



首相官邸

Risk Communication Efforts by Global Communications Office of Prime Minister's Office after 3.11

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Global Communications Activities by PMO of Japan

- Engagement with international media & social media initiative
- Proactive outreach to foreign residents in Japan and overseas audience
 - Improvement of PMO's website (English)
 - Cooperation with embassies and chambers of commerce in Japan
 - Presentations at various seminars, panel discussions or symposiums

Activities immediately after 3.11

Major Media Coverage

3/11	The Great East Japan Earthquake	
3/13	Deputy Cabinet Secretary for Public Affairs Shikata starts interviews with foreign media(Over 60 TV & Radio Interviews in March)	
3/16	Simultaneous interpreting introduced for Chief Cabinet Secretary announcements (in addition to PM)	
3/20	Chief Cabinet Secretary Edano starts foreign media interviews, holding interviews with 11 media agencies	
3/21	Start of Daily Foreign Press Briefings by gov't officials <ul style="list-style-type: none"> • PMO, Nuclear Industrial Safety Agency, Nuclear Safety Commission, MEXT, MHLW, MAFF, MOFA • Daily until April 25 	
4/11	Appreciation Advertisement by PM Naoto Kan <ul style="list-style-type: none"> • FT, IHT, WSJ, People's daily, Chosun Ilbo, Kommersant, Le Figaro 	
4/17	Op-Ed contributed by PM on "Japan's Road to Recovery and Rebirth" to Washington Post & IHT <ul style="list-style-type: none"> • Picked up by 128 outlets in 62 countries through May 	
5/21	Face to face interview between PM & Financial Times	

Social Media

	
3/16	Starts communication thru Twitter(@JPN_PMO) Followers: Over 46,000
	
3/23	Starts communication thru Facebook(Prime Minister's Office of Japan) Over 9500 Like this

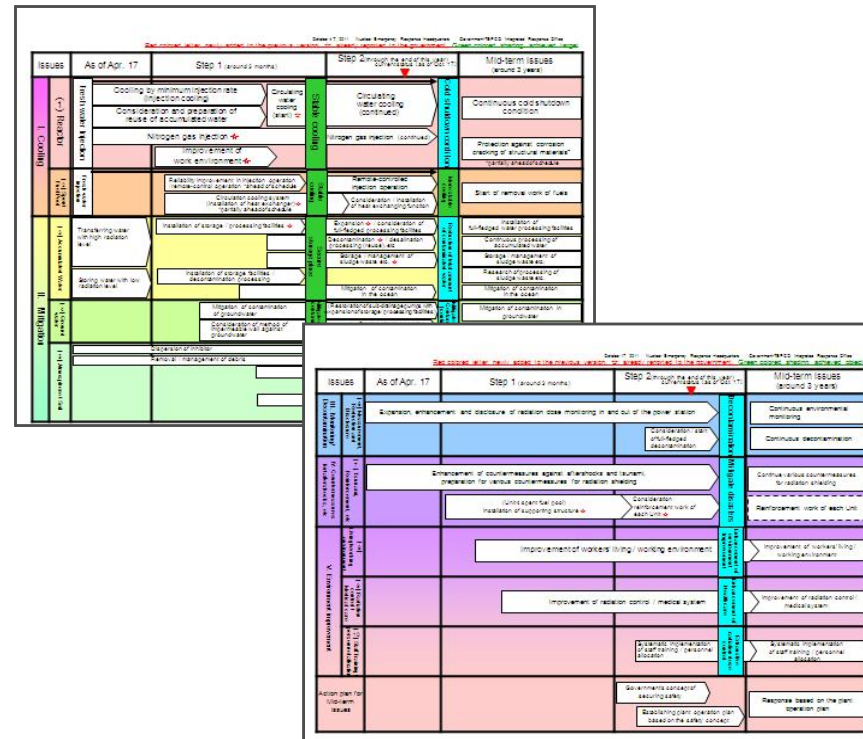


Bringing the Nuclear Power Station Accident to Conclusion

Key highlights

- Cold shutdown of the reactors expected by the end of this year
- Large-scale decontamination implemented
- Full disclosure on dispersal of radioactive materials, and any potential health impact
- Volume of radioactive material released has significantly dropped over time
- Evacuation advisory lifted for areas outside of the 20km radius of the Fukushima Dai-ichi nuclear plant

Current Status of “Roadmap towards Restoration from the Accident at Fukushima Daiichi Nuclear Power Station, TEPCO”



Food safety is a key focus area

- ◆ Provisional regulation values for radioactive materials in food (Food Sanitation Law) based on recommendations from the ICRP
- ◆ Monitoring and testing for radioactive materials in food, as a key priority.

Among examples:

Beef:

- ◆ Testing all cattle, specifically in designated areas in the relevant prefectures
- ◆ Testing all farms, in other areas in the relevant prefectures - samples drawn from every farm

Milk: Testing at cooler stations or dairy plants

Rice:

- ◆ Restrictions on planting rice in some regions implemented in April
- ◆ Two stages of testing (before and after harvesting) conducted

- For example, 14145 food samples (including vegetable, fishery products, milk/dairy products, meat, grain and others) in Fukushima Pref. and 6519 samples in Ibaraki Pref. were tested up to November 2011 in total.



**Overarching goal of ensuring that
unsafe food never makes it to the market**