

**Public Information and Disclosure  
Program:  
Saskatchewan Centre for Cyclotron  
Sciences**



## Public Information and Disclosure Program

<b>Unit and Division:</b>	Saskatchewan Centre for Cyclotron Sciences
<b>Facilities:</b>	120 Maintenance Road
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## 1.0 Purpose

This document outlines the Public Information and Disclosure Program for the Saskatchewan Centre of Cyclotron Sciences (the facility), operated and managed by the Sylvia Fedoruk Canadian Centre for Nuclear Innovation Inc. (Fedoruk Centre).

### 1.1 Background

The Saskatchewan Centre for Cyclotron Sciences operates within the Canadian Nuclear Safety Commission (CNSC) regulations for a Class II Nuclear Facility in accordance with paragraph 3(r) of the *Class II Nuclear Facilities and Prescribed Equipment Regulations*. This document is submitted to fulfill the requirements set out in CNSC RD/GD-99.3, *Public Information and Disclosure* (March 2012).

## 2.0 Program Elements

The public information and disclosure program for the Saskatchewan Centre for Cyclotron Sciences supports the strategic vision, mission and goals of the Fedoruk Centre, and is aligned with the strategic communications and outreach activities of the Fedoruk Centre.

### 2.1 Objectives

- Build awareness of the Saskatchewan Centre for Cyclotron Sciences, with emphasis on its positive impacts for medical and biological research and health care in Saskatchewan.
- Engage and inform local audiences about the facility's purpose and activities.
- Engage and inform potential academic users and industrial partners of the facility's capabilities and research program.
- Provide accurate information regarding environmental, health and safety issues.

### 2.2 Target Audiences

- University of Saskatchewan community
- Residents of adjacent Saskatoon neighbourhoods
- Provincial and national nuclear medicine, nuclear imaging and related bioscience communities
- Government: Saskatoon Health Region; City of Saskatoon; other regional health authorities; Province of Saskatchewan; Government of Canada
- Regulatory Authorities
- Local – Regional public
- National publics
- Local, regional and national media

### 2.3 Public and Media Opinion

The Fedoruk Centre maintains a media monitoring system to assess the amount and tone of media coverage and related public comment concerning all of the Centre's activities, including media activity and opinion related to the Saskatchewan Centre for Cyclotron Sciences.

Public opinion, as assessed by industry surveys provided to the Fedoruk Centre and opinion studies conducted by academics, is strongly supportive of nuclear medicine research and other research activities enabled by the facility.

## 2.4 Public Information Strategy and Products

The public information strategy for the facility is part of the broader communications and outreach activities of the Fedoruk Centre. Public information and communications activities that are specifically related to the facility support the objectives outlined in section 2.1.

### 2.4.1 Products and Activities

- The Fedoruk Centre maintains a page for the Saskatchewan Centre for Cyclotron Science on its website, <http://www.fedorukcentre.ca/facilities/cyclotron.php>. This page includes a link to an introductory video that explains the purpose and function of the facility, a narrative description of the facility, a series of Frequently Asked Questions, and an email link for the submission of additional questions.
- The Fedoruk Centre maintains a social media presence that includes the facility on its Facebook page (<http://www.facebook.com/FedorukCentre>), Twitter feed (@FedorukCentre) and YouTube channel (<http://www.youtube.com/channel/UC4kU8MQ8BDaCXqVJOGMtmwA>).
- Information regarding the cyclotron facility is included in Fedoruk Centre reports and brochures (<http://www.fedorukcentre.ca/resources/publications.php>) and in presentations and trade show presences to interested audiences such as the nuclear medicine research community.
- The Fedoruk Centre distributes an electronic update to stakeholders and members of the research community on a quarterly basis.
- The Fedoruk Centre conducts media relations activities for the facility, including the production and distribution of news releases, media advisories and backgrounders, and profiling the facility and its activities through occasional articles and advertising.
- The Fedoruk Centre works in partnership with the Province of Saskatchewan and University of Saskatchewan to promote and report on the progress of the facility.
- Promotional and informational materials for potential research users, partners and investors are produced on an as-needed basis.
- Limited tours may be conducted of the facility.

### 2.4.2 Responding to Target Audiences

Depending on their nature and mode of submission, comments, questions or concerns expressed by target audiences about the facility are responded to in a variety of ways:

- Media interview by a designated Fedoruk Centre spokesperson using messages from an approved issue management plan and response lines.
- Op-Ed or letter to the editor.
- Personal response to a query by a designated spokesperson or subject matter expert.
- Inclusion of the question or concern and its response in presentations.
- Inclusion of a question and its response in the facility FAQ.

## 2.5 Public Disclosure Protocol

The public disclosure protocol for the facility aligns with the Fedoruk Centre's guiding values of Accountability and Transparency, and the crisis communications principles of "Being First, Being Right, and Being Credible." The protocol as outlined below will follow the general procedures and plans for communications, media relations and outreach in use by the Fedoruk Centre as approved by the Executive Director.

### 2.5.1 Information Disclosure - Routine

The Fedoruk Centre will disclose information to the public related to the operations of the facility, including, but not limited to:

- Facility milestones and achievements, such as technical milestones and regulatory approvals.
- Funding announcements related to the facility, including expansion plans or the development of a new capability at the facility.
- Impacts of research conducted at or enabled by radioisotopes produced at the facility.
- Metrics including number of researchers utilizing the facility or its products, numbers of students and highly qualified personnel trained.
- Information regarding the routine operations of the facility as it applies to the health and safety of the environment and the public.

This information will be disclosed through a variety of media, including:

- Corporate reports, such as the Fedoruk Centre Annual Review
- Media releases (on an as-required basis)
- Public events, such as public colloquia or news conferences, including the Fedoruk Centre's annual *nuclearFACTS* event
- Research highlights and other content posted to the Fedoruk Centre website and social media
- Electronic newsletters and updates (quarterly)

### 2.5.2 Information Disclosure – Non-routine

The Fedoruk Centre, coordinating crisis communications activities with the University of Saskatchewan and Saskatoon Health Region as appropriate, will disclose information to the public related to a non-routine event, issue or crisis. Such disclosures will be authorized by the Executive Director of the Fedoruk Centre or designate.

Non-routine events, issues or crises that will be disclosed under this protocol include:

- Death or injury of an employee or researcher within the facility.
- Radiological exposure to an employee, researcher or member of the public above the regulatory limit.
- Fire or other disaster (flood, tornado) that results in significant damage or disruption to the facility.



- Equipment or structural failure that leads to a significant release of radioisotope to the environment.
- Serious industrial accident that results in damage to the facility.
- Any other event where a disclosure and issues management response is deemed necessary by the Fedoruk Centre Executive Director or designate.

Disclosure will be made using the most expedient means that are practicable, including:

- Media release
- Public statement
- Social Media
- Electronic mail to regulatory authorities, with the subject line: PUBLIC DISCLOSURE – FEDORUK CENTRE / SASK CENTRE FOR CYCLOTRON SCIENCES [date of disclosure]

Initial disclosures will be made to stakeholders and concerned audiences as soon as possible, but no later than 24 to 48 hours after an event has been reported to the Executive Director of the Fedoruk Centre. Initial disclosures will be limited to verifiable facts, supplemented by additional disclosures as further information becomes known. The following information will NOT be disclosed:

- Names of any casualties, prior to informing and receiving permission from the casualty or next of kin.
- Nature or extent of any injuries.
- Information that could prejudice an investigation.
- Cost estimates of any damage.
- Comment on judicial or administrative processes and investigations prior to findings being issued.

## 2.6 Program Evaluation

This program will be evaluated annually as part of the facility's standard operating procedures and as part of the Fedoruk Centre's overall strategic communications activities. Program progress and effectiveness will be evaluated based on the following information:

- Media coverage records.
- Attendance at outreach events.
- Website traffic and analytics.
- Social media activity.
- Numbers of questions from the public and requests for information.
- In the event of a non-routine disclosure, an evaluation of how the non-routine disclosure was handled, including documenting lessons learned and identifying any road blocks to information flow.

### **3.0 Contact Information**

The person with responsibility for the conduct of the Fedoruk Centre's public information activities and point of contact for this program is:

Matthew Dalzell

Partnerships Manager

Sylvia Fedoruk Canadian Centre for Nuclear Innovation

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