



Strål
säkerhets
myndigheten

Swedish Radiation Safety Authority

Public communication

– what we did during the Fukushima accident
and what we have learnt



Crises communication

- The scenario – a reminder
- Good practise
- Learning points



Good practise

- ➔ Strategies ready already on beforehand
- ➔ Immediate action
- ➔ Spokespersons the main channel



Learning points

- ➔ Up-dated media strategy
- ➔ Main messages
- ➔ Who is responsible?