



Vision, Intuition and Smarts: Succeeding in Nuclear Communications



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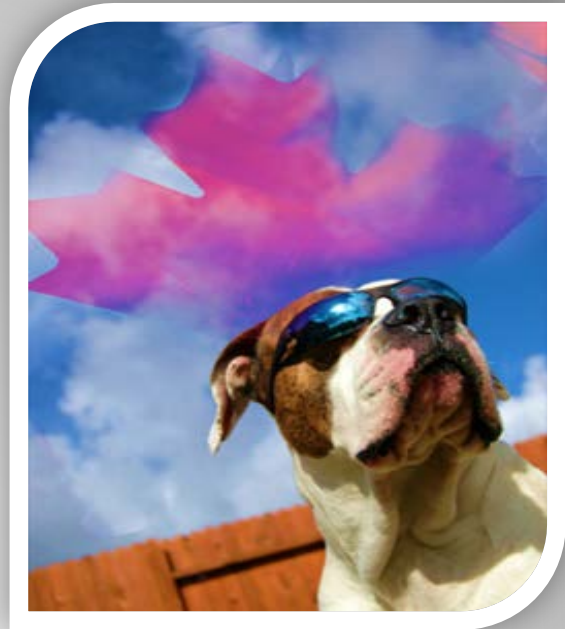
Women in Nuclear Meet Atoms for Peace

IAEA Headquarters (Vienna, Austria)
Wednesday, August 26, 2015



Canadian Nuclear Safety Commission

- Regulates the use of nuclear energy and materials to protect the health, safety and security of Canadians and the environment
- Implements Canada's international commitments on the peaceful use of nuclear energy
- Disseminates objective scientific, technical, and regulatory information to the public



Communications has a vital role



My Background

Career path

- Canada's Prime Minister's Office (8 years)
- Privy Council Office (2 years)
- Atomic Energy Control Board, now CNSC (17 years)

Current role and responsibilities

- Lead a team of 32 professionals in multiple communications fields (e.g., web and graphics, strategic advice, translation and editing, outreach coordination)



Vision + intuition + smarts



Making a Difference



Meet Stephanie Eisan

Regulatory Program Officer,
Darlington Regulatory Program Division



In essence, our team is responsible for the development, management and implementation of the regulatory program for Ontario Power Generation Darlington, which includes licensing and compliance activities by staff in Ottawa and by onsite inspectors.

Career Path

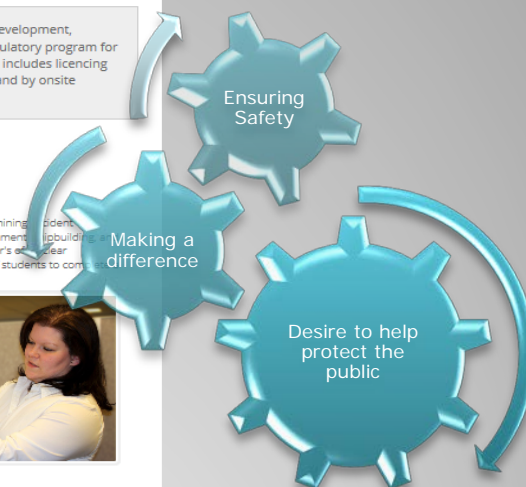
I grew up in the Maritimes where there wasn't much nuclear industry, but when the Westray coal mining accident happened in Nova Scotia, I was 11. The event hit me hard – my dad worked in an industrial environment. I didn't know then that industrial safety was what I wanted to pursue professionally. I completed a Bachelor's degree in Nuclear Engineering at the University of Ontario Institute of Technology, and I was among the first group of students to complete a 15-month internship with the Canadian Nuclear Safety Commission (CNSC) from 2006 to 2007.

Role and Responsibilities

I act as the interface between the various facets of regulation for power reactors, specifically Darlington. My responsibilities include coordinating technical reviews, licensing and communication of regulatory positions to the licensee. I rely on the expertise of technical specialists and sometimes Legal Services to ensure that the positions formed and communicated through my director align with the mandate of the CNSC and Darlington's operating licence, and are consistent across the Directorate of Power Reactor Regulation. My particular responsibilities within my team include the areas of operating performance and fitness for service. There are always lessons to be learned and room for improvement!

Special Achievements

I am particularly excited about having received an Excellence Award for my role as part of the design team for *Exercise Unified Response*, which took place in May 2014. It was a challenging and fun multi-agency nuclear emergency exercise. Additionally, I am proud to have done work for the annual public nuclear power plant reports for 2012, 2013 and 2014.



"The Westray coal mining accident... hit me hard... I knew then that industrial safety was what I wanted to pursue professionally."

– Stephanie Eisan, Regulatory Program Officer

Vision



Women at the CNSC

- Of 878 CNSC employees, 48 percent are women
- Of 81 management positions, 31 percent are held by women
- Of a total professional staff of 588, 39 percent are female, of which approximately one-third have master's degrees or PhDs



Smarts



Communicating Nuclear

An exciting challenge

- Working with experts in scientific fields
- Communicating topics that are not widely understood – synthesizing technical information and scientific principles into plain language
- Creating and adapting products to respond to information needs of stakeholders



Using intuition, creativity and imagination



A Negative Public Stigma

- Events, pop culture - reinforce a risk bias



Risk bias: preference for complete elimination of a risk when alternative options produce greater reduction in risk overall



Nuclear becomes synonymous with fear



The CNSC's Challenge:

Science versus 24/7 media and the Internet

- Sound bites built for public consumption
- During Fukushima, everyone was a “nuclear expert”
- True experts – not media savvy
- Social media, Google – source of knowledge?
- Difficult for public to discern fact from fiction

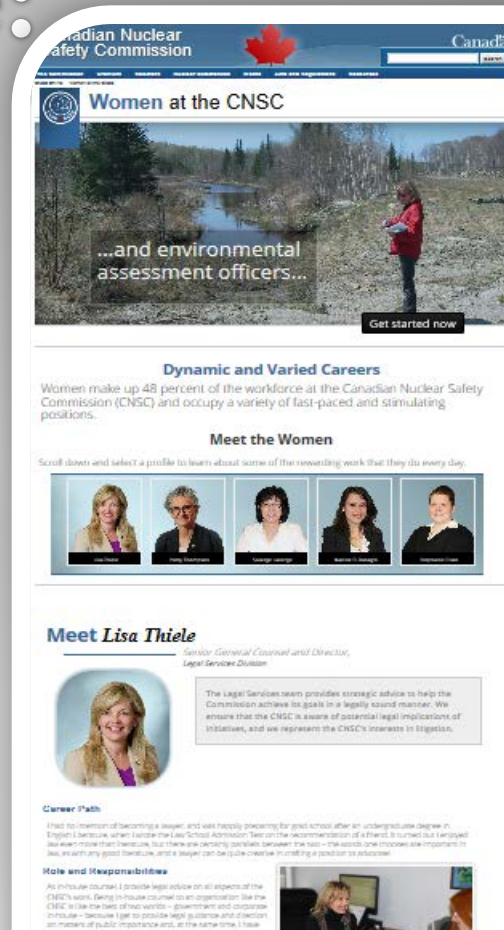
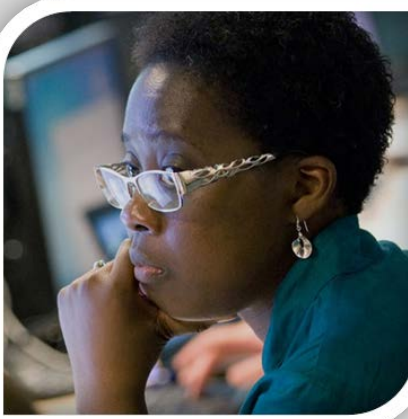


An uphill battle



Meeting the Challenge: Social media

- Taking advantage of multiple formats now available and social media platforms
- Using specialists to make the scientific aspect of our work more human



Women have a significant role



Meeting the Challenge: Credible spokespeople

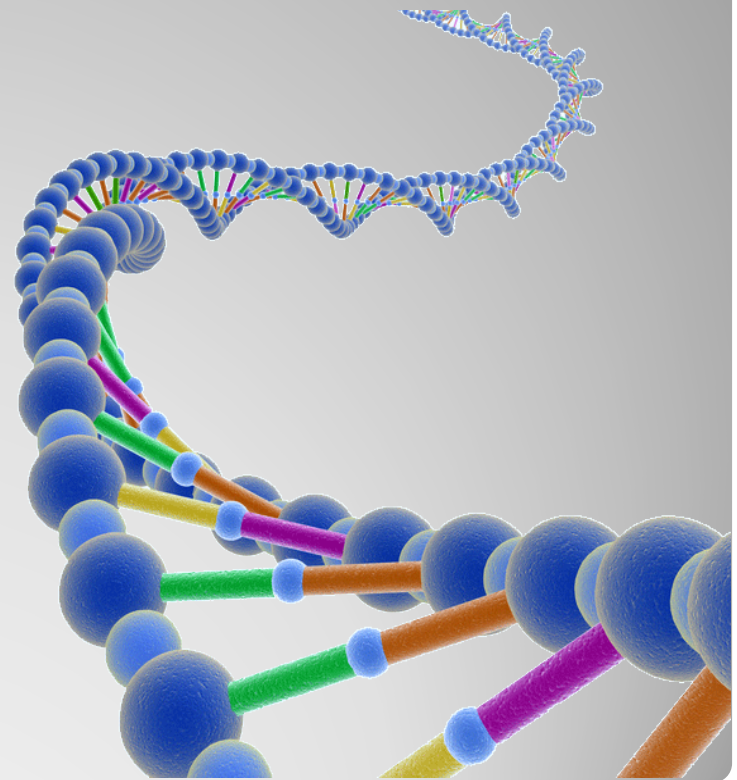
- Commission level
- Senior management
- Specialists in all fields



From across the organization



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compromise
safety...*



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