

A Diagnostic of the Strategy Employed for Communicating Nuclear Related Information to Brazilian Communities around Uranium Mining Areas

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Communication - Benefits

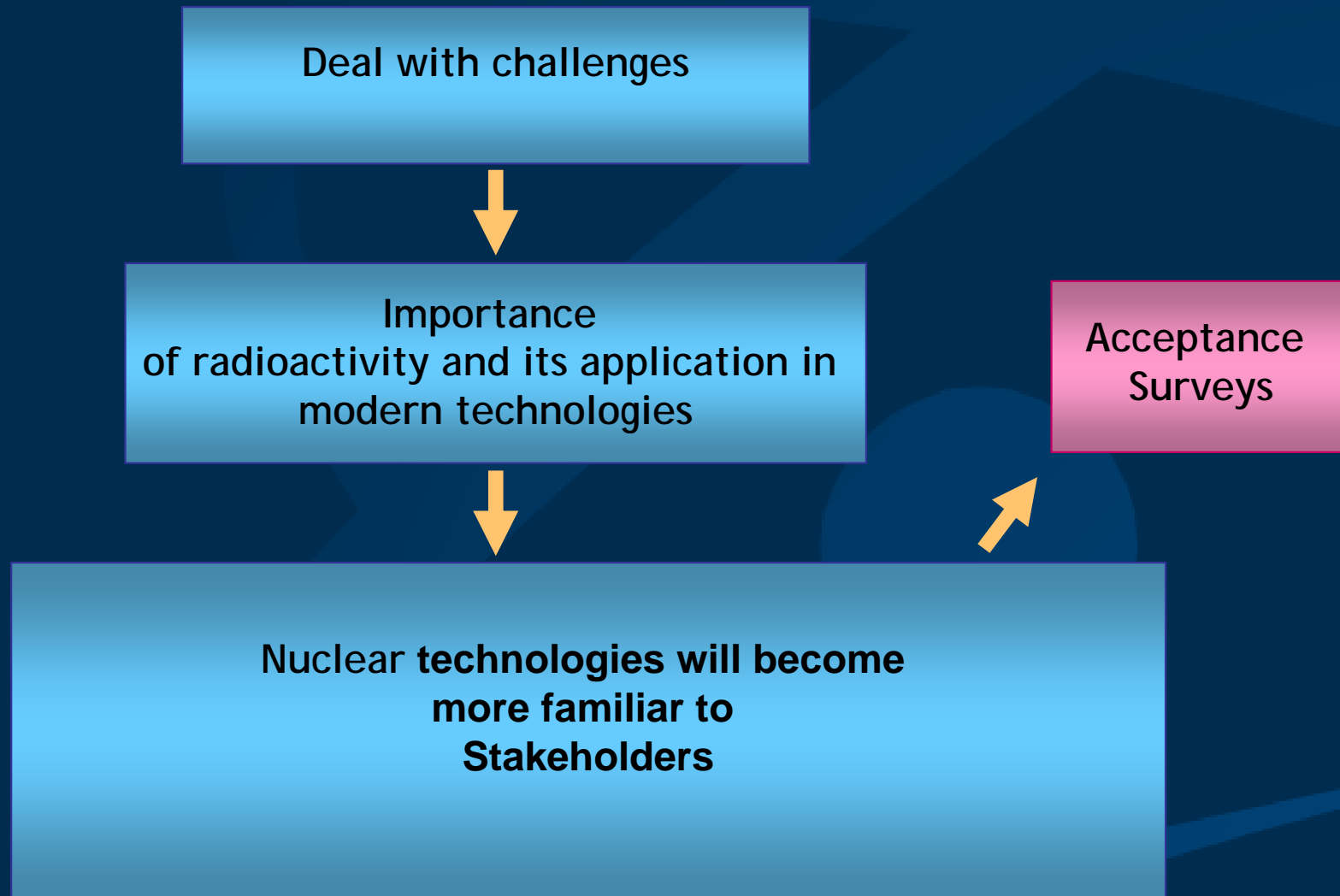
- Decision traceability
- Feedback from general public
- Strengthen confidence in the operator and mining project

Nuclear Science Technologies

- Poor understanding of relevant science behind nuclear technologies
- Irrational fear of radioactivity or “radiation phobia”

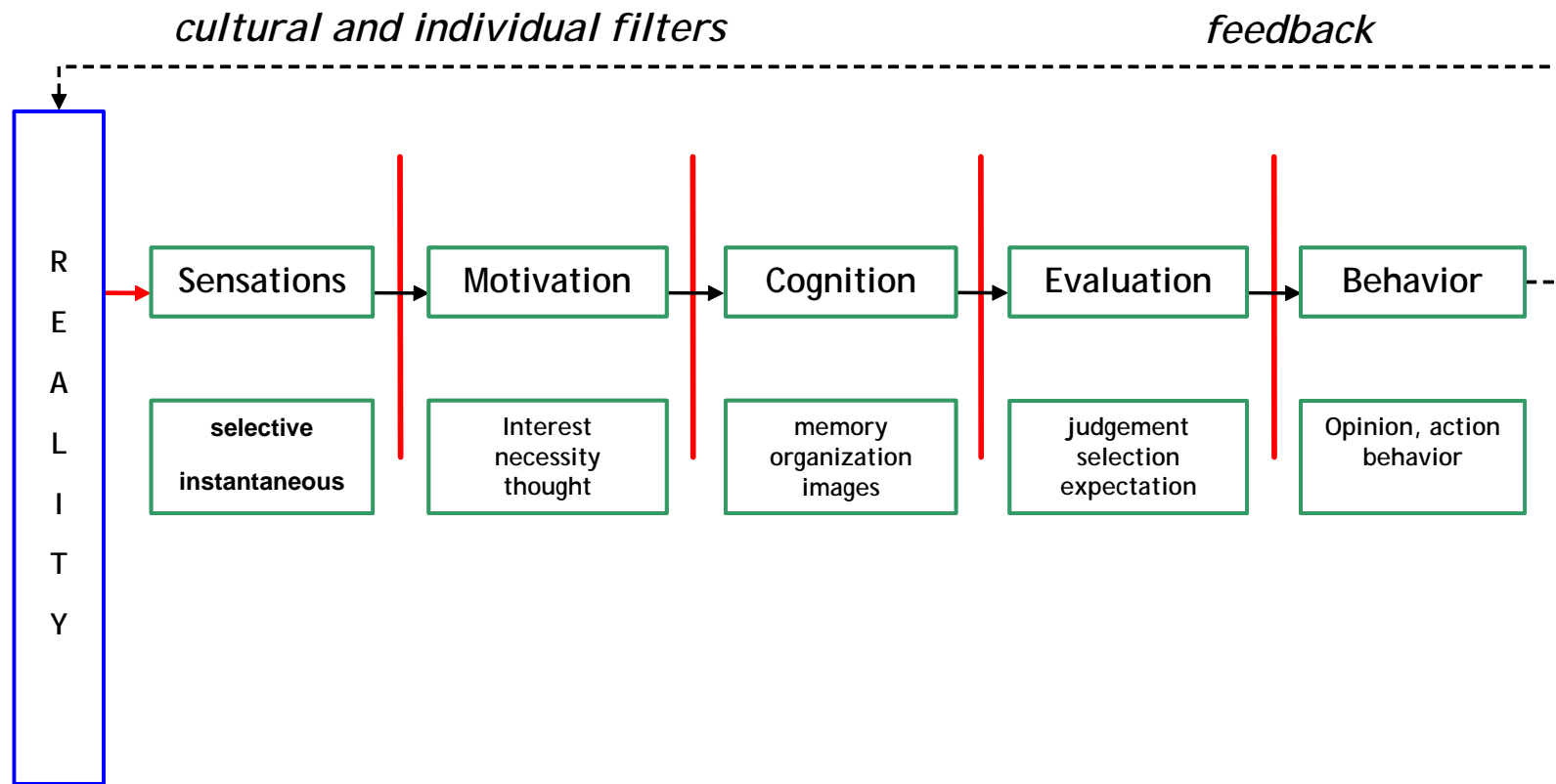


Suggestions



There is a need to transform nuclear related information into simpler information using plain language

Theoretical Diagram of the Perception Process



Perception Surveys

- Observation method - questions that simply collect information
- Comparison method - emphasizes the differences between different points of view
- Statistical method - applies a probability calculation
- Must be prepared for each Stakeholder group
- Researchers need to be well trained in observation techniques and be aware of key-word ambiguity

Perception Surveys

Data
Organization



Choose
Probability
Distribution



Mathematical
Equation to
Calculate Size of
Population

Choose
Level of
Confidence



Choose
Maximum
Allowed
Error



Statistical
Data with
Significance

Communication of Nuclear Related Information

- Increased demand for establishment of a good relationship with Stakeholders
- Many Stakeholders were identified during the diagnostic phase:

Children

NGOs (Non Government Organizations)

Local churches

Media

Internal Stakeholders



INB Operations

- Uranium exploration
- Mining and primary processing
- Production and assembly of fuel elements that power reactors in nuclear power plants
- Physical treatment of minerals
- Marketing of monazite sand and acquisition of rare earths
- Research and Development



Information Display at INB Caetité, Bahia State



Communication at INB Caldas, Minas Gerais State Environmental Awareness Project (CEVA)

Partnership among INB +
local socio-environmental
NGO + bauxite mining
companies



Objective = multiply
environmental awareness

Educational Programs - Children as Future Stakeholders of Influence



Conclusion

- Communication tools still need to be designed and implemented
- Clear and objective management approach
- Fruitful interaction between Stakeholders and mining companies through public meetings
- Participation of NGOs can be used as a monitoring tool
- Presenting the mineral's demand, possible uses, and benefits that will eventually result from the operation

Thank you!

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CNEN