Methods and challenges of communication in radiation protection

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It all starts with empathy

**empathy** noun
em-pa-thy | /ˈem-pa-thē/

**Definition of empathy**

1: the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively **explicit** manner

*also*: the capacity for this
Service Design as a Development Method: Define the Problem Before Developing the Solutions

- Empathy and customer understanding
- Involvement of target groups on every step
- Holistic view to planning and development
Good practices for gaining target group understanding

1. Define your target group:
   Who do we want to reach?

2. Look for existing information:
   What do we still need to know?

3. Concentrate in understanding their needs:
   Don’t start from your messages or solutions

4. Quality, not quantity:
   Make sure you have a good representation of the target group.
   Where are they? How can we involve them?

5. Go to them or use tools that are easy for them:
   Phone interview, WhatsApp, lunch discussion, observation.
Service Design as a Development Method: Development Serves Both Parties

STUK’s Goal

The need of the targetgroup

Focus on the development
“People don't care how much you know until they know how much you care”

- Theodore Roosevelt