



COMMUNICATING EFFECTIVELY IN A RADIOLOGICAL EMERGENCY

In a radiological emergency, what you say and how you say it can be as critical as the physical response. This essential handbook provides public officials, first responders, and health communicators with the principles, strategies, and tools they need to deliver accurate, timely, and trusted information—before, during, and after an incident.



WHO NEEDS THIS HANDBOOK?

- Public-facing officials & spokespersons
- First responders & emergency managers
- Public information officers (PIOs)
- Health & safety professionals
- Crisis communicators
- Health Physicists and Radiation Safety Officers



WHY THIS HANDBOOK MATTERS

- **Saves Lives and Property:** Ensures the public receives clear, life-saving guidance.
- **Builds Trust:** Uses empathy, honesty, and consistent messaging to build public confidence.
- **Prepares You:** Equips you to communicate under pressure, even when information is uncertain.
- **Proven Best Practices:** Draws from top experts at NCRP, WHO, IAEA, NRC, and EPA.

"Terrific. This handbook belongs on everybody's desk!"
– CM

"This handbook is well done overall and provides useful information for emergency communicators." – MB

"The authors and reviewers are to be commended for preparing such an important Handbook." – JF

"Just want to say that this is a FANTASTIC document!! Well written, concise, clear, and visually appealing. Well done!" – EC

"Please convey my congratulations to the team that drafted this document." – MM

"The authors of the Handbook are to be complimented with a job well done!" – WB



WHAT YOU'LL FIND INSIDE

- **Core Communication Principles:** Learn how to plan messages and avoid common pitfalls.
- **Practical Tools:** Use templates, checklists, and the "27/9/3" rule to deliver high-impact messages.
- **Scenario-Based Guidance:** Get specific strategies for a variety of incidents, from a radiological dispersal device (dirty bomb) to a nuclear power plant emergency.
- **Media Interaction:** Master the do's and don'ts of working with the media.
- **Special Populations:** Discover effective communication strategies for children, Non-English speakers, people with disabilities, and pet owners.
- **Appendices & Resources:** Social media best practices, difficult Q&A handling, message mapping examples, glossary, and understanding why people feel uncomfortable when their beliefs are challenged and how to respond.

GET THE HANDBOOK TRUSTED BY EXPERTS AND RESPONDERS:

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*About NCRP: The National Council on Radiation Protection and Measurements is a congressionally chartered nonprofit organization that provides expert recommendations on radiation protection, quantities, and measurements.