

JAPC Communication Activities on Site Communities



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JAPC Tokai Plant, Tokai Plant No. 2



Tokai Plant (undergoing decommissioning)
Tokai Plant No. 2 (in operation)



JAPC Tsuruga Plant

福井県敦賀市

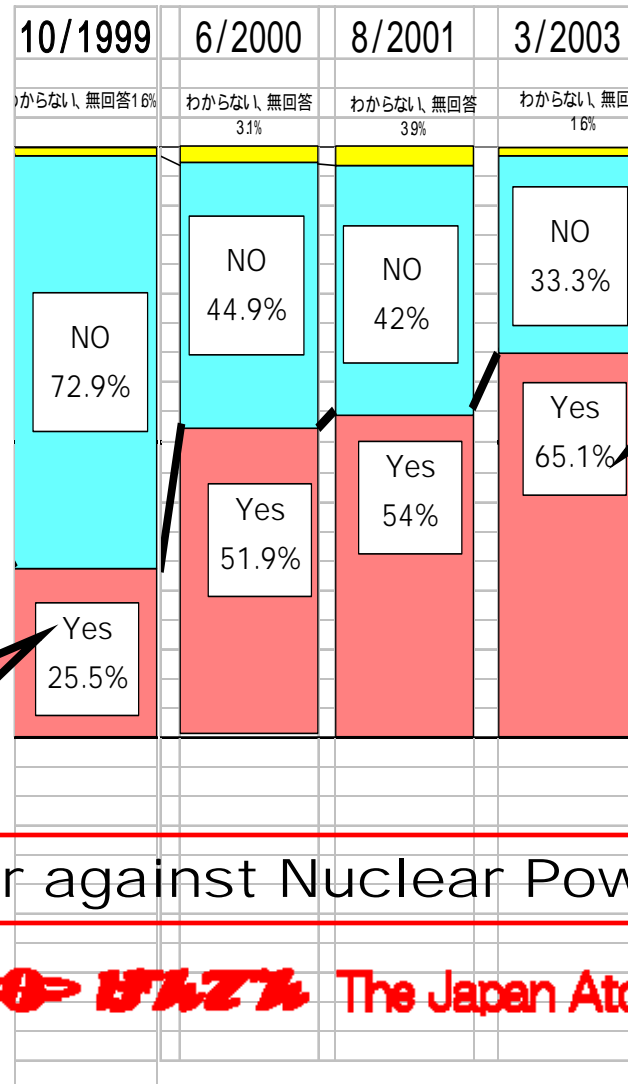
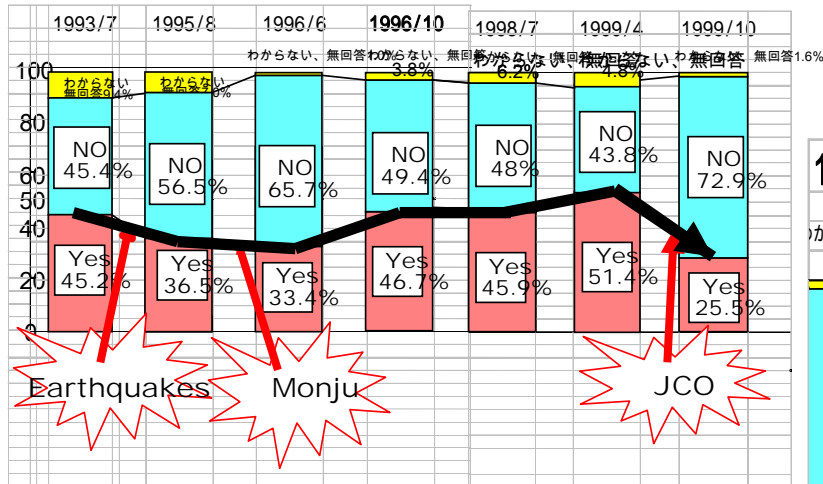


Tsuruga Plant No. 1, 2 (in operation)



Tsuruga Plant No. 3, 4 (preparing for construction)

Public Perception about our Construction Plan in the host community, Fukui



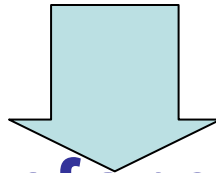
Question: Are you for or against Nuclear Power Plants ?

- **Understanding is demanded from a wide range of people upon developing operations.**
- **Following the JCO incident, support energy/nuclear power education such as nuclear disasters**

**Is information
reaching people?**

2. Implementing Communication

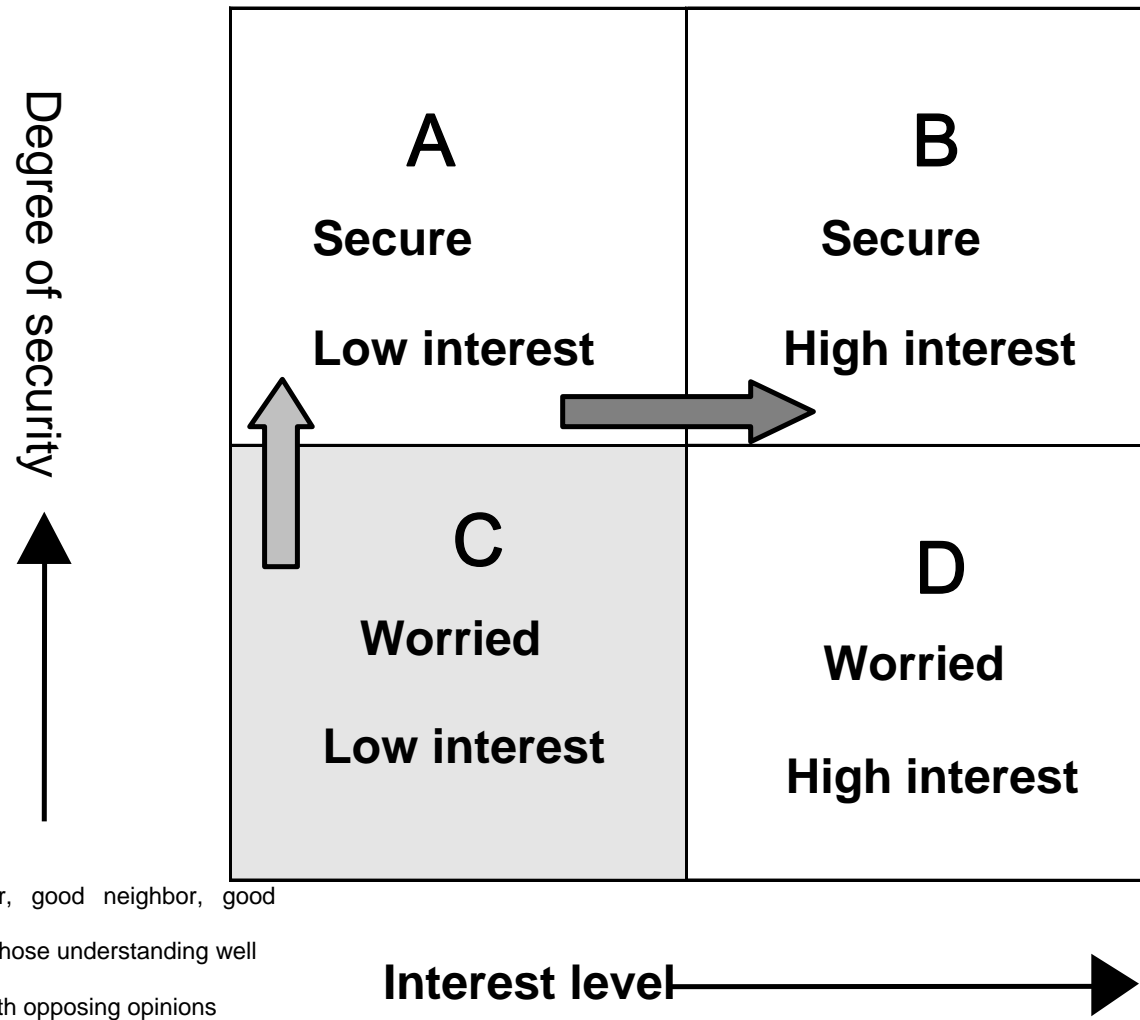
- **Is information reaching people?**
- **Are you providing the needed information?**
- **Are people interested?**



- ① **Provide information directly**
- ② **Grasp interest levels and need**
- ③ **Link with concerns**

2. Implementing Communication

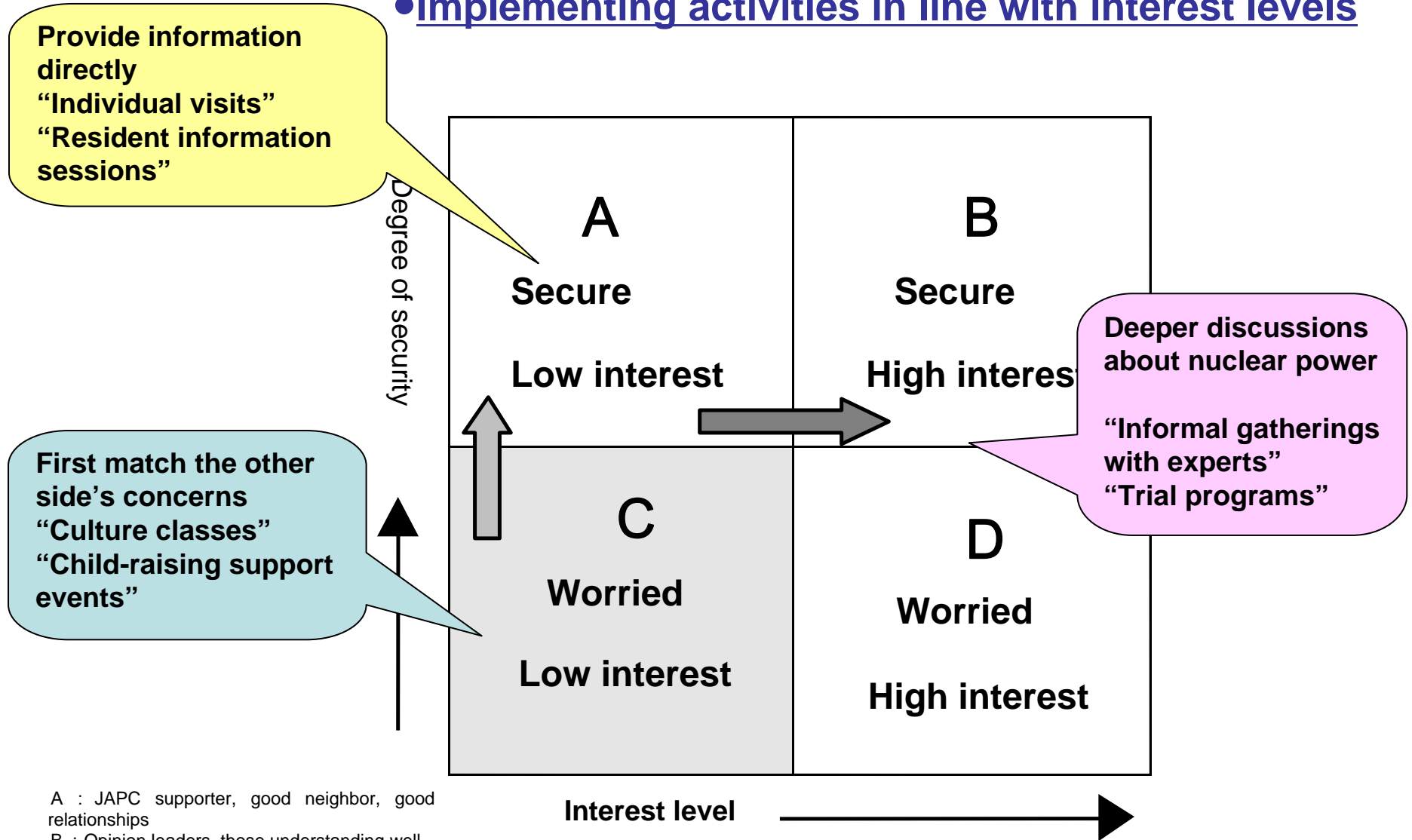
• How do we think about these people?



- A : JAPC supporter, good neighbor, good relationships
- B : Opinion leaders, those understanding well
- C : Silent majority
- D : Active persons with opposing opinions

2. Implementing Communication

● Implementing activities in line with interest levels



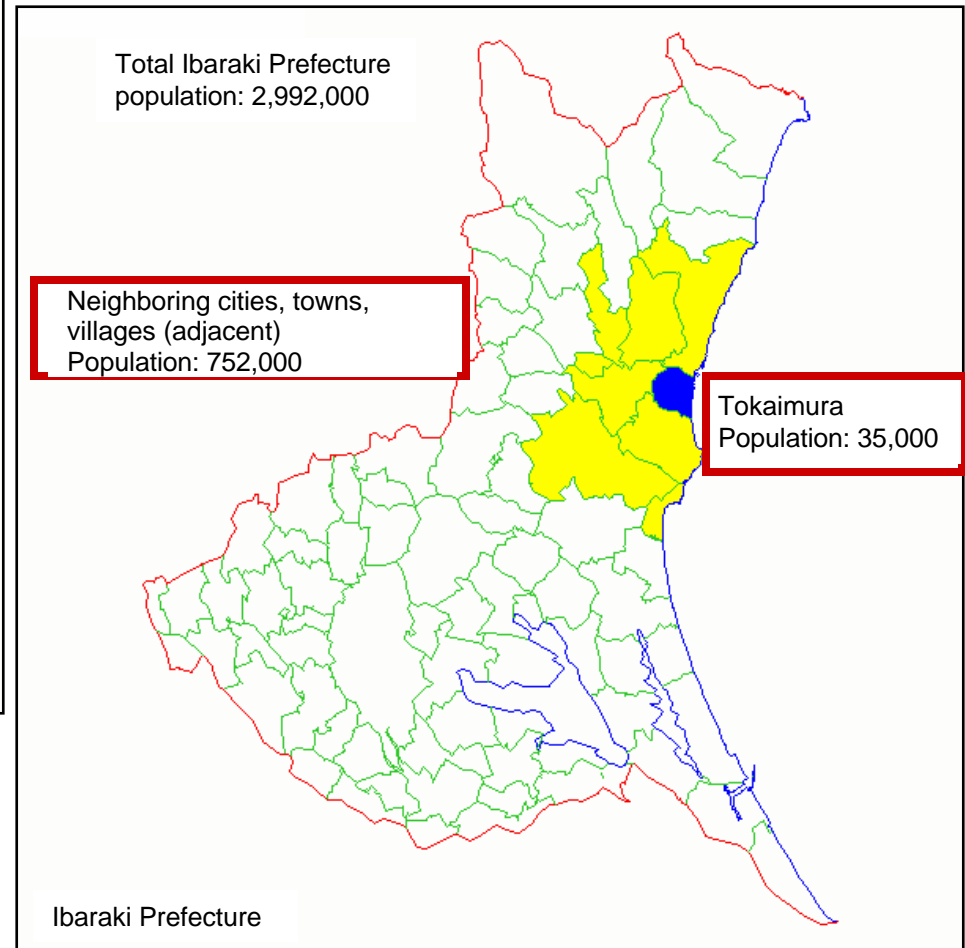
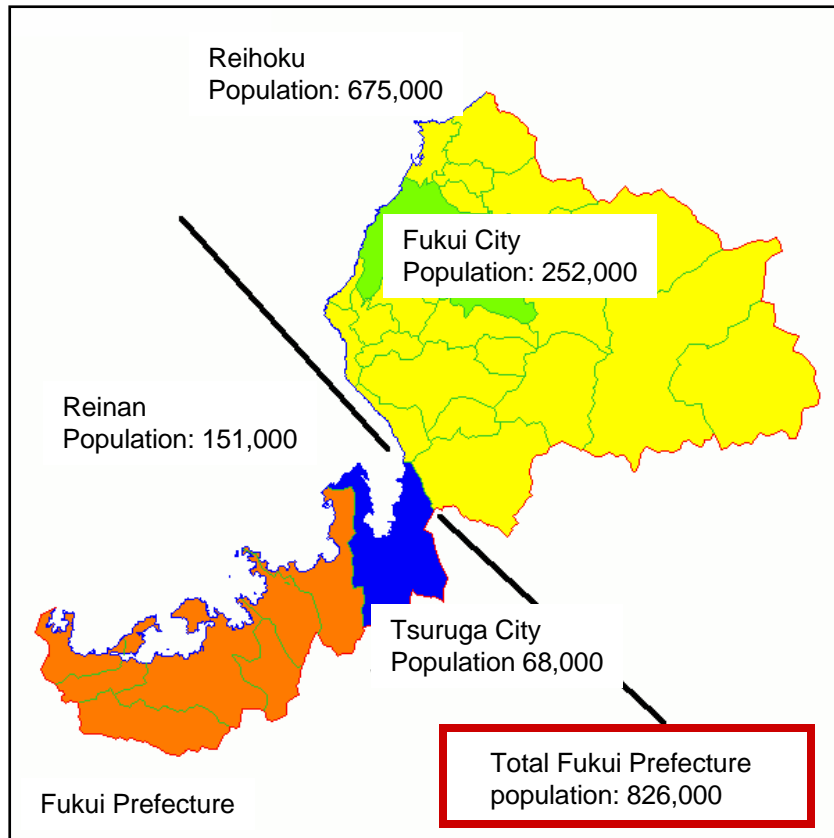
- A : JAPC supporter, good neighbor, good relationships
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3. Policy on Initiatives

1. Implement activities continuously, not just a single time.
2. Aim to create a network from participants.

3. Policy on Initiatives

● Applicable Area



4. Implementing Communication Activities

(1) Various direct dialog activities on the city resident level

- Visiting dialogs, small number information sessions, operations reports, etc.

(2) PR activities through PR participants

- Exchanges of opinions with experts, etc.

(3) Building relationships daily

- Culture classes, network-building

**“JAPC came to talk
about
power stations.”**

(1) Various Direct Dialog Activities on the City Resident Level

Providing information
directly

●Dialog activities through door to door visits throughout Tsuruga region

1995: Started due to Great Hanshin Earthquake

House-to-house visits began from 1997

Third tour completed by 2003

2005 : Being conducted from 9/23 – 10/14

Visiting all homes in Tsuruga City (approx. 26,000
homes)

●Dialog Activities through door to door visits throughout Tokaimura region

Visited region's opinion leaders (started from 2000)

**“Just a few people,
at night, on a holiday
— we will come!”**

Provide information directly

● Small Number Face-to-Face Information Sessions “Fureai Talk” (Tsuruga Region)

Come face-to-face with participants, have casual conversations/communication

* Results: 96 sessions; 2,784 participants (FY2003)



● Operations Reports (Neighborhood Talks)

(Tokaimura region)

Explanation of initiatives for our operations

* Results: 9 meetings in FY2004; 845 participants



“We will try to have a discussion together, whether you agree or disagree with nuclear power.”

(2) PR Activities through PR Participants

Grasping interests and needs

- **Activities for experts/opinion leaders**
 - ◆ PR monitors · · · 25 people every year
 - ◆ JAPC Tokai Network (PR monitor alumni)
 - · · currently 175 people
 - ◆ Informal gatherings of Genden Advisors
 - · · 26 people every year
 - ◆ JAPC Nexus (opinion exchanges with experts)
 - · · 12 people every year



Inspection Training Session



Tsuruga JAPC Advisors—Informal Gathering

**“Culture classes enrich
my life. I’d like to help out
somehow.”**

(3) Building Relationships Daily

- Holding culture classes

Gardening class

Plant tour meetings



Relating to interests



- Held regularly, around twice/month
- Participants are registered in “**Terra Park (JAPC visitors house) association**”
 - Members: **approx. 300**
 - Newsletter published by members
 - Holds plant tour meetings

5. Communication Activities by Target

(1) Activities focused on next generation

- Support of general education for next generation (from perspective of future understanding audiences)

(2) Activities focused on young women

- Providing information to young women (raising interest in energy)

(1) Understanding Activities Focused on Next Generation

Increased need for energy education

- General education initiatives (2001)
- Requested education enhancements concerning energy in Basic Energy Law and Basic Energy Plan (2003)



Needs in the Region

- In Ibaraki Prefecture: Creation/use of supplementary reader for nuclear power education after JCO incident (2001)
- In Fukui Prefecture: Need for new energy education will be clarified in the “Energy Development Base Creation Plan” that the prefecture established. (2005)

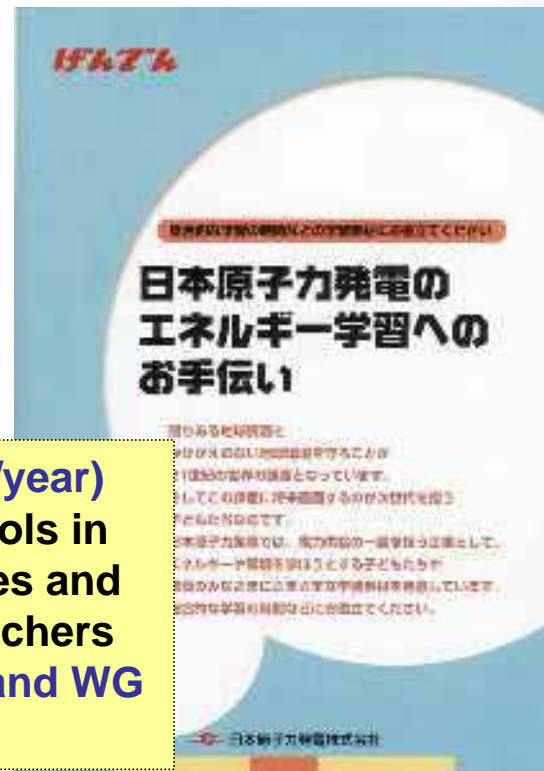
(from p. 33, Yomiuri Shimbun, September 1, 2001)

School Education Support Activities

Proposal and Preparing Tools for a General Education Support Program

◆Not from the perspective of nuclear power PA, but general education support!

- Regular school visits (4 or more/year)
Visit 200 elem./junior high schools in Tokaimura and surrounding cities and towns and listen to needs of teachers
- Implement evaluation sessions and WG with teachers (monthly)



(1) Understanding Activities Focused
on the Next Generation



● Face-to-face classes
Education
achievement
report meetings



●Fostering a “Scientific Mind”

Science academy awards for elementary and junior high school students
(Fukui City)

Total number of applications for research achievements in individual/group research presentation awards (1996 -) related to “scientific experiments/observations”:

24,186 *

(over 200,000 over 11 years)

* Approx. 46% applied from fourth-year elementary – third-year junior high school in the prefecture

2001福井県小・中学生科学アカデミー賞



▶入賞作品集◀

科学の子、生まれ！



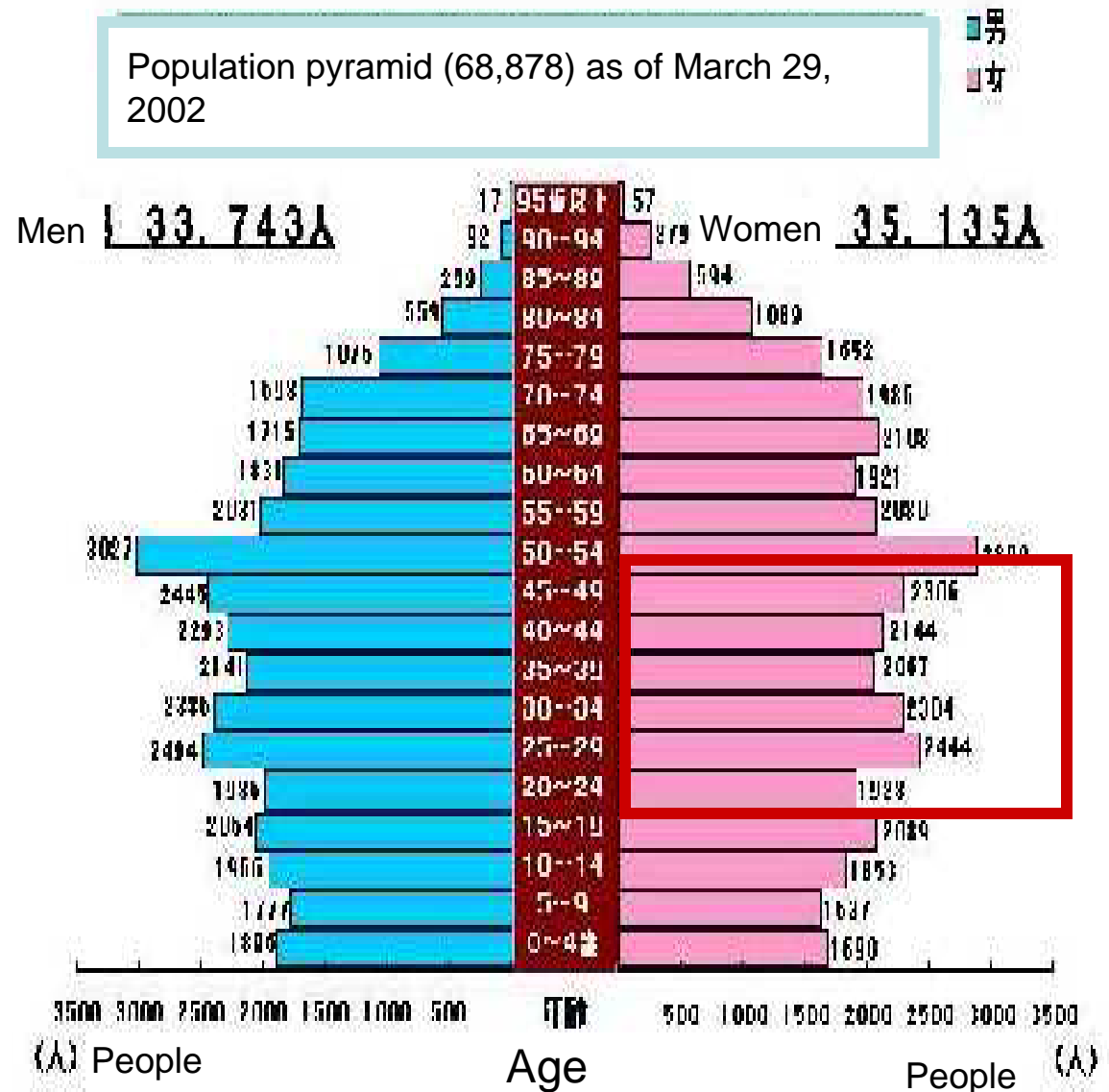
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(2) Activities Focused on Women

● Importance of Young Women

According to a survey on awareness, many women in their 20s to 40s in particular are the least interested in energy and nuclear power and have a high degree of anxiety about them.

(for Tsuruga City)



(2) Activities Focused on Women

● Events to Support Raising Children and Mothers



How do we form a bond?

(3) Activities Focused on Women

●Angel Mammy Net

Holding events with themes mothers are interested in
Survey of interests
Provide Angel Mammy Net newspaper

地域の子育てママのネットワーク

エンゼルママ ネット新聞

2018 Vol.1

助産師の川崎先生が子育ての悩みに答えます。



50% 子育ての悩みを減らす効果が期待できる。この新聞が子育ての悩みを減らすのに役立つ。

このコーナーでは、皆さまから寄せられた質問・お便りに、川崎先生がアドバイスさせていただきます。

◎産後ケア ナプキンママさんからの質問

Q 産後の子と比べると、少し小さいような気がするのですが、

A 子供の成長には個人差があります。成長を記録してみて、

産後でも自分の子供の成長が気になるります。同じくわの月齢や年齢の子供を見るときに比べて大丈夫と安心、小さいと心配したりします。生まれた時は何グラムで、たか、予定日より前に生まれ、たか、母乳やミルクをよく飲まますか、パパやママの育ち方と比べてどうでしょうか。後子産後手術に成長を記録するページがあります。各産科や産婦人科の成長がわかりますので活用してください。子供の成長には個人差があります。産後産後手術に成長を記録すると安心できます。

◎産後ケア 産後の生活の悩みについて

「いつかとお腹が痛く」と感じて、産後2週間ほど前から、体調不良を訴えて来院された。産後2週間ほど前から、体調不良を訴えて来院された。産後2週間ほど前から、体調不良を訴えて来院された。

① 母乳不足 産後2週間ほど前から、母乳不足を訴えて来院された。

② 育児疲れ 産後2週間ほど前から、育児疲れを訴えて来院された。

③ 睡眠不足 産後2週間ほど前から、睡眠不足を訴えて来院された。

④ その他 産後2週間ほど前から、その他の悩みを訴えて来院された。

お子さんが産後を告げ、産後2週間ほど前から、体調不良を訴えて来院された。産後2週間ほど前から、体調不良を訴えて来院された。



らくらくハンドメイド

かんたん 手作りグッズ

タオルで作る「どうぶつウォッシュミトン」

やさしく身体を洗えるタオル製のウォッシュミトン。可愛いどうぶつ顔で、お風呂のタイムがさらに楽しくなります。赤ちゃんの人数に合わせて作ります。

作り方

① 白のタオルの角を縫い合わせ、内側を縫い合わせ、10cm幅の紐を縫い付けます。

② 縫った紐の先端を折りたたみ、縫い合わせます。

③ 縫った紐の先端を折りたたみ、縫い合わせます。

④ 縫った紐の先端を折りたたみ、縫い合わせます。

材料 (2個分の) フリースのタオル 1枚、フリースのタオル 1枚、フリースのタオル 1枚、フリースのタオル 1枚、フリースのタオル 1枚。



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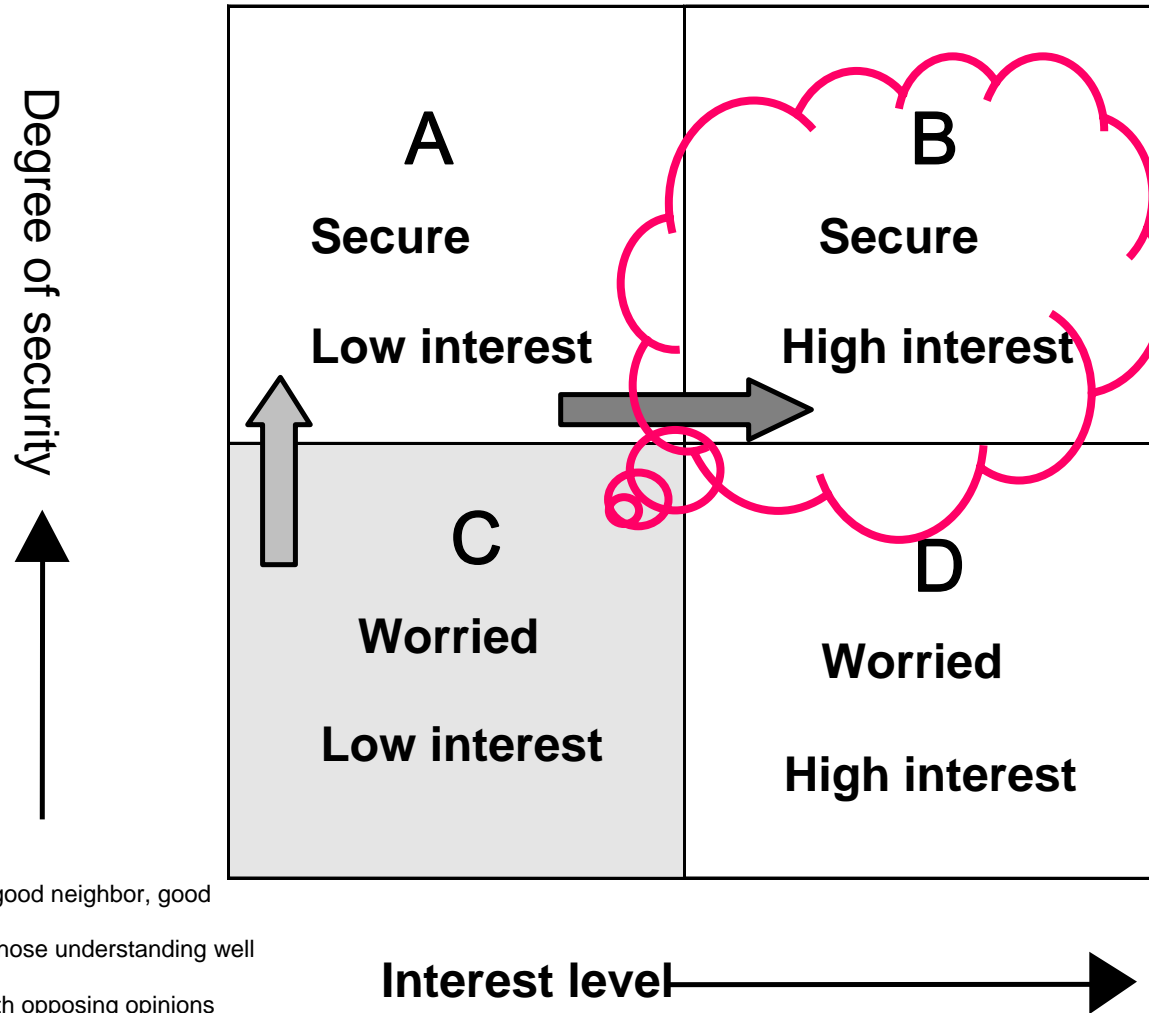
6. Conclusion

- ① Build mutually useful, mutual pleasant relationships
- ② Build networks linking people
- ③ Build relationships by which information can be provided directly

Each and every bond is an “asset”

Finally...

- Aim for an “secure relationship” through which we can communicate easily about nuclear power.



- A : JAPC supporter, good neighbor, good relationships
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**Thank you for your
attention.**