

# **Service design approach in radon communication planning**

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### TARGETS RELATED TO STUK'S RESOURCES

1. THE HAPPIEST CIVIL SERVANTS IN THE WORLD
2. ABILITY TO UNDERSTAND COMPLEX ENTITIES
3. COST-AWARE OPERATIONS

### EFFECTIVENESS TARGETS

4. RISK-INFORMED AND COMMENSURABLE OVERSIGHT
5. FLEXIBLE AND EFFICIENT WORKING METHODS
6. EFFECTIVE NATIONAL RADIATION SAFETY RESEARCH

### SOCIETAL TARGETS

7. EMPHASISING THE RESPONSIBILITY OF THE OPERATORS
8. PEOPLE UNDERSTAND THE RISKS OF RADIATION
9. SOCIETY IS RESILIENT TO DISTURBANCES

### OUR VALUES:



EXPERTISE



OPENNESS



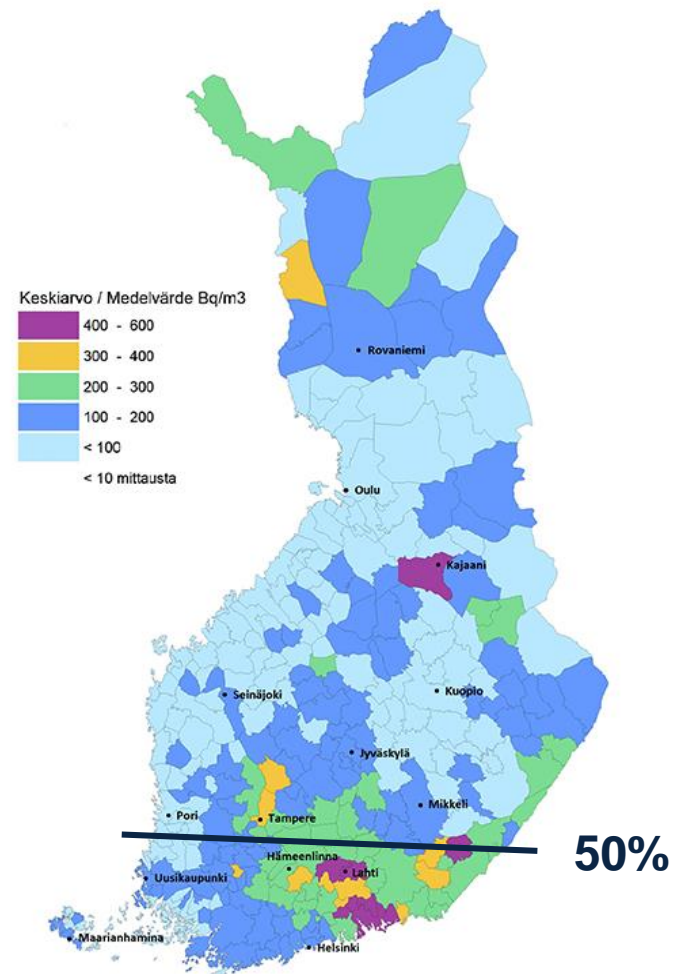
COURAGE



CO-OPERATION

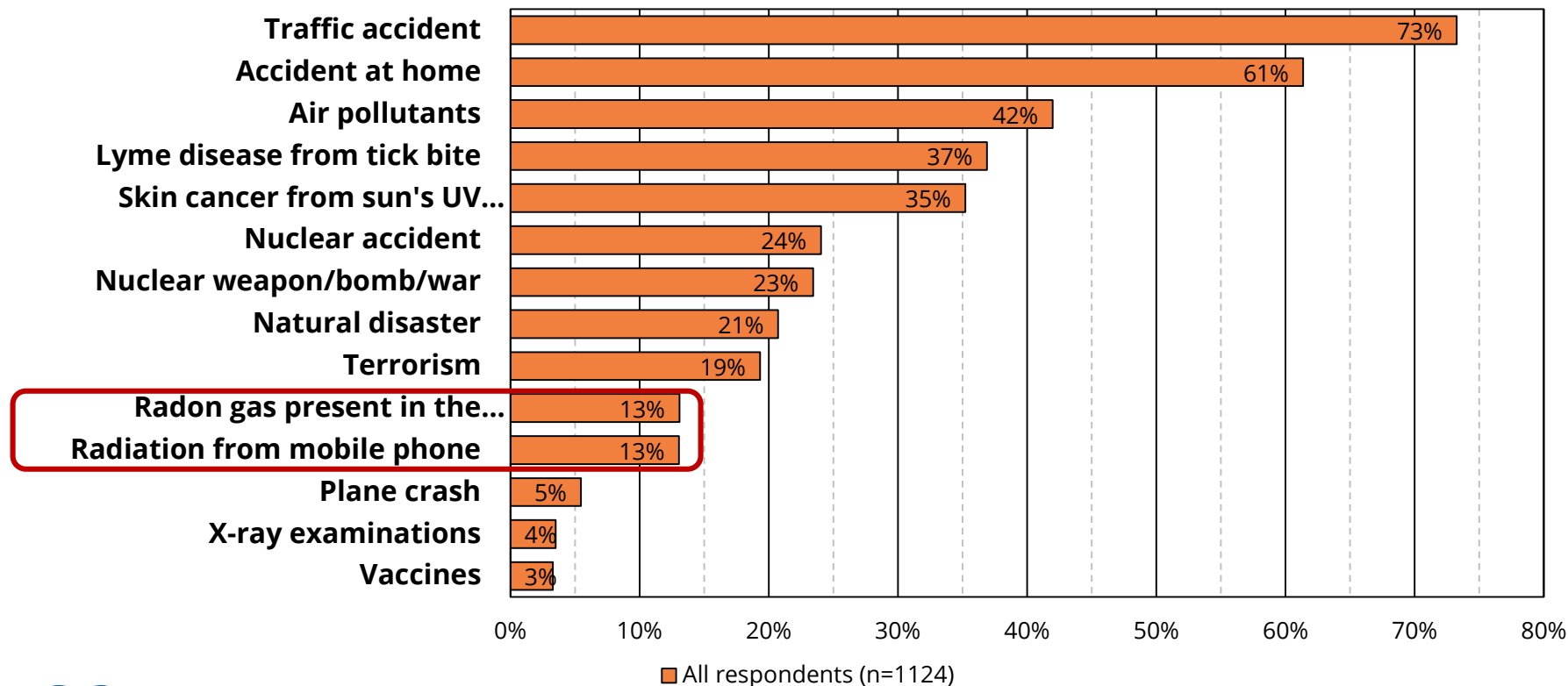
# Target: people understand the risk of radiation

In Finland, radon creates a significant health risk – 300 lung cancers every year caused by radon.



# Radiation risk survey: missperception regarding radon risk

In your opinion, which of the following pose the highest risk to your and your family's health?



# How to address the situation with communication?

Service design approach for  
communication planning

# It all starts with empathy



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empathy

DICTIONARY

THESAURUS

## 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 process for the customer-centric development of communication

Definition  
phase  
(Incl. goals  
&  
boundaries)

Target group  
understanding  
& problem  
definition

Generating  
ideas based  
on findings &  
creating  
concepts for  
testing

Testing &  
finalising  
concepts

Source: E. Piskonen 2018, Developing Customer-Centered Communication, Helsinki.

# How does it work in practice?



# Case: Radon at workplace – Phase 1 & 2

Goal: increase number of radon measurements at workplaces  
Target group for understanding phase: Health and Safety Managers at workplaces in high-radon areas in Finland

## Target group understanding:

- Interviews with H&S Managers in different kinds of organisations
- Results summarised in communication personas

## Ideas and concepts:

- Two workshops, our target group involved in planning
- Prioritised and put on a timeline

Testing the concepts with target audience

# Good practices for target group understanding

1. Define target group:  
Who do we want to reach?
2. Get the know existing information:  
What do we still need to know?
3. Quality, not quantity:  
Make sure you have a good representation of the target group. Where are they? How can we involve them?
4. Use tools that are easy for them:  
WhatsApp, phone interview, lunch discussion, observation.



# Phase 3 - Idea generation based on target group understanding

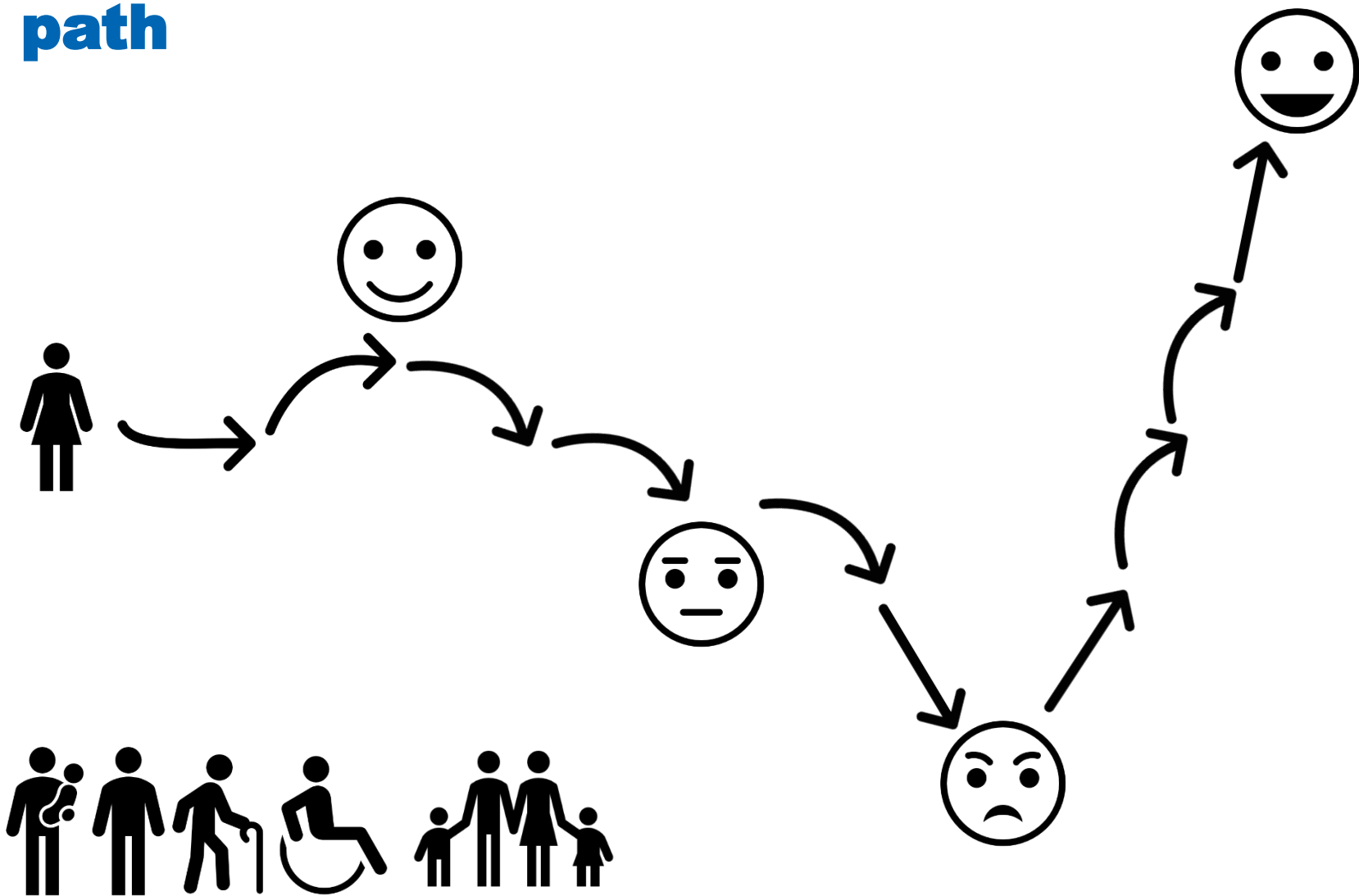
- What is the reality of different H&S Managers? What challenges they face in their everyday work?
- What prevents them to organise radon measurements?
- What kind of support they need to get measurements done in their organisation?
- What channels they prefer to use to get this support?



# Basic principles in target group involvement

1. Don't waste people's time
2. Remember to use also your own employees
3. All participants are equal
4. Make sure their effort counts
5. Use target group involvement for agile testing and validation of ideas
6. Share the results

# Don't plan separate actions but build a path



# Good practices for audience-oriented communication planning

- Define goals and specify your target groups
- Ask what they need: define the barriers and possibilities for communication
- Involve them: approach them, make it easy and interesting for them
- Go to where they are: use the channels and forms of communication they prefer
- Learn to speak "their language": bring your messages into a context that is interesting for them

We should never assume that we know our audience without familiarising ourselves with their reality.



