

IAEA/FMU International Conference on “Radiation, Health and Population:  
The multiple Dimensions of Post Fukushima disaster recovery process”

# Science Communication Challenge in Radiological Disaster

—A proposal based on personal experiences in  
the aftermath of Fukushima NPP Accident—

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24-27 July 2014. Fukushima

# Establishment of Modern Science

Coinage of “scientist” by W. Whewell in 1843

“ ---ist ” is a person dedicated to a specific narrow area like pianist vs musician

# Changes of Knowledge Producing Modes

Mode 1.

Curiosity driven research

Closed circle of specialists

Disciplinary

Peer review

Mode 2.

Mission oriented R&D

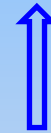
Interaction between  
specialists and citizens

Transdisciplinary

Stake holder involvement

# Trust is essential in Communication

Speciality + Transparency = Trust



Interpreter ▪ Communicator  $\implies$  Comprehension

# Various Personal Trials

- Proposals to mass media how to communicate with members of the public in regard to radiation and its health effects, especially low dose radiation effects and its protection.
- Lectures for mass media : frame work of radiological protection in ICRP recommendations.
- Panel discussions open to the general public.
- Outreach through HP of Science Council of Japan (SCJ).
- Mini-meeting and chatting at nursery schools located in slightly contaminated areas such as Kashiwa and Nagareyama cities.

# Outreach to the General Public

(through HP of SCJ)

Weekly news with 4 frames of power point illustration and explanation on basic knowledge of radiation and its health effects.

The trials were controversial:

- very appropriate, easily understandable, short is good
- too difficult, need more explanation

At the end the group held meetings and reorganize the activities

- Some scientists /researchers turned out to become excellent communicators
- In general, though, scientists/researchers are not good at communications with the general public.
- The society needs professional science communicators

# A Proposal

- Courses to educate science communicators need to be established in Universities
- Systematic education and training include:
  - History of science with ethical aspects,
  - Principles of communication, Skills of communications, Risk managements and disaster prevention, Responses to crisis



The society should utilize professional communicators both in every day life and on the occasions of disasters and crisis

