



Key points for session 4

KEY POINTS SESSION 4

STRATEGY FOR COMMUNICATION

Important objectives of a radon risk communication strategy:

1. Increase public awareness of radon and its associated health risks
2. Persuading the public to measure radon in their homes
3. Persuading householders and landlords to take action to reduce elevated indoor radon concentrations.
4. How to deal with communities with extreme radon problems

Does everybody need to know everything about radon?

- Some basic information about radon is needed by all groups. Such as an awareness of what radon is, where it comes from and why it is a health risk that should be managed.
- Other needs for radon information differ. Groups of people need to know different things about radon and take different radon actions.
- These common and differing requirements influence how the professional radon community delivers messages to raise awareness and encourage action.

Targetgroups and stakeholders

Population

Building professionals

Medical professionals

Authorities

Academics

Politicians

Local decisionmakers

Communication channels

Media - local, regional and national media.

Social media – Facebook, Twitter, Youtube, Blogs

Awareness campaigns

Notaries. Buying and selling houses, good time to give information

Letters, newsletters, adverts in newspapers

Speaking at meetings

Clear message

- Using standard radiation terminology which are unfamiliar to the public, such as mSv, may cause an increase in confusion rather than clarification if not carefully structured.
- The *efficiency* of the communication can be evaluated through surveys. *Radon awareness* surveys can be carried out in order to determine the present state of knowledge of radon in the communities to be targeted.

Some summary points for further work:

How can we increase the public awareness and the knowledge about radon and associated health risks?

How can we persuade more people to measure radon in their homes?

How can we persuade more householders and landlords to take action to reduce elevated indoor radon concentrations?

How can we improve the effectiveness of future radon awareness campaigns?

How to involve medical professionals, specially the medical doctors, so that they can give good messages?

Risk communication

Sweden, Russia : Risk communication strategies, how to keep the subject alive ? Collective risks Vs individual dose

Sweden : radon is sometimes forgotten as a risk in risk-assessments

Switzerland : how to communicate on the new RL ? How to reach the employer

France : how to manage the communication in case of very high level of radon exposure due to latest radium, contamination (transparency and “understandable” information on risk) ?

Information

IAEA : Explaining the risk for non-smokers

USA : maintaining a “score card” through which the public and advocacy groups can check on progress, transparent progress tracking system

Norway : - Spin-off effects of regulations

- importance of the cooperation between different sectors involved in management of radon issues
- importance of focus on local and not only national levels

Assessment and indicators

Russia, France : indicators for the effectiveness of the national action plan, how to assess the efficiency of the NAP in term of reduction of radon exposure and lung cancer ?

WHO : develop the relevant/possible interventions for the particular socio-economic context