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
  • PMO, Nuclear Industrial Safety Agency, Nuclear Safety Commission, MEXT, MHLW, MAFF, MOFA
  • Daily until April 25

4/11 Appreciation Advertisement by PM Naoto Kan
  • FT, IHT, WSJ, People’s daily, Chosun Ilbo, Kommersant, Le Figaro

4/7 Op-Ed contributed by PM on “Japan’s Road to Recovery and Rebirth” to Washington Post & IHT
  • 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, 14,145 food samples (including vegetable, fishery products, milk/dairy products, meat, grain and others) in Fukushima Pref. and 6,519 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