

# **The improvement of public communication on actual radiation situation after disinformation campaign in the Czech Republic**

## *Regulatory Experience*

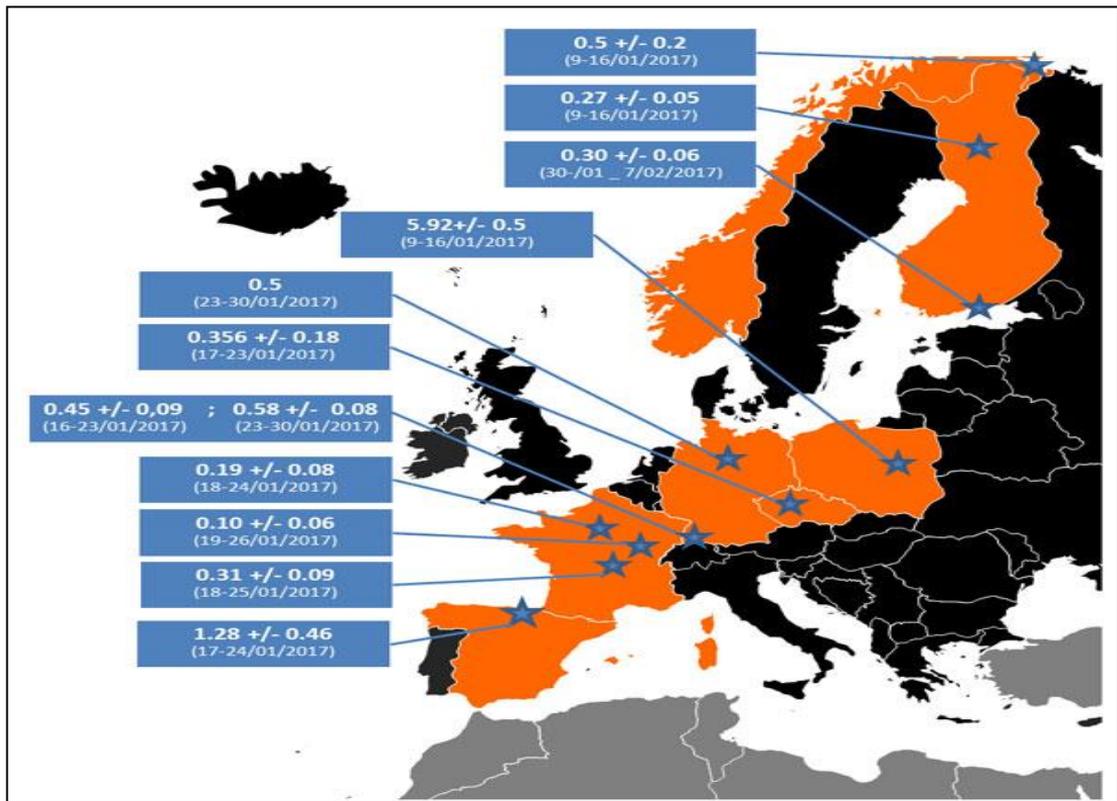
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*REGULATORY EXPERIENCE*

# Follow –up of the presentation given in RICOMET 2017

# Very low I-131 concentrations ( $\sim$ microBq/m<sup>3</sup>) detected in air in Feb 2017 by EU laboratories network (RO5)

*Results were published (forwarded to journalists) by IRNS/France*



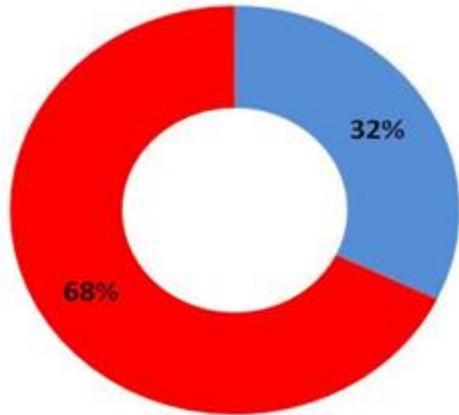
*The situation was* taken as a „good“ topic by disinformation web sites ( as far as we know only in CZ in this case).

We have identified this unofficial sources of information as a new challenge in communication with public in case of emergency or unusual radiation situations.

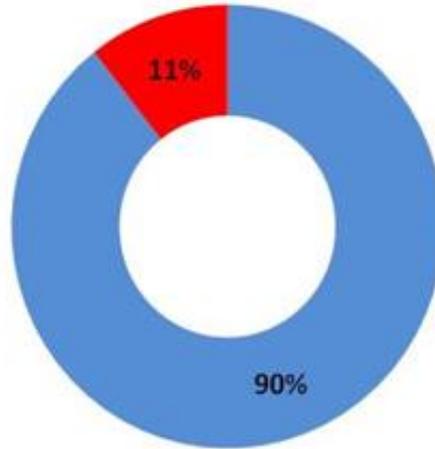
A public survey has been organised with the aim to have an overview how many people could be influenced by this disinformation and how they finally worked with them.

We have decided that we must have this new situation in mind and „be better prepared“ next time.

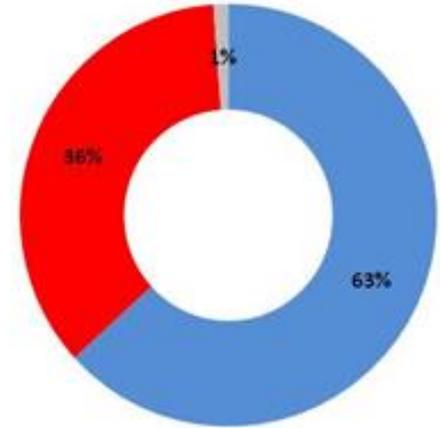
Did you notice the official statement about radioactive iodine exposure ?



Was this opinion understandable for you?



Do you trust the official statement of radiation prot.authority



No Yes

# Lessons learned?

- In case of any event – even negligible radioactivity/contamination detected... **proactive approach** in media is reasonable
- Use of relatively strong/strict wording can be sometimes more effective, (appealing **common sense/judgement**)
- Involve **academic people**, universities
- **Co-operate** within governmental bodies

# Actions taken up to now

- Ministry of Interior established a **special team** for fighting with disinformation campaigns (2017) – now building confidence – good co-operation
- We have organized a **national workshop** with involvement of all stakeholders including universities, Ministry of Interior, research institutes and we have identified as very important to co-operate within governmental bodies in this field.
- Since 2018 SUJB publishes a **weekly information** about actual radiation situation on its web site and Facebook and it is commenting immediately any abnormalities.
- Always there is an idea to connect somehow this information with weather forecast however we are still searching how to better and **simply characterize** radiation situation

# Weekly evaluated actual radiation situation in the Czech Republic

24.06.2019

Radiation situation in the territory of the Czech Republic has been within the week from 17.6. to 23.6.2019 normal, no deviations from usual measured values were detected

Dose rates ranged as usually from 100 to 200 nSv/h (nanoSv/h =  $10^{-9}$  Sv/h).

Measured concentration of Cs-137 oscillated in fractions or few  $\mu\text{Bq}/\text{m}^3$  (mikroBq/ $\text{m}^3$  =  $10^{-6}$  Bq/ $\text{m}^3$ ).

Another artificial radionuclides were not detected in atmosphere.

In the frame of National Radiation Monitoring Network there are measured also another parts of environment and main samples of food chain – you can find results in following section

[Monitorování radiační situace.](#)

***This information will be updated always on Monday or in accordance with actual need.***

[www.sujb.cz](http://www.sujb.cz)

## Curiosity:

SUJB has got information that in first two weeks of this year slightly elevated values of radioactive iodine (I-131) have been measured in some European countries (Spain, Norway, Poland).

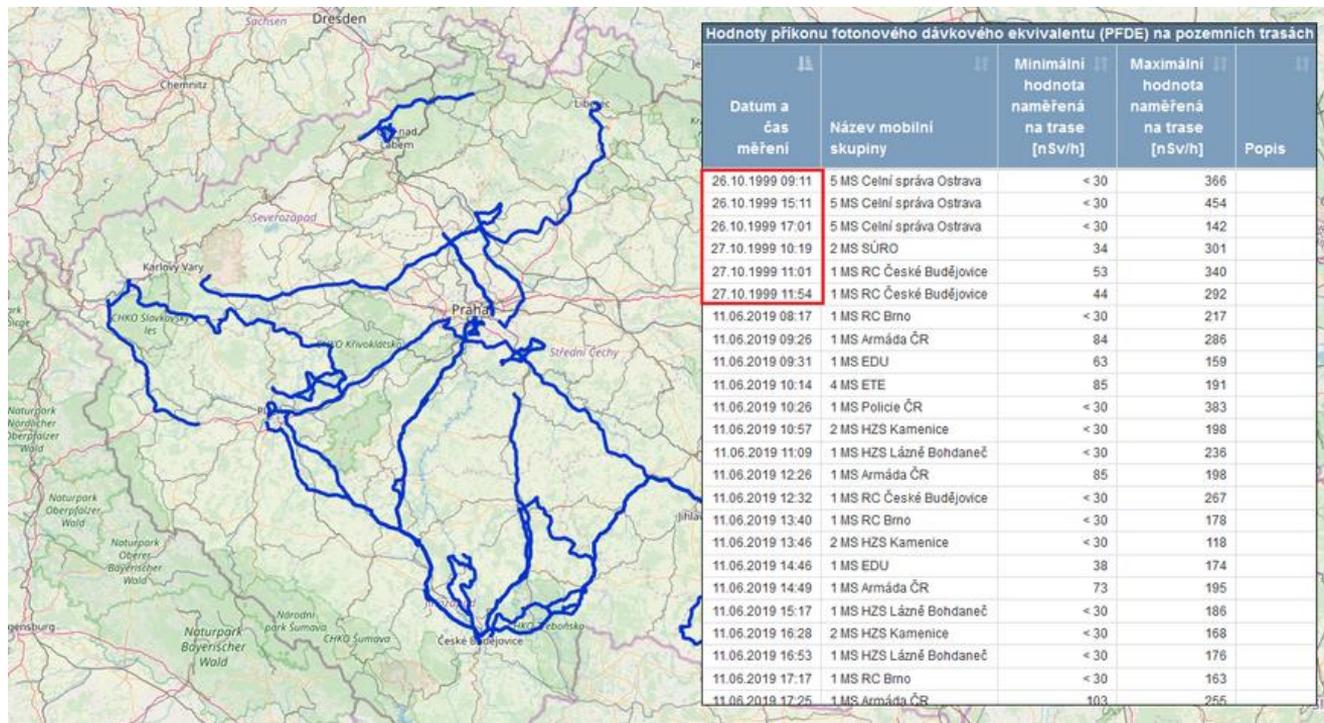
Measured values were on the edge of minimum detectable levels ( few microBq/m<sup>3</sup>) and they don't represent any risk for public of these countries nor others.

There were not reported any other places with elevated values. These measured values are very probably a result of small and locally limited releases of I-131 into the air, which could be caused e.g. by the use of this radionuclide in medicine.

We could add that I-131 is not normally present in the air and if such exceptional release happened I-131 quickly disappeared because its short half-life (8 days). The detection of these very small concentrations is possible by improvement of sensitivity of modern measuring systems. But the specification of reasons is often more difficult. We can observe detections of these very small amounts of radionuclides in atmosphere in the periods when we have inversive weather and dilution of air is limited.

# Emergency exercise 2019 – results of mobile groups monitoring

posted on web site, results commented, technical errors explained



## Reaction of public and media to information on results of monitoring of food samples in 2018 posted on SUJB web site

- Cs-137 after Chernobyl is still detectable in some monitored samples of food – e.g. wild boar meat, mushrooms, forest berries.
- The results are every year published in annual report and also posted on web site with all other results of monitoring. Post-Chernobyl Cs-137 in environment is nothing new and it was already commented in many occasions.
- But within the frame of our plan to educate public – we have published the results of 2018 year as an curiosity at the first page of SUJB web site
- ... and the result was that our president and some others has been for app. one week really busy with media explaining what happened, why we measure Cs-137 in food, if it is dangerous, what to do, etc...

**Taken Message** – we have to be careful what and how we are posting on first page of our web side! And always put information into the context with clear message

**Good News** – public is taking seriously what we say, finally this situation was also a good opportunity to educate people and media again

**Lesson** – education of public is never-ending story, often we feel like we are again in the beginning, but it is a fact, we have to accept it and take it as important lesson, educate ourselves and reflect this knowledge in our next communication with public

*Thank you for your attention*

