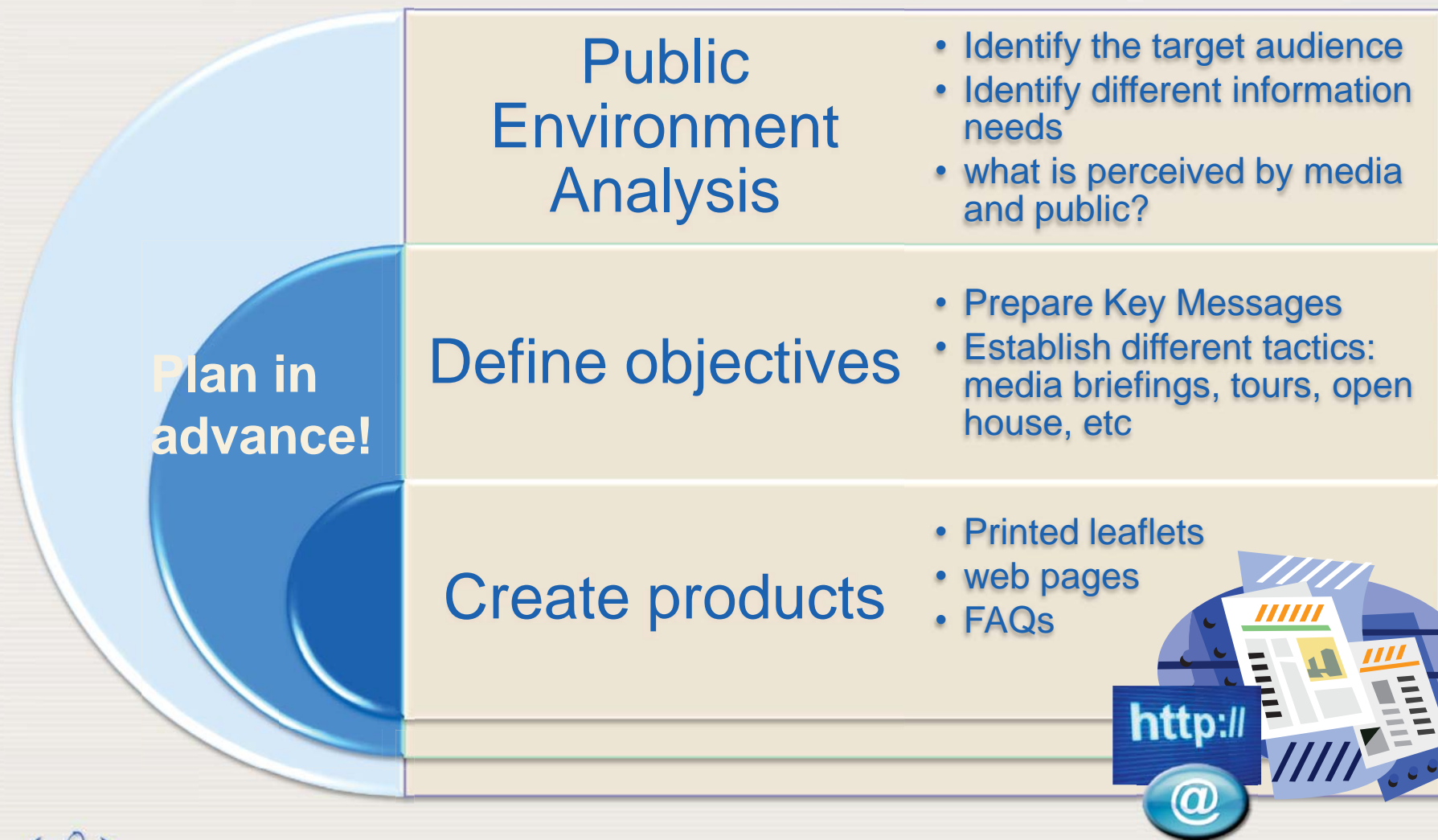
**Timely and accurate responses
to media and public concerns
are key to
avoiding confusing and non-relevant
information
that often circulates during incident
or emergency situations**

Importance of Communicating With the Media

- **Provide information to public**
 - Get the word out
- **Reduce speculation and control rumor**
- **Maintain credibility**
- **Build trust**
- **Reduce psychological impact**



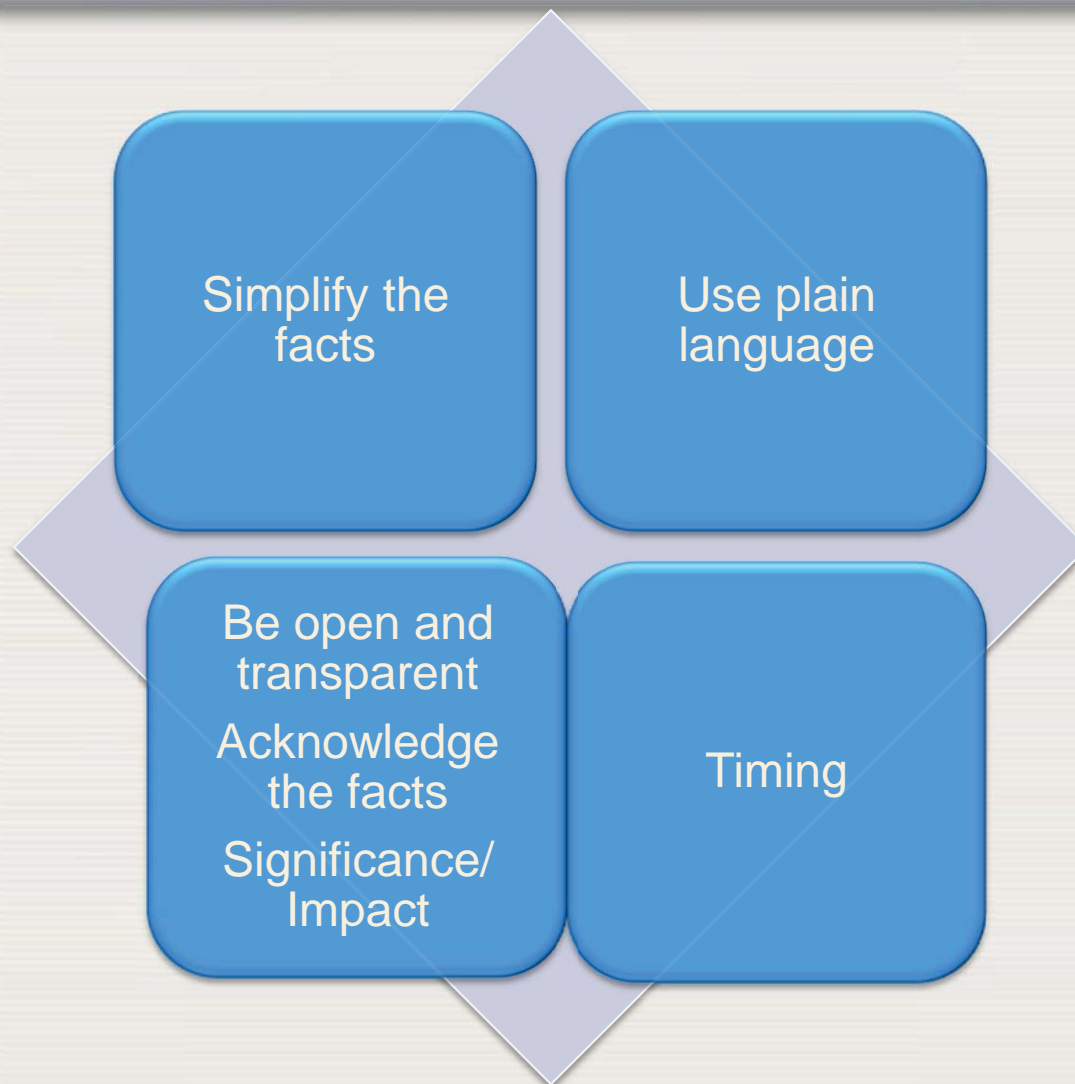
Communication Strategy



Effective communication

"Make everything as simple as possible, but not simpler."

A. Einstein



Graded communications

☐ Graded content

- Regular Newsletters
- Press Response
- Press Release



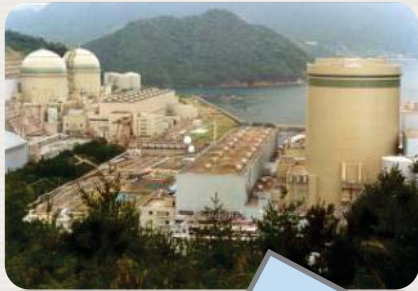
☐ Graded timescale

- Depending on need, importance

☐ Graded author, rating and report



Commitment to communicating INES rating



Government Reporting Requirements (eg INES Rating)



Regulator



INES event rating at
the newsletter, web
pages, etc



What happened

- Impact
- Significance
- INES Rating



Public Understanding of INES

□ Examples of Public awareness of INES

- ✓ Regular use in newsletters and press info
- ✓ Regular presentations to Site Stakeholder Group
- ✓ Briefing of new PR personnel
- ✓ Local media briefed on INES

□ Effectiveness

Question: “Why there are lots of events?”

All events were Level 0 or 1 on a scale that goes from 0 to 7.

“I do find it a useful tool for putting information into context”

Building trust

Building trust

Essentials of Earning Trust

- Explain benefits
- Honesty
- Consistency
- Openness
- Proactive
- Invest
 - In workforce
 - key stakeholders

'Fire at the nuclear site!
It's another Chernobyl!



The fire in this transformer
is extinguished now.
We will keep the plant at
60%. It's an event Below
Scale/Level 0.



What the public wants...?

- To know more about the risk

Use risk comparisons with care not to undermine your credibility

“..compared with radiation levels at sea”

“..no release of radioactivity to the environment”

“..Our average annual radiation dose is 2.6 units. We get 85.5% of it from natural sources.”

- To know what to do if affected

- A task for the response coordination

Explain briefly the event

Explain the facts
clearly and openly

Explain the risk

Use plain and non-
technical language

Avoid technical
jargons and
abbreviations

Local, date and time
of event, facility name

Refer to other
sources of
independent and
reliable information

Include the INES
rating

Communications

Home	News	Guidance	About you	About HSE	Contact HSE
<ul style="list-style-type: none"> Nuclear home Who we are Proposed changes to ND Stakeholders Programme of work 					
<p>Fourth quarter 2009 statement of nuclear incidents at nuclear installations</p> <p>A statement on incidents at nuclear installations in Britain which meet Ministerial reporting criteria is reported to the Secretary of State for the Department of Energy and Climate Change and the Secretary of State for Scotland and is published every quarter by the Health & Safety Executive.</p> <p>For the period 1 October 2009 to 31 December 2009 there were no incidents at nuclear licensed installations that met the reporting criteria.</p> <p>For the period 1 July 2009 to 30 September we said there was one incident that may meet the reporting criteria. An update on this is below.</p> <p>Sellafield Ltd - Capenhurst</p> <p>Sellafield Limited - Capenhurst Works reported on 24 July 2009 the leakage of radioactive liquor from one of the uranium hexafluoride ("Hex Tails") cylinders, currently stored inside a building. The leak was discovered during routine plant surveillance. The hole in the leaking cylinder was promptly sealed by the site fire brigade. Subsequent investigations determined that the amount of radioactivity in the leaked liquor was in excess of column 4 schedule 8 of the Ionising Radiations Regulations 1999, which resulted in the event meeting the reporting criteria.</p> <p>There was no significant personal radiation exposure or contamination and no release to the environment of airborne radioactivity.</p> <p>The licensee promptly removed the majority of the radioactive contamination from the floor of the building. The sealed cylinder is being monitored within a bunded area inside the building pending more work to secure the safe emptying and autopsy of the cylinder to determine the cause of the leak. Testing of other similar stored cylinders has been undertaken to assess the integrity of those cylinders.</p> <p>NII will continue its investigation once the autopsy work has been completed to determine the cause of the event and to decide if enforcement action is warranted.</p> <p>Single copies of statements are available free from the Health and Safety Executive, Nuclear Directorate, Division 4, Building 4.N2, Redgrave Court, Merton Road, Bootle, L20 7HS, Tel: 0151 951 3484.</p>					
<ul style="list-style-type: none"> Live issues Information EIADR LLC reports Safeguards Security regulation Safety Assessment Principles Technical Assessment Guides Nuclear research New Nuclear Power Stations Regulatory Nuclear Interface Protocol Nuclear e-Bulletin Newsletters Quarterly summaries Links Contact us / feedback 					

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Sellafield Ltd
Sellafield News

NEWS Letter

Chemical Plants were restarted in a slow and staged approach and the regions that have been held in buffer storage since the plant was shutdown in 2005 have all now also been reprocessed. The next phase will be for Chemical Plant to reprocess the 25% of dissolved fuel in October.

Brian Cockayne, Head of Thorp said "This has been a tremendous achievement for the all the plant and support teams involved in the safe restart of Thorp. We have made a whole range of improvements covering operator training, instrumentation, operating regimes and infrastructure. All these enhancements have been successfully commissioned and proven during the initial operations. We are confident that we have done everything necessary to allow the continued safe operation of Thorp."

Once the advanced fuel has been successfully reprocessed, we will review the performance of the plant along with the available site incineration capacity before discussing the next phase of restart with our regulators and the NDA.

Calder Hall Cooling Towers Public Open Day

As part of their commitment to keep the community fully informed about the forthcoming demolition, the Calder Hall Cooling Towers project team will be holding a **PUBLIC OPEN DAY** on Saturday 22 September 2007.

This will be an opportunity to come along and ask any questions you may have about the project, what it involves and its impact on the community.

The venues are as follows:

10.00 – 11.00 Seascale – Methodist Church Hall
13.00 – 14.00 Whitehaven – Rum Story Education Centre



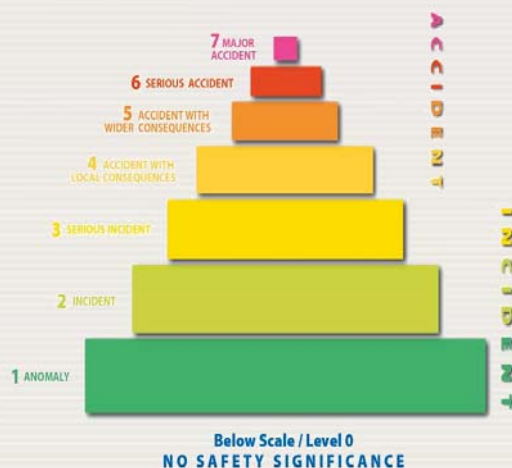
Most frequent communications are of Level 0/1 events, often only locally, but sometimes ...

The interest is international



Aids to effective communication

An INES Rating



A web site: NEWS

The screenshot shows the IAEA NEWS website. The header includes the IAEA logo and the text 'NUCLEUS', 'NEWS', and 'The Information Channel on Nuclear and Radiological Events'. A welcome message for 'Rejane SPIEGELBERG PLANER' is visible. The main navigation bar includes 'Home', 'Events', 'The INES Scale', and 'About News'. The 'Latest Events' section lists three events: 'Stolen Radiography Camera' (United States of America, 19 Jul 2011, INES: 2), 'Overexposure of 4 workers at an irradiation facility' (Bulgaria, 14 Jun 2011, INES: 3), and 'Over exposure of workers beyond annual regulatory limit' (India, 30 May 2011, INES: 2). The 'Site Sponsors' section lists IAEA, NEA, and WANO. The 'Disclaimer' section states that the site is hosted by the IAEA and that event reports are filed and updated by authorities in participating countries. The 'Users' section indicates that there are 1313 registered users and 36 are from the user's country. The footer includes a 'Trusted sites | Protected Mode: Off' status bar.



<http://www-news.iaea.org/>

How to Communicate INES Events

At international level:

- Events rated at INES level 2 and above
- Events attracting international public interest

NEWS at www-news.iaea.org

- IAEA hosts and administrates the system
- Event reports are filed and updated by the participating countries



The image is a collage showcasing the global use of the International Nuclear and Radiological Event Scale (INES). It features several official documents:

- Top Left:** A green leaflet from the Gesellschaft für Reaktorsicherheit (GRS) mbH, titled "Internationale Bewertungsskala bedeutsame Ereignisse in Kernanlagen" (International evaluation scale for significant events in nuclear facilities).
- Top Center:** A French leaflet titled "INES Échelle internationale des événements nucléaires" (INES International scale of nuclear events).
- Top Right:** The "User's Manual 2008 Edition" for the INES, published by the International Atomic Energy Agency (IAEA).
- Center:** A large, colorful graphic of the INES scale itself, showing levels from 1 (Minor) to 7 (Major Accident), with a vertical label "ACCIDENT" on the right and "INCIDENT" on the left. Below the scale, it states "Below Scale / Level 0 NO SAFETY SIGNIFICANCE".
- Bottom Left:** An Arabic version of the INES leaflet from the Arab Republic of Egypt Atomic Energy Authority, titled "القياس الدولي لتقييم الأحداث النووية" (The International scale for evaluating nuclear events).
- Bottom Center:** A Portuguese INES leaflet from the Portuguese Environment Agency, titled "First Portuguese INES leaflet Source: Portuguese Environment Agency".
- Bottom Right:** A green leaflet from the IAEA and OECD/NEA, co-sponsored by the International Atomic Energy Agency.

The central graphic of the INES scale is a pyramid with seven levels, each with a color and a description:

- Level 7 (Major Accident):** Red, top of the pyramid.
- Level 6 (Serious Accident):** Orange.
- Level 5 (Accident with off-site consequences):** Yellow-orange.
- Level 4 (Accident with local consequences):** Yellow.
- Level 3 (Significant):** Light yellow.
- Level 2 (Accident):** Green.
- Level 1 (Minor):** Light green, base of the pyramid.

Below the scale, it states "Below Scale / Level 0 NO SAFETY SIGNIFICANCE".

First Portuguese INES leaflet
Source: Portuguese Environment Agency

70 Members States using INES

Co-sponsored by the
IAEA and OECD/NEA



Information at www.dhs.gov

We have presented

Why using INES: communication tool

What is INES:

- Purpose

- History and developments

- Scope

- Main features

- Terminology

Overview of Rating Criteria

- Principles for rating events

- Examples of events

Key issues in communicating using INES



**Thanks for
your
attention!**

