



Meeting Our Mandate: Information Dissemination at the CNSC



March 14- 16 , 2017
Bethesda, Maryland



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Canadian Nuclear Safety Commission



Overview

- Mandate and legislative requirements
- Commitment to transparency
- Public Information and Disclosure
- Participant Funding Program
- Communications approach and activities
- Digital Presence
- Closing thoughts



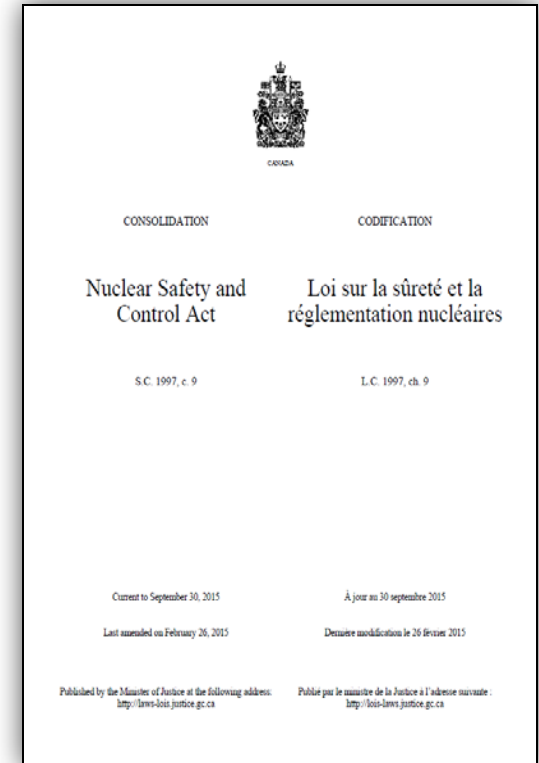
Members of the CNSC outreach team at the 2015 annual conference of the Community Health Nurses of Canada



Our Mandate

- 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; and
- disseminates objective scientific, technical and regulatory information to the public

Canada's Nuclear Watchdog





CNSC Regulates All Nuclear Facilities and Activities in Canada

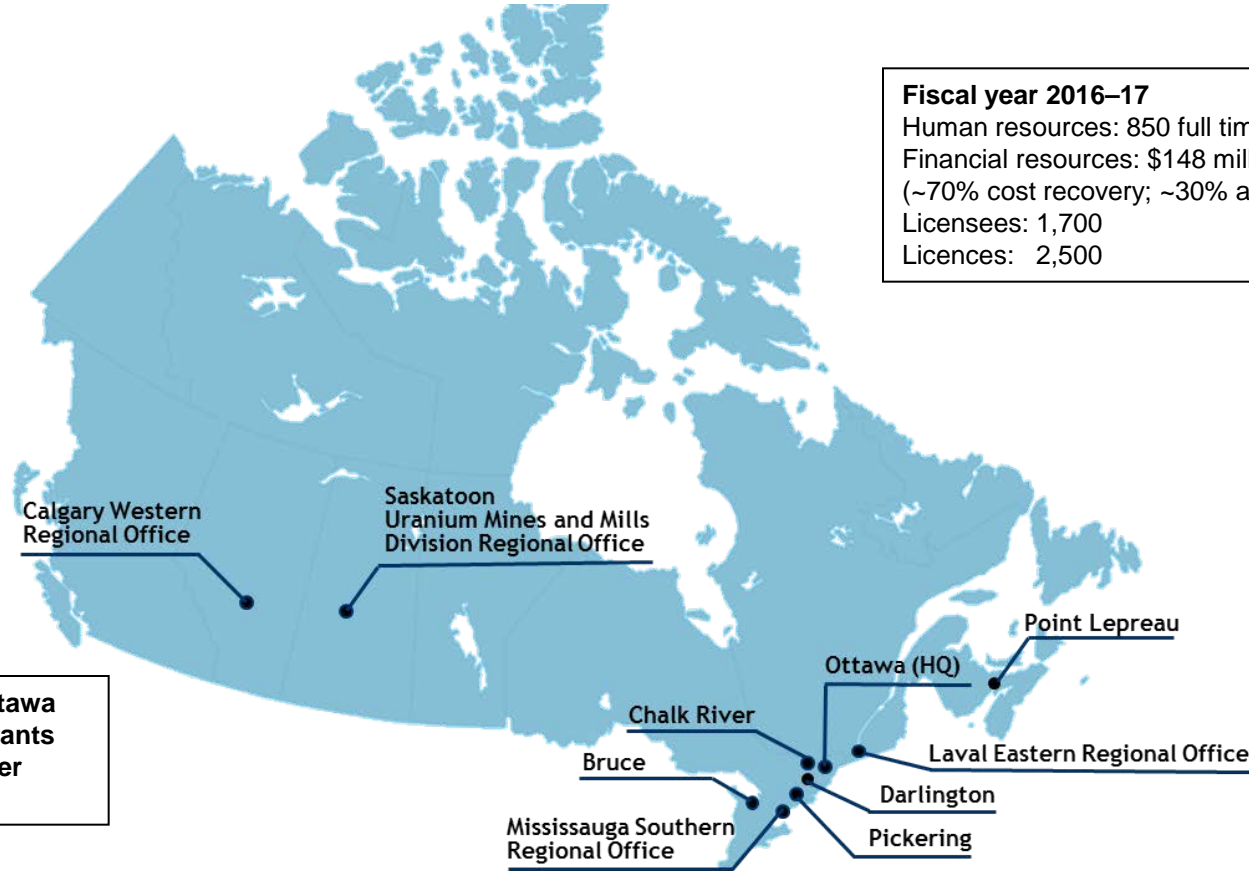
- Uranium mines and mills
- Uranium fuel fabrication and processing
- Nuclear power plants
- Nuclear substance processing
- Industrial and medical applications
- Nuclear research and educational activities
- Import and export controls
- Waste management facilities



...From cradle to grave



CNSC Staff Located Across Canada



Fiscal year 2016–17
Human resources: 850 full time equivalents
Financial resources: \$148 million
(~70% cost recovery; ~30% appropriation)
Licensees: 1,700
Licences: 2,500

Headquarters (HQ) in Ottawa
4 site offices at power plants
1 site office at Chalk River
4 regional offices



Independent Commission: Committed to Transparency

- Commission hearings and meetings open to the public, webcast live, archived
- In the last five years, over 80 public hearings and meetings, over 2,600 submissions
- All decisions released to the public
- Participant Funding Program
- Consultation on regulations and regulatory requirements



Public Commission hearing held for the licence renewal of Nordion

Transparent, science-based decision making



Mandate and Legislative Requirements

Nuclear Safety and Control Act:

- section 9(b) states an objective of the Commission is to “disseminate objective scientific, technical and regulatory information to the public”

Communication is enshrined in the law



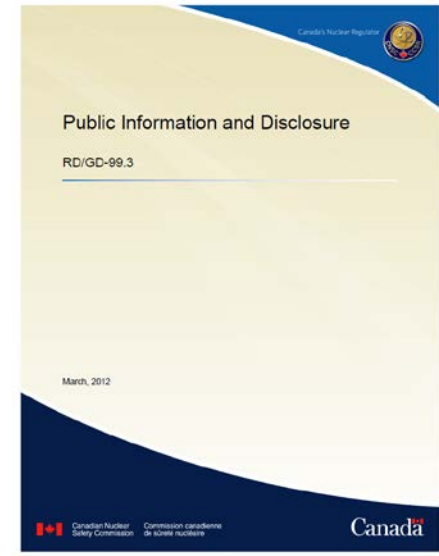


Public Information and Disclosure Program

RD/GD-99.3, *Public Information and Disclosure*, provides requirements and guidance for public information and disclosure programs (PIDPs)

Applies to:

- uranium mines and mills
- Class I facilities (nuclear power plants, research reactors and fuel processing facilities)
- certain Class II facilities (pool irradiators and commercial isotope production facilities)



All major facilities are actively implementing their approved PIDPs



Public Information and Disclosure Program (cont'd)

Regulatory oversight tools for PIDPs:

- program assessment completed for licence renewal/application
 - assessments contribute to licensing CMDs
- annual evaluation completed to verify implementation
 - evaluations contribute to CNSC regulatory oversight reports
- inspections for compliance verification



Bruce Power's Summer Bus Tour Program

An effective PIDP is a licence condition



CNSC's Participant Funding Program (PFP)

- Established to give the public, Indigenous groups and other stakeholders the opportunity to request funding from the CNSC to participate in its regulatory processes; \$897, 732 awarded in FY 2016-17
- Objectives
 - enhance Indigenous, public and stakeholder participation in the CNSC's environmental assessment (EA) and licensing process
 - help stakeholders bring valuable information to the Commission, through informed and topic-specific interventions related to aspects of EA and licensing processes
- Open for all public Commission hearings and EA, through a funding application process





Communications Activities

Some key activity areas:

- outreach
- public and media inquiries
- digital presence



CNSC specialist at Cool Science Saturday, Ottawa, ON
(February 2, 2015)

***Our vision: to be the most trusted source of
information on nuclear safety in Canada***



Outreach

In 2016–17, the CNSC participated in over 120 outreach activities, including:

- open houses and meetings related to the deep geological repository initiative for used nuclear fuel
- activities in nuclear host communities
- youth-related activities
- activities aimed at informing medical practitioners and licensees



CNSC outreach session, Blind River, ON
(April 28, 2015)

Meeting Canadians from coast to coast to coast



Outreach (cont'd)

An example, CNSC 101 program:

- launched in 2010
- designed to build public understanding of Canada's nuclear regulatory regime
- since CNSC 101 was launched in 2010: 67 sessions, 54 different locations across the country, over 1606 participants



CNSC 101 session with high school students, Coral Harbour, NU (February 3, 2015)

Improving public understanding and seeking feedback

Public and Media Inquiries

Public information inquiries in 2016:

- over 1,500 public information inquiries (25% phone, 75% email)
- most frequent inquirers: members of the public, private companies, licensees
- most common subjects: document requests, DNSR licensing, radiation and environment

Media inquiries in 2016:

- 60 media calls
- main issues: waste(HEUNL, DGR), Fort McMurray fires and the anonymous letter to the Commission



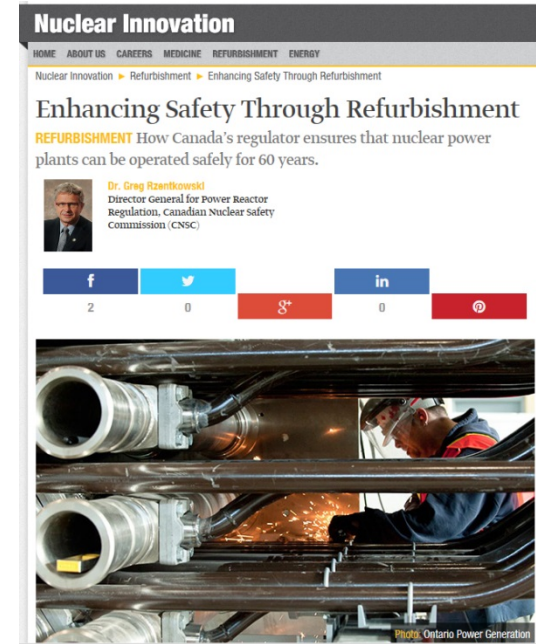
Responding to questions and concerns



Digital Presence

Multiple tools used:

- CNSC website
- Government of Canada website (Canada.ca)
- emails
- webinars
- earned media and letters
- social media platforms: Facebook, YouTube, Twitter (and more coming)



CNSC article on nuclear safety and refurbishment projects, published in *Toronto Star* insert

Using channels available to reach our stakeholders

Digital Presence – Social Media

Twitter, since May 2015

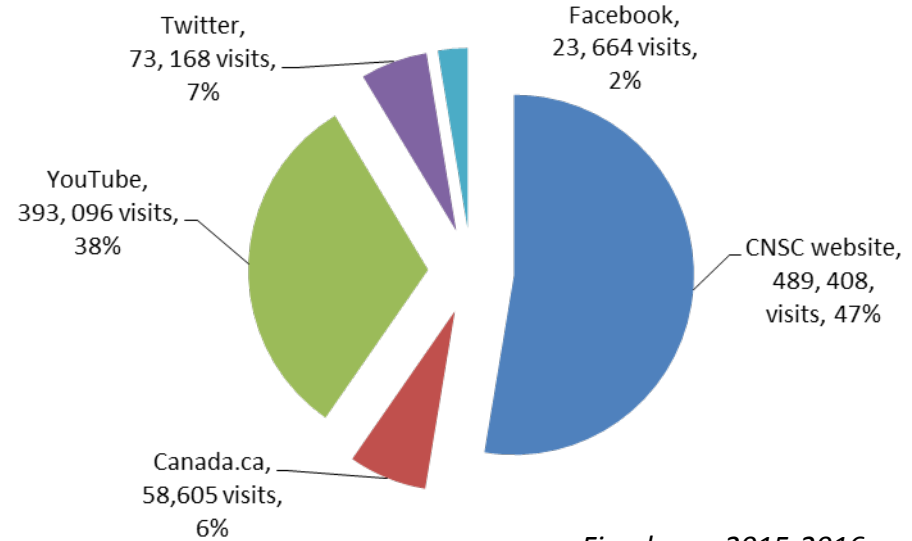
- to quickly share the latest news and updates from the CNSC
- 880 followers – English
- 100 followers – French

YouTube, since 2012

- to share video content, including Commission proceedings
- 3,723 subscribers – English
- 190 subscribers – French

Facebook, since 2012

- to share stories, educational resources and facts on nuclear safety in Canada
- 2,592 followers – English
- 260 followers – French



Fiscal year 2015-2016

Growing importance of social media for the CNSC



Digital Presence – Promoting Activities Across the Regulatory Lifecycle



Providing timely updates on inspection



Highlighting content in annual oversight report

Clear information on regulatory requirements, licensing, inspections and reporting



Digital Presence – Highlighting CNSC Expertise

CNSC Research Report - The Science of Safety

This report highlights key research activities facilitated and supported by the CNSC over the past year.

[Read the report](#)

The Science of Safety

CNSC Research Report
2014–15



External website banner promoting the 2014–15 CNSC research report

Disseminating objective technical, scientific and regulatory information



Digital Presence – Developing Educational, Contextual Information



CNSC Online interactive module

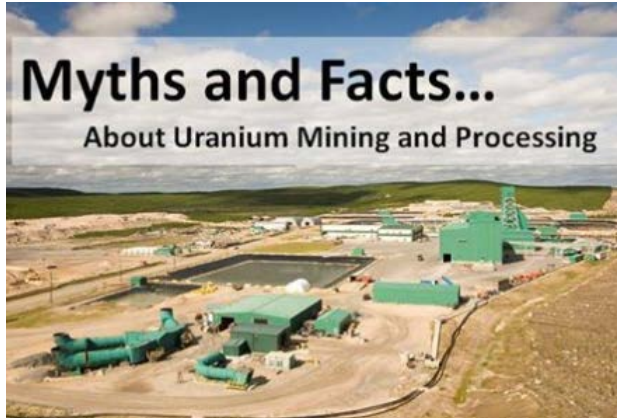


Video: *What is Radiation?* (255, 850 views on YouTube)

Making technical and scientific topics understandable



Digital Presence – Leveraging Opportunities



Product for 2015 National Mining Week



For more information on [#KI pills](#), check out [preparetobesafe.ca](#) [#DurhamRegion](#) [#Toronto](#) [#OPG](#)



[durhamregion.com](#) @newsdurham

Potassium iodide pills going out to residents near [#Pickering](#), [#Darlington](#) [#nuclear plants](#): [durhamregion.com/news-story/582...](#)

KI pill media coverage

Helping the public understand the relevance of the CNSC's work



In Conclusion: Best Practices Observed

Facility tours or virtual tours

Social media channels

Regular community newsletters

Public opinion surveys

Open houses and virtual town halls

Community advisory committees

Informative websites

Regular updates to elected officials

Participation in community events

Information centres

Videos

Engaging youth

Using multiple activities is the best approach to informing the public



Closing Thoughts

- Importance of ongoing communication of our regulatory role in ensuring safety
- Sharing timely information on programs and initiatives
- Proactive disclosure and transparency are valued and foster public trust
- Informing the public is a joint responsibility: industry, regulator, government
- The public appreciates the opportunity to speak with CNSC staff
- Digital communications should continuously adapt to new trends



Questions?



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