



*10th Regional Latin American Congress of IRPA  
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# **Public Understanding and risk communication – IRPA'S view**

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# IRPA & Associate Societies Working Together

## Who is IRPA?

International association of individual RP practitioners working together through national or regional associations (Associate Societies).

50 Associate Societies representing 63 countries with almost 18,000 members.

**Value and strength of IRPA: Enormous resources of practical knowledge and experience in radiation protection**



# IRPA and Associate Societies

## IRPA Vision

International voice  
of radiation  
protection  
profession

Enhancement of radiation  
protection culture and  
practice worldwide.

Emphasis on public  
understanding of risk



# IRPA and Associate Societies

IRPA is not a scientific organization itself

but

IRPA has an important function in communication on scientific effects in radiation protection.



# IRPA and Associate Societies

## Fundamental goal for IRPA's activities:

Global understanding of risks and acceptance of radiation protection principles

Justification

Optimization

Limitation



# Enhancing Public Understanding

## IRPA & Associate Society Responsibility:

- Importance of Communicating with the Public:
  - Clear societal values
  - Emphasis on public understanding of risk
- Public Understanding
  - Background radiation, e.g. radon
  - Medical radiation issues, e.g. CT
  - Nuclear waste disposal, e.g. dry cask storage
  - Impact of nuclear disasters, e.g. Fukushima



# Why IRPA Can Be Trusted

## Independent Association of Radiation Protection Practitioners

- Fosters radiation protection practices
- Not funded by government
- Not a regulator
- Does not promote use of radiation
- Understands benefits vs. risks
- Addresses concerns
- Promotes public understanding



# Public Understanding

- Emphasis on International Standards
  - IAEA Basic Safety Standards
- Public Education
  - Associate Society websites
  - School programs

*trust and knowledge of people*





# Sharing Information

## IRPA Webpage on Public Understanding:

- Purpose:
  - provide library of good practice activities on public understanding of radiation risk.
- How:
  - Associate Societies share information.
  - Communication models.
  - Messages can be copied/translated into native languages.



# Sharing Information

## Public Understanding Library Content:

- General Resources on Public Communication.
- Associate Society Website Information.
- Glossary.
- Position Papers.
- Ask-the-Expert Questions and Answers.
- Press Releases and Media Liaison.
- Schools Events and Wider Education Programs



# **IRPA & Public Understanding**

**It is the responsibility of IRPA and Associate Societies to help their publics understand the risks of radiation relative to the benefits.**

**Working together IRPA and Associate Societies can enhance their efforts to help the public understand radiation risks.**



# IRPA & Associate Society Community

IRPA invites you to help provide a platform for wider discussion and enhancing awareness through our International and Regional Congresses:

IRPA 14  
50 years  
9 - 13 May 2016  
PRACTICING RADIATION PROTECTION  
sharing the experience | new challenges

Cape Town, South Africa  
[www.irpa2016capetown.org.za](http://www.irpa2016capetown.org.za)



The banner features a stylized sun and wave graphic on the left. The right side contains three inset images: a cheetah and cub, a large stadium at night, and a landscape with mountains under a sunset sky.