

Nuclear Systems Initiative: Implementing a Managed Approach to Risk Communication

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Abstract. NASA is developing a new model for risk communication that provides a managed approach to communication and outreach activities related to the development, design, use, and future flight of space nuclear power systems. At this time, this program is being developed at Headquarters and the NASA Jet Propulsion Lab and will later be extended to all the NASA Centers.

This model will feature two types of activities: a procedure for managing development, review and dissemination of risk communication products, and a program that will develop and conduct outreach and engagement activities that will be based on a broad exchange of ideas and information between NASA and the public on the use of these technologies. This approach will cover risk communication, education and outreach, and media relations; disseminate consistent, accurate, quality information on the benefits of the scientific knowledge enabled by space nuclear power; provide for proactive, cooperative engagement with a broad range of potential stakeholders including environmental and social justice organizations; and includes technology education-oriented outreach programs and materials.