

NATIONAL DOSE ASSESSMENT WORKING GROUP

SUB-GROUP ON COMMUNICATIONS

8th Meeting held on 10th February 2009, Aviation House London.

1 Present

Chair	Barrie Lambert	Consultant
	David Collier	Golders
	Stuart Conney	FSA
	Anne Nisbet	HPA
	Mike Poole	NDA
	Ian Robertson	SEPA (telephone)
	Patrick Stephen	NII
Secretariat	Wayne Oatway	HPA
Apologies	Andrew Craze	NDA
	Jill Sutcliffe	Independent
	Mark Toner	SEPA (Ian Robertson attended in place)

2 Minutes of previous meeting

Members agreed on the minutes of the 7th meeting.

3 Actions from the sixth meeting

Action 5.14 David Collier to produce a table of who needs to be communicated to and what information they might need. Ongoing.

There was some confusion about what this action was in reference to. Text from the 5th minutes is included below to clarify.

“Members reconsidered the terms of reference (TOR) for the subgroup and agreed that the subgroup still needed to address the TOR’s concerning: uncertainty and probabilistic assessments; who is the audience for such information.”

- Action 7.1** Anne to ask David Collier to prepare a summary note of the first seminar. *Action superseded.* The seminar later this month was to have a summary presentation of the risk communication seminar held last year. However, the timetable does not now allow this. Anne is producing a note from the second communication workshop which will be available to this group.
- Action 8.1** Anne to circulate the note from the second communication workshop
- Action 7.2** Stuart to ask Jo Brown at HPA to provide a short summary of her experiences of communication with farmers with reference to the seaweed fertilizer project. *Completed.* Stuart has asked Jo but has not received a reply.
- Action 8.2** Stuart to follow up asking Jo Brown about providing a short summary of her experience of communication with farmers with reference to the seaweed fertilizer project. If nothing has been heard by end February 2009 then Stuart to let Wayne know for him to follow up.
- Action 7.3** Mark to ask his contact in SEPA about the inclusion of the COMARE quote in question 11. *Completed.* Although SEPA would like to delete the text after "The only expected effect of low level" and just leave the text to provide a reference of useful reports Barrie stated that the text had been agreed by committee and any revision would have to go for consultation again. It was agreed therefore that the text would stay as it was.
- Action 7.4** Stuart to update his picture of the RIFE report with the latest publication. *Completed.*
- Action 7.5** Barrie to get a final version of the leaflet to HPA by the 7th November. *Completed.*
- Action 7.6** Wayne to investigate whether a better version of the pie chart exists that will show the discharge better when it is reduced in size for printing. *Completed.* A second pie chart had been found and both past to HPA publications to see what they looked like in the draft leaflet being produced.
- Action 7.7** Stuart to ask at the main NDAWG meeting how many leaflets they thought should be produced. *Completed.* Jane Simmonds pointed out that the leaflet could be produced in batches of 50 so doing extra print runs would not be a problem if more demand was found. Members suggested that a print run of 1000 would cover the initial demand, assuming that approximately 20 organisations would receive a batch of 50 each.
- Action 7.8** Stuart to talk to FSA about funding for the uncertainty workshop. *Completed.* There was no funding available for this current financial year. It was agreed that the workshop would be held off for a year and funding would be sought at a later date.
- Action 7.9** Anne to send Barrie a name for a contact at EA that he could approach with regard to funding for the uncertainty workshop. *Completed.* Anne suggested Carol Attwood or Dave Brazier although the postponement of the workshop means that funding would be sought later in the year.

- Action 7.10** Barrie to write a draft outline of the workshop for Stuart to present at the next NDAWG main meeting. *Superseded*. The postponement of the workshop meant that more time was available to organise the workshop and there was no need to present a detailed plan at the last NDAWG meeting.
- Action 7.11** Stuart to raise the issue of funding for the uncertainty workshop at the next main NDAWG meeting. *Completed*. No offers of funding was forthcoming although HPA offered to host the workshop but would not be able to do so until 2010.
- Action 7.12** Barrie to produce an outline for the guidance note on risk communication for future discussion. *Completed*. This was circulated prior to this meeting.
- Action 7.13** Anne to send Stuart details of the AFCWG seminar to allow him to report to the NDAWG main meeting. *Completed*.

4 Topics for discussion

4.1 Seminar on risk communication

The February 2009 workshop is being run under the auspices of the AFCWG with support from HPA, EA, Golders and FSA and is by invitation only. Four planning meetings have taken place to agree format, content and participation in the event. Around 20 people will be attending the seminar including comms representatives from the HPA, EA, FSA, police, nuclear site operators and devolved administrations. Attendees are generally of a senior level and it is hoped that this will encourage organisations to develop and improve their communication policies, as current policies seem to be on what to do, mostly at an organisational level, rather than how it should be done including partnership working to avoid mixed messages. The workshop programme includes an introduction to the day, three facilitated breakout sessions including plenary feedback and a final session focussing on next steps. Group working will use a hypothetical scenario to highlight specific communications issues such as 'is the drinking water safe', 'is food in allotments safe to eat', 'why is the extent of sheltering small compared to the size of the area subject to food bans', 'where should the waste go'. The aims of the workshop are:

- To understand the consequences of radiation emergency for people and the environment
- To explore the communications challenges that these events present
- To understand roles, responsibilities, issues, audiences, messages and who owns the messages
- To encourage partnership working to ensure messages work effectively when the worst happens
- To create a partnership communications 'insert' for each organisations communications response plan

Barrie asked whether an overall policy of communication would be developed from this workshop, published by the EA. Anne replied that it was the intention to run several workshops in the future with the overall aim of improving the mechanism of communication.

She thought that a working party might be set up so that guidance could be produced. It was hoped that any guidance/policy developed from these workshops would be general enough that it could be used outside of a radiation incident, for example for flooding or a chemical incident.

4.1 Seminar on uncertainty

This seminar has been postponed until 2010 due to lack of funding and available venues. It was decided, however, that planning should continue, for example securing speakers. Barrie stated that it was his intention to have a draft plan of the workshop by the next meeting of the group and that speakers would be approached by that time. David stated that having a flier would also be useful as advertising it now would probably mean a higher attendance. David would draft a flier by the next meeting.

Action 8.3 Barrie to draft an outline of the uncertainty seminar by the next meeting

Action 8.4 David to draft a flier for the uncertainty seminar by the next meeting.

4.2 Communication leaflet

Barrie had sent HPA draft text of the leaflet for preparation into final form. Wayne reported that HPA had been unable to prepare a draft print of the leaflet due to other higher priority work at HPA. Barrie suggested that he could approach John Cooper regarding this. Wayne said that he will ask again and get Jane Simmonds involved in the first instance.

4.4 Guidance notes on risk communication

Barrie had drafted some text prior to this meeting on the guidance note which was discussed. There was a general discussion about who the intended audience was and whether the note should contain technical or general information. It was the consensus that the note should be kept basic and would aim to only have key principles listed with at most a paragraph or two with key points on each principle given in the note. Reference to more detailed documents should then be provided so more information could be obtained if that was required. It was felt that problems when communicating radiation issues should be highlighted as the intended target audience, at this stage at least, would be those who may be experience in general communication but not radiation specific communication and who may require specific guidance about problems that may arise when radiation was involved. Suggested areas where guidance would be required included dose response and risk, epidemiology and case controlled studies and how that may fit in with real-world assessments. It was felt that information on comparative risks should also be included.

It was felt that others with more experience in communication should be asked their opinions on any draft produced and this was agreed.

It was decided that the best way to proceed was for members to send Barrie any comments they have on the discussion note by early March and that Barrie would then update the discussion note for the next meeting.

Action 8.5 All to send Barrie any comments they have on the guidance discussion note by the 13th March

5 AOB

Barrie reported that a consultancy had expressed an interest in developing a communication leaflet along the lines of our leaflet but aimed at waste management.

Anne suggested that the leaflet should be developed as a powerpoint presentation so that it could be used in presentations. All agreed. David offered to prepare a draft set of slides.

Action 8.6 David to develop a draft set of slides from the communication leaflet.

6 Date of next meeting

The next meeting will be held in June 2009.

7 Summary of Actions

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