

Session 6.4

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

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Foundations of communication among government, municipalities, experts, and residents are credibility and positive stance on mutual understanding. However, because this credibility itself was destroyed by the poor responses from the government and prefecture regarding the power plant incident, communication began between the university medical center and Radiation Medical Science Center for the Fukushima Health Management Survey.

From the outset, our focus was to put priority on direct in-person communication with the residents by way of communication via media. What was needed here was not only scientific facts but also a posture to welcome other parties' primary views and views on value judgment. Even with regard to thyroid cancer and its examination over which residents are very worried, we are repeatedly holding briefings for parents at each school. We explained to the parents directly about the views based on an examination overview, decision criteria, and examination results, to more than 3,500 parents between June and December of 2013. As a result, we obtained a response of "understood" from about 98% of the attendees, and some began to tell us that they were relieved.

From such experiences, we learned with regard to risk communication that communication to a small to medium crowd is effective when done directly. We would like to suggest that we should not rely only on experts; we need a coordinator who will facilitate to create a venue for communication, and decide on what types of information to communicate to whom and when.