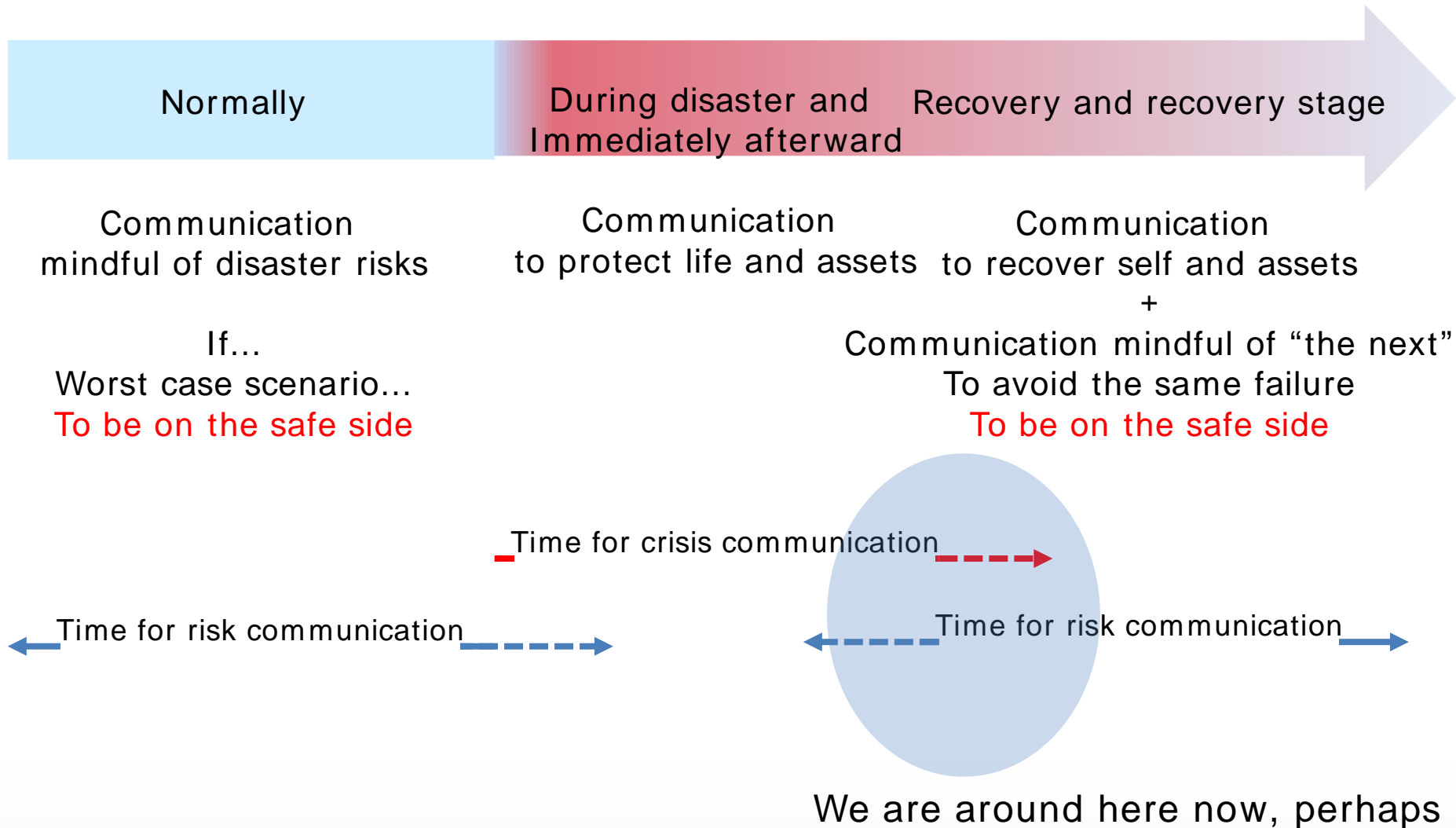


Communication with Residents and Prefectural University Medical School and Topics in the 2 Years since the Incident

Sunday, 23 February 2014
Shinagawa Prince Hotel

Fukushima Medical University
Radiation Medical Science Center for the Fukushima Health Management Survey
Professor of Special Mission, Public Relations and Communications Group Manager
Deputy Manager, Public Relations and Strategy Office
Shiro Matsui

1. Where are we now?



2. Background on why we cannot move smoothly over to risk communication

Springboard for communication between experts and residents

- Bi-directional dialog based on trust
- Posture on sharing understanding

These **were not functioning**
during crisis communication

2. Background on why we cannot move smoothly over to risk communication

飯館村「直ちに避難指示ではない」官房長官
<2011年3月31日 12:57>

福島第一原子力発電所の事故を受け、IAEA(=国際原子力機関)が、現在は避難指示が出ていない福島・飯館村の住民に「避難指示」を出す検討をするよう

30キロ圏外の一部 避難指示で最終調整
<2011年4月11日 16:05>

枝野官房長官は11日午前の会見で、福島第一原子力発電所から半径30キロ圏外でも放射性物質の累積の値が大きい一部地域に対して、避難の指示をする方向で最終調整中だ、と明らかにした。

計画的避難区域に入る福島・飯館村の反応
<2011年4月22日 13:56>

枝野幸男官房長官は22日、福島第一原子力発電所から半径20キロから30キロ圏内に出ている屋内退避指示を解除し、計画的避難区域と緊急避難準備区域の設定を、菅直人首相が福島、佐藤雄平県知事らに指示したことを明らかにした。

2011年04月29日(金)
官房参与が辞任・記者会見資料を全文掲載します

東京電力福島第一原子力発電所の事故への対応に当たるために、先月、内閣官房参与に任命された、原子力の専門家東京大学大学院教授の小佐古敏荘氏が、記者会見し、「政府の対策は法にのっとっておらず、場当たり的だ」として、内閣官房参与を辞任することを明らかにしました。

記者会見で辞任の理由について説明した資料を全文掲載します。

10 days later

8 days later

3 days later

7 days later

Air dose rate equal to 20 mSv per year was made a tentative guideline on 19 April for decisions on using the schoolyard and school quarters.

The region that may have an aggregate dose rate of 20 mSv per year when one continues to maintain residence at a location that is 20 km or more away in diameter from the power plant incident = planned evacuation region

With respect to the criteria on usage at elementary school schoolyards, we strongly contest the use of this 20 mSv per year number, and ask for a reconsideration again.

2. Environment of Communication with Residents in Fukushima

Both the nation and expert will lose trust

2. Background on why we cannot move smoothly over to risk communication

As a result...

“Don’t what what to believe”

“Don’t what who to believe”

“Experts tricked us”

“Are we really okay”

“Aren’t they taking the impact lightly?”

“Aren’t they hiding something?”

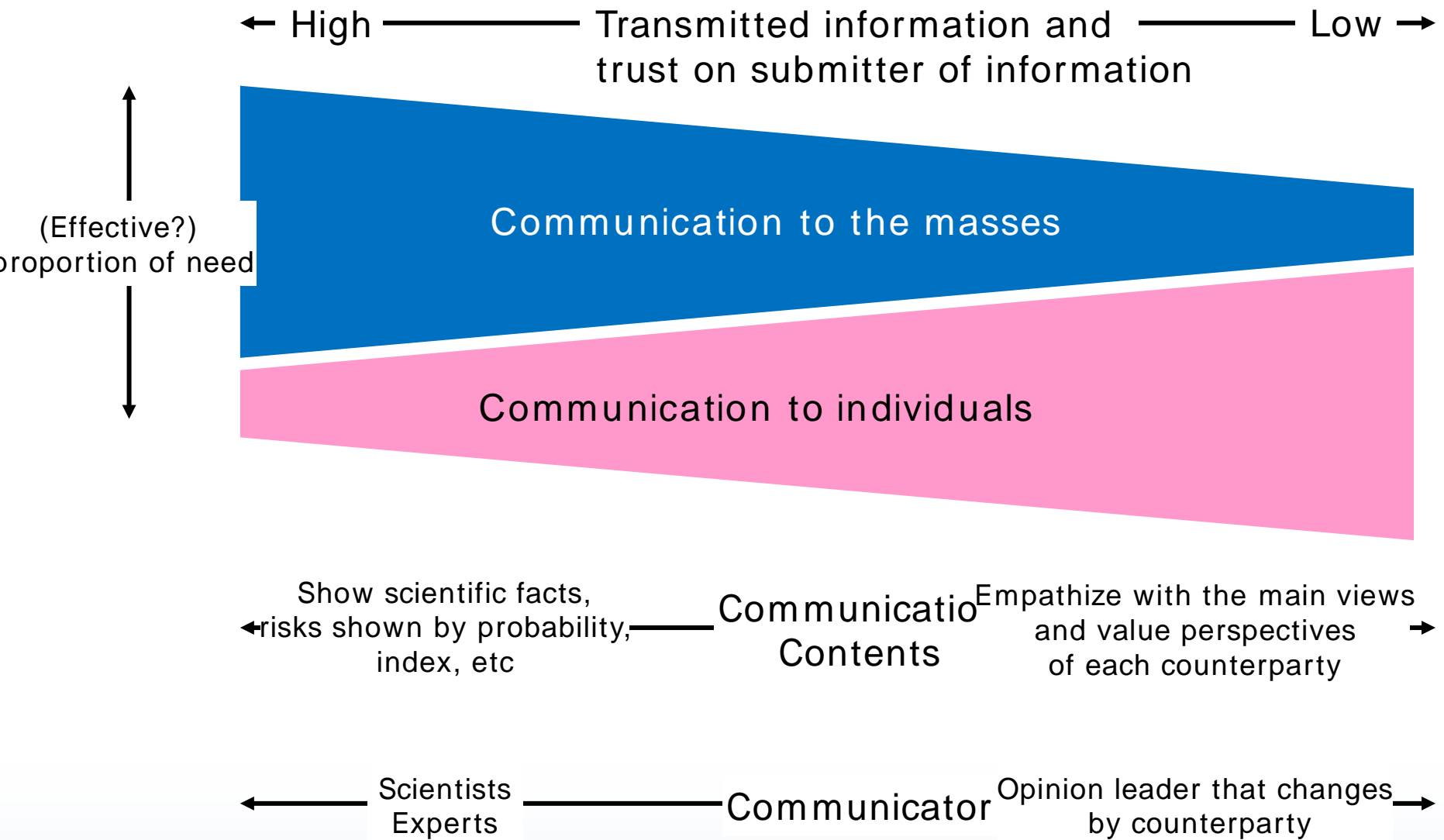
Become distrustful

Believe opinions from views of more risk as correct
Accept all information which s/he finds that fulfill his/her
concerns

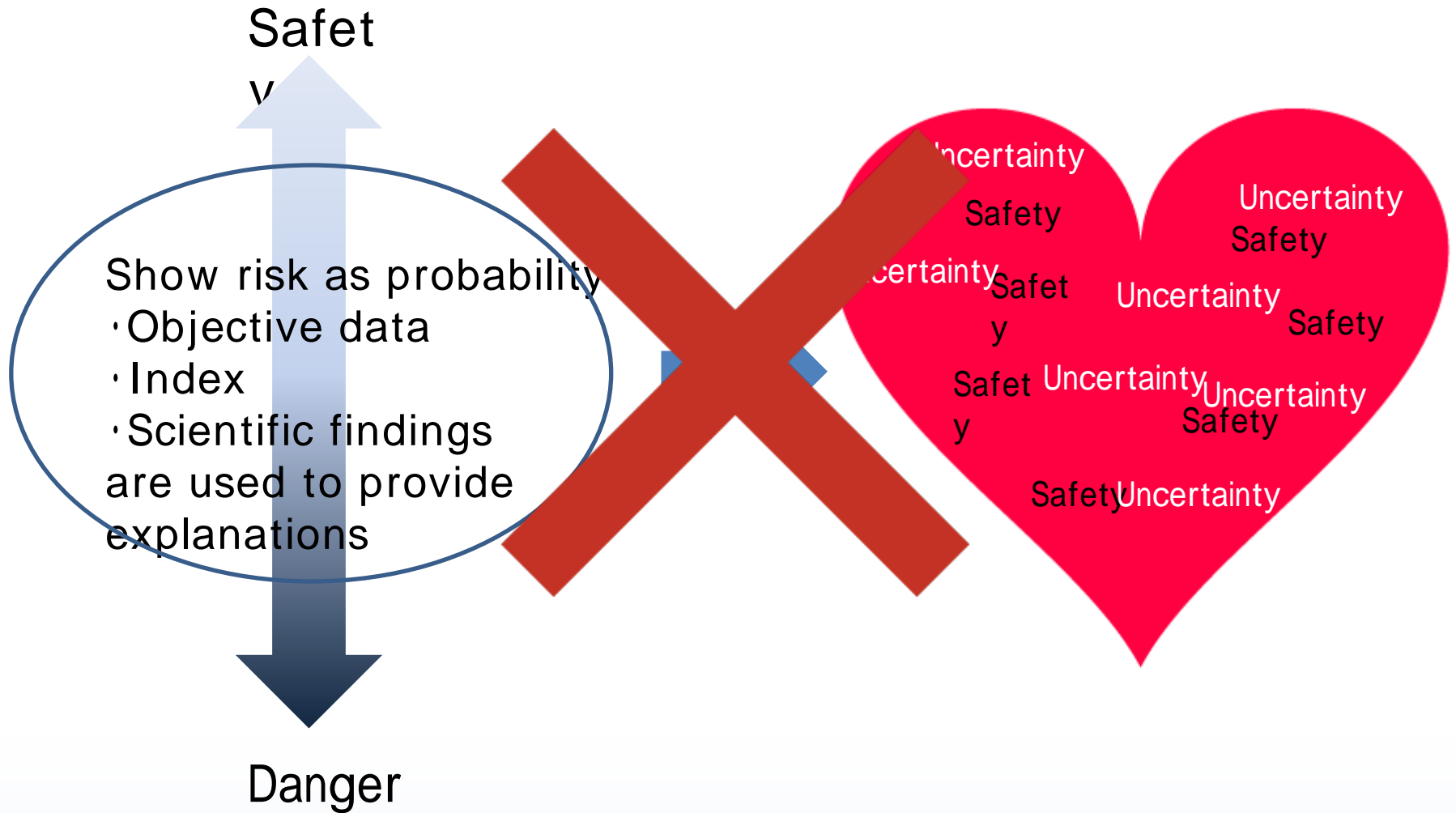
3. What we learned from our involvement in communication work for the last 2

In Fukushima,
there is a need to separate
the 2 types of communication

3. What we learned from our involvement in communication work for the last 2



3. What we learned from our involvement in communication work for the last 2



3. What we learned from our involvement in communication work for the last 2



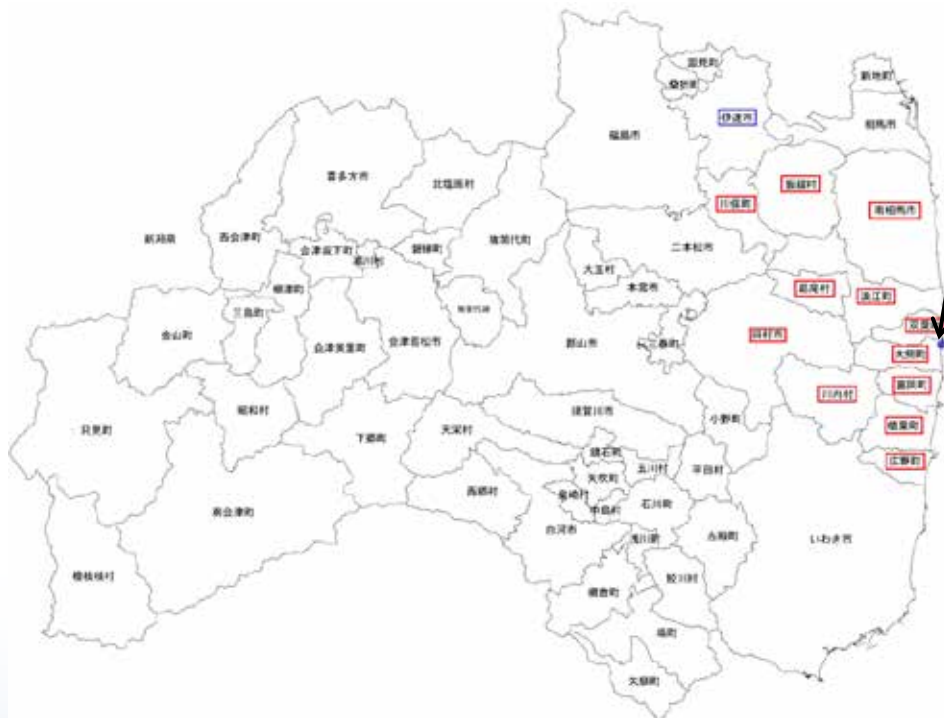
Life has taught us that love does not consist in gazing at each other, but in looking outward together in the same direction.

4. What we then covered

Hold briefing at school for parents about thyroid examination

General meeting to discuss health

Build stronger alliance with 13 municipalities



TEPCO Fukushima Power Plant I

13 municipalities that were designated to evacuation zone and such, at the time of the power plant incident

4. What we then covered

3. Thyroid examination briefing for parents at schools

Limited to parents, this briefing was held to a small group
Provided explanations at 77 schools, to 3735 parents, between June
and December of 2013

Almost 100% said that they understood or basically understood. We
were finally relieved when they said that they feel better

●甲状腺検査 説明内容について(FA)

A2判定だったがそれが安心できるものであるのかどう

A2判定を受けたが内容がほとんど分からずにいたので

B、C判定についての説明が無かった

今まで読んだり聞いたりして得た知識とそう変わりはない

受け取った結果だけでは心配だったが、医学的な解

エコー画像などが分かりやすかった

エコー写真があり甲状腺の様子がよく分かりました。

穏やかな話し方でとても丁寧に話してくださって分か

りやすかった。安心する気持ちが多くなった。

画像などを使った説明で分かりやすかった

グラフの見方なども分かりやすく説明していただ

グラフや図など使って丁寧に分かりやすく説明

検査結果は5mm以下の「のう胞」でした。大丈夫と言われ

たりするものであったことが分かり、やっと少しほっと

検査での判定がよく分かった

甲状腺検査の結果について不安に思うこともありましたが、実際に先生方のお話を聞き、全体的

Q3 甲状腺検査 説明内容

説明内容への理解度	回答数	割合
よく分かった		
まあまあ分かった	52	63%
あまり分からなかった	28	34%
分からなかった	1	1%
無回答	0	0%
総計	1	1%
	82	100%

分かった:97%

4. What we then covered

Thyroid Examination Briefing Program

Standard case

90 mins (lecture : 60 min Q&A : 30 mins)

1. Thyroid and radiation
2. Purpose of thyroid examination
3. Overview of thyroid examination and decision criteria
4. What is a cyst? What is a node?
5. Progress status on examinations and tally to date



4. What we then covered

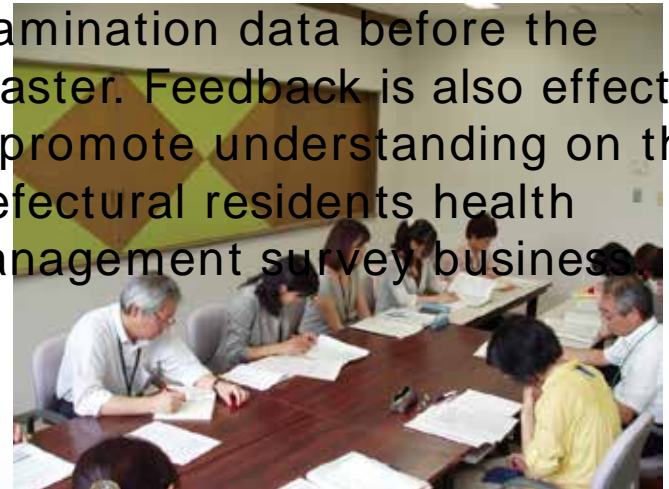
Stronger general meeting to discuss health

Held 1on1 private discussions on health at 8 Futaba municipalities
Held 136 times since May through December of 2013
Respond to health consults from 1,523 people

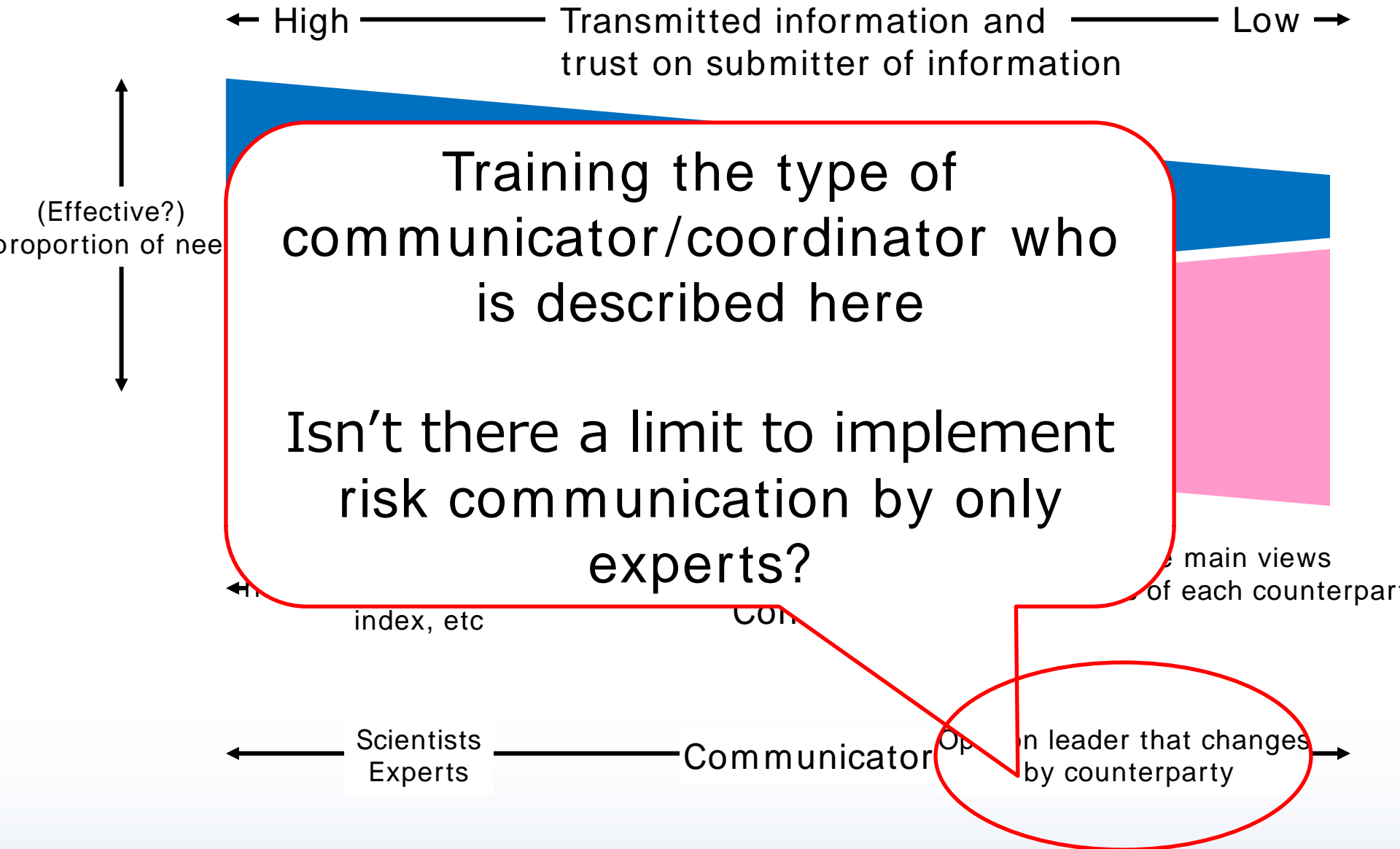


Stronger liaising with 13 municipalities

Feedback results of prefectural residents health management surveys to the local regions. Make feedback helpful to promote, maintain, and manage the health of residents, through analysis of and comparison against health examination data before the disaster. Feedback is also effective to promote understanding on the prefectural residents health management survey business.



5. Topics going forward



5. Topics going forward

Who is responsible in small and mid sized communities for transmitting information neatly and comprehensibly

1. Person who is trusted by the other side

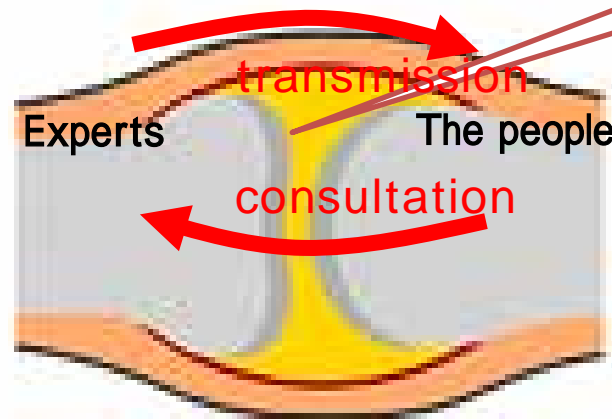
“This is difficult, but if somebody says so then it’s probably fine…”

2. Person who is studying specialized knowledge concerning the subject matter

3. Person who frequently meets or has met with the people

Can launch small scale communities quickly

Cartilage-like person!

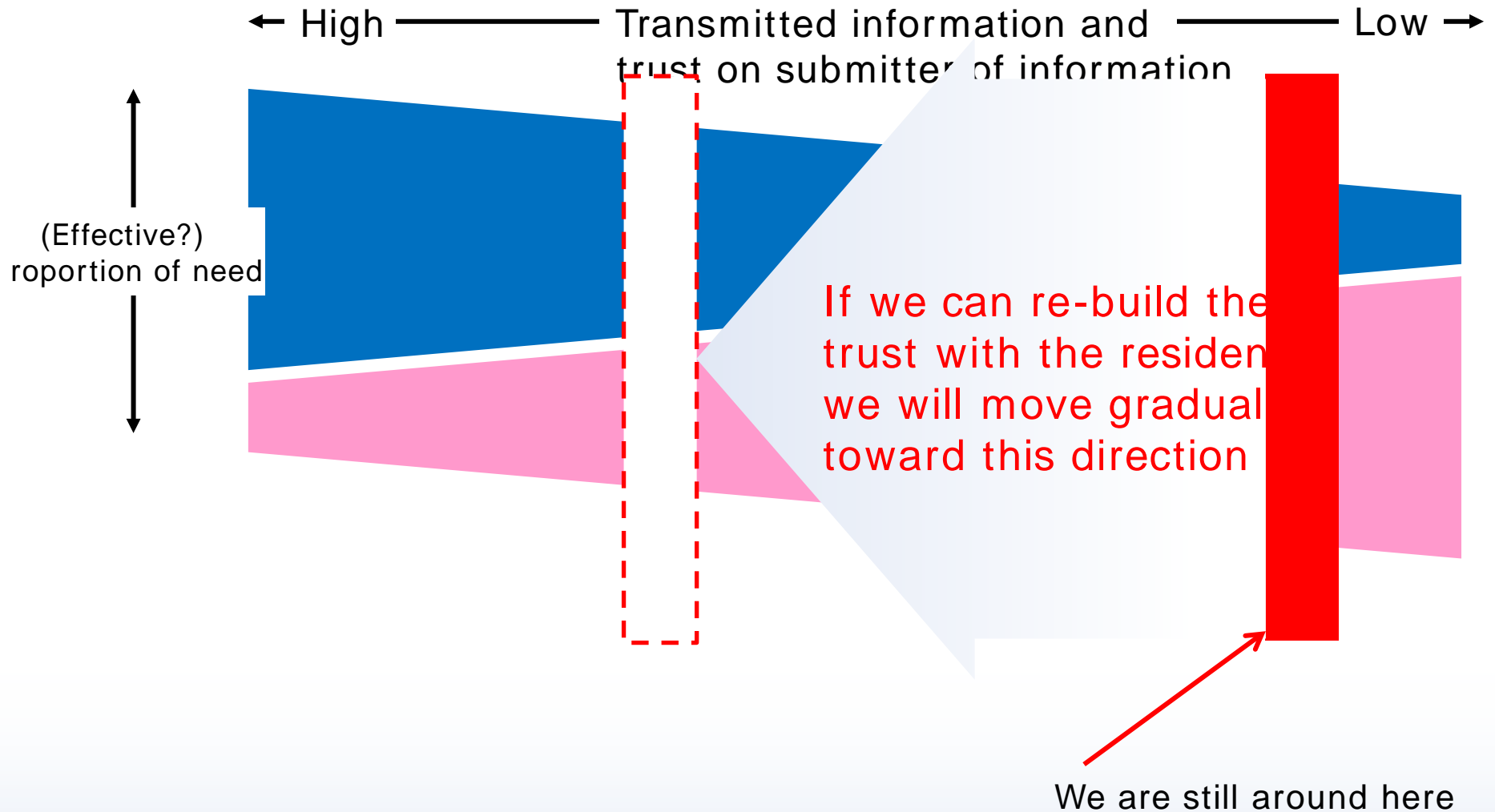


5. Topics going forward

Who can become a cartilage-like person?

1. School physician, general practice physicians in town
2. Public health nurses of the region
3. Teachers at school (science teacher, care worker)
4. Directors of the local town hall (not anybody in particular...)
5. I wish to simulate a system by which we can discuss anticipated risks with such persons in order to promote the understanding of the risks on them.

5. Topics going forward



Thank You

