

Workshop C: Communicating technical information to non-technical people

Pippa Hyam, Dialogue by Design
Andy Thomas, Chairman of the SAFEGROUNDS Learning Network, Future Solutions

Workshop C – Communicating technical information to non technical people

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Pippa's presentation will explore why it is necessary to communicate complex topics to the public or indeed question if it is necessary! What stages need to be thought through in terms of planning and designing materials and engagement processes for the public. Pippa will use examples of work undertaken for CoRWM on nuclear waste disposal and for science horizons a project for the DTI on engaging the public on the future of science and technology.

Andy Thomas, Chairman of the SAFEGROUNDS Learning Network

Since SAFEGROUNDS was established in the late 1990's, the focus has been very much on delivering best practice guidance to industry managers, and practitioners. However with the widely recognised success of SAFEGROUNDS has come a growing desire and demand from the public, in its widest sense, for an easy to read guide that will inform the intelligent citizen. This 'Citizens Guide' is now in the preparation stage and its aim is to promote and further an understanding of how the citizen can play a full role in stakeholder engagement in clean up of contaminated land on UK nuclear and defence sites. This presentation will present progress to date

Communicating Technical Information to Non-Technical People

Progress on SAFEGROUNDS Citizens Guide

Dr Andy Thomas, Chairman SAFEGROUNDS PSG

 **Future Solutions**

SAFEGROUNDS Citizens Guide

- Purpose
 - A separate, complementary document in layman's language
- Target Audience
 - Local communities, other stakeholders and the wider public.
- Focus
 - Radioactively contaminated land on nuclear and defence sites

 **Future Solutions**

SAFEGROUNDS Citizens Guide

- Scope

Part 1: Introduction & Background

- Overview of the Guide and short introduction to SAFEGROUNDS
- Radioactive contamination of land, what is it and where does it come from
- Who owns, manages, and is responsible for it
- How radioactively contaminated land is managed now, what the options are for the long term
- How the management of radioactively contaminated land is regulated
- Status of the SAFEGROUNDS guidance, who is likely to use it and why


Future Solutions

SAFEGROUNDS Citizens Guide

- Scope

Part 2: The Key Principles

- The SAFEGROUNDS key principles^[1] and what they mean in practice.
 - Protection of people and the environment
 - Stakeholder involvement
 - Identifying the preferred land management option
 - Immediate action
 - Record keeping

^[1] The first round of consultation on the SAFEGROUNDS LMG includes a question about whether there should be any changes to the key principles.


Future Solutions

SAFEGROUNDS Citizens Guide

- Scope

- **Part 3: Making Decisions**

- Typical types of decision on radioactively contaminated land
 - How decisions are made: NDA sites, other nuclear sites, defence sites, other sites
 - Stakeholder involvement at the various types of site, including involvement in comparisons of strategies and options for the management of radioactively contaminated land


Future Solutions

SAFEGROUNDS Citizens Guide

- Scope

- **Part 4: Learning More & Getting Involved**

- Sources of information on radioactively contaminated land, including references to one or more good lexicons of technical terms
 - Organisations and stakeholders
 - How to find out about activities on local sites
 - Useful contacts (including regulators)


Future Solutions

SAFEGROUNDS Citizens Guide

● Format

- A 20 page A4 format document
- 'Bridges the gap' between existing sources of information on radioactivity and technical documents such as the main SAFEGROUNDS guidance documents
- Much will be new, though it will draw on existing material from various sources
- Non-partisan - it will reflect both the current regulatory position and areas of disagreement or uncertainty and provide links to both NGO and industry sources.
- Independently designed and branded


Future Solutions

SAFEGROUNDS Citizens Guide

● Status

- 1st round of public consultation now closed and responses are being collated
- Good response, consensus on needs and concerns – converting this to written guidance will be more difficult!
- 1st draft to be tested out on target audience
- 2nd round of public consultation on draft report due in Spring/Summer 2007


Future Solutions

Communicating technical information to non-technical people

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Questions to help choose engagement tools

- What do you want to achieve?
- Who do you want to engage with?
- How sensitive are the issues?
- How much time do you have?

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What do you want to achieve?

- Information and awareness
- Understand views
- Feedback on your ideas
- Build relationships

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Who with

- Everyone
- Specific groups
- A representative cross section
- Professionals and experts

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Levels of sensitivity

- High
- Low
- Don't know

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How much time?

- 1 – 3 months
- 3 – 6 months
- 6 months plus

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Don't forget resource!

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What are you trying to achieve?

Public understanding...

To be able to explain...

Choose options....

Make difficult concepts clear...

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Why...

- What is publicly acceptable?
- What elements of a strategy, decision or option have a bearing on public acceptability?
- Public acceptability is or should be (one criteria) that is assessed by decision makers.

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What?

- Consultation documents (online, paper)
- Workshops
- Liaison groups
- Surveys
- Deliberative processes
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