A COMMUNICATION TOOL-KIT TO COMBAT PROBLEMS SHIPPING RADIOACTIVE MATERIAL

PATRAM 2010

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Background

- A review of the instances of denial of shipment has identified that effective communication is a key factor in mitigating problems.

- There have been several concepts put forward concerning how to work in this area; however the end result has been a focus on a top down message with a bottom up delivery.

- In short the idea is to collect, in a central international repository, items that can be used in communication at a local level.

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Communication toolkit

- A communication toolkit is in effect a collection of inputs, from a range of sources.

- Under development by the IAEA Transport Safety Unit, the communications toolkit is intended to support National Focal Points and Regional Coordinators

- The individual items do not need to be approved or sanctioned by the IAEA, but are collected by IAEA for use by those working in the field of communication related to denial of shipment.

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Initial concept for the content

- A dedicated thematic site on the main IAEA.org website, including
  - Facts and figures and case studies
  - Costs of denial – human, environmental and economic
  - Audio-visual material including an IAEA Transport Safety Unit video – already in production
  - Links to available multi-media material
  - Links to the IAEA Programme of Action for Cancer Therapy (PACT) website and other appropriate IAEA web pages
  - Links to the websites of business associations whose members have a stake in the movement of class 7 cargo

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Initial concept for the content

- A PowerPoint presentation on delay and denial with lecture notes
- Printed material products such as:
  - Q & A (FAQs)
  - Reports from the field (Profiles from the front line about the men and women who deliver humanitarian assistance)
  - Comic Strips
  - Fact sheets, particularly about class 7 materials, such as tantalite, Co-60, and other radioactive materials
  - Brochures

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Initial concept for the content

- Multi-media package, including
  - print article,
  - photo essay,
  - podcast, and
  - video clips about delivery of healthcare in developing countries (initially involving Cobalt-60)

Most of these elements are drawn from the recommendations of the International Steering Committee on Denial of Shipment Communications Working Group.

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The message

- We hardly need to be reminded that instances of delay and denial are impeding the delivery of class 7 radioactive materials. But what we may lose sight of is the dimension of its human cost – the consequence when such material is held up or not delivered. In developing this toolkit the focus is on the importance of telling the human story, as well as taking other steps to address the problem of delay and denial.

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- Fuller public disclosure, in particular that there is a crisis in the delivery of radioactive material, used in diverse ways to save life and ensure safety, can only support efforts to break the delay and denial logjam.

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Q & A (or FAQs)

As part of the toolkit a series of questions and answers have been developed for the user.

- **When do we Communicate?**
- **Should I differentiate between the types of stakeholders?**
- **When should I consider using communications as a tool to address a delay and denial problem?**
- **Should I talk to the news media about a denial?**
- **Then, how can I use communications to assist me?**
- **Are there examples of communications being used successfully to end delays?**

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Simple to retask

- The ability to retask items in the toolkit easily is essential to its success. To this end a concept of using word free or limited text communication has been examined.

- Guidelines for how to use toolkit / run campaigns will be placed on the ISC-DOS members' pages. National and regional networks will be responsible for localizing tool-kit materials, identifying local targets and local delivery (bottom-up approach). An international communications working group will identify target audiences (e.g. IFALPA, IATA, Ports Association) and delivery on the global level.

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Key Success Factors

- It has been identified that an important aspect of delivery of the communication toolkit is to ensure that appropriate experts are employed. In the same way that an expert in shielding is employed to give advice on shielding it is important, for communication, to identify and use a qualified communications expert.

- The use a "story-telling" approach can often deliver a message to people that are unlikely to respond to scientific papers. It is important to ensure that the content for outreach is accessible, compelling and robust. The audience needs to be understood. The use of the toolkit is not about what is said, but about what is listened to.

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Key Success Factors

Keeping a simple message is important:

* Put radiation risk into context
* Focus on benefits of Class 7 goods
* Provide examples of the impact of denials

The initial items in the toolkit demonstrate some of these features.
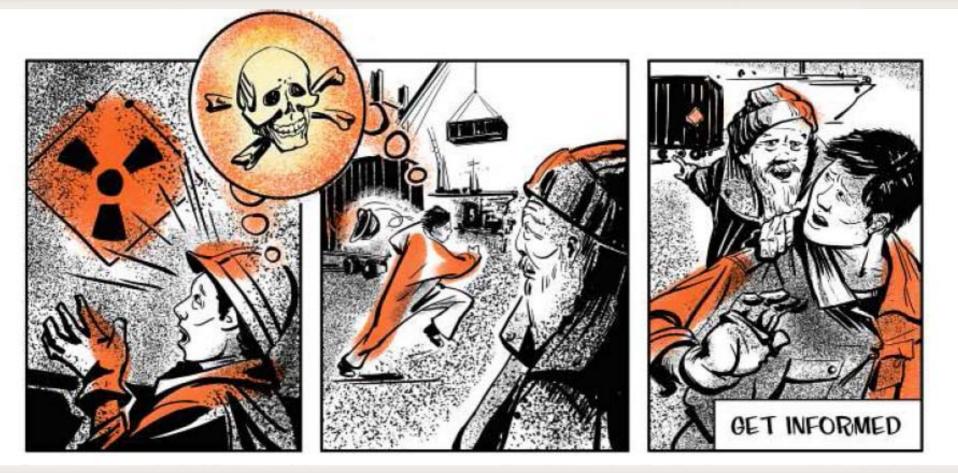
Example of content

Get Informed // Protect Yourself // Save Others

Being able to present a focused message such as this in a format that suits the audience, in a language that is familiar to the audience is important. The toolkit is intended to ensure this simple focused message can be delivered wherever needed.

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Example of content

Example of content

Example of content

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Conclusions

The skill of the communications team in both cases lies chiefly in:

- Understanding the "selling points" of the product or service it is trying to help promote and the corresponding wants and needs of the audience. This provides the key to the best way of selling the service

- **Dramatising the agreed message in a way that will catch the attention of the audience**.

As might be supposed from the above, the overall requirement of the communications is to **draw attention to the positive role played by RAM in society**, and – as a consequence – to the necessity of transporting such materials round the world. The more focused the communication is, the better it works. Hence the focused message contained in the toolkit:

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WORKING TOGETHER

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