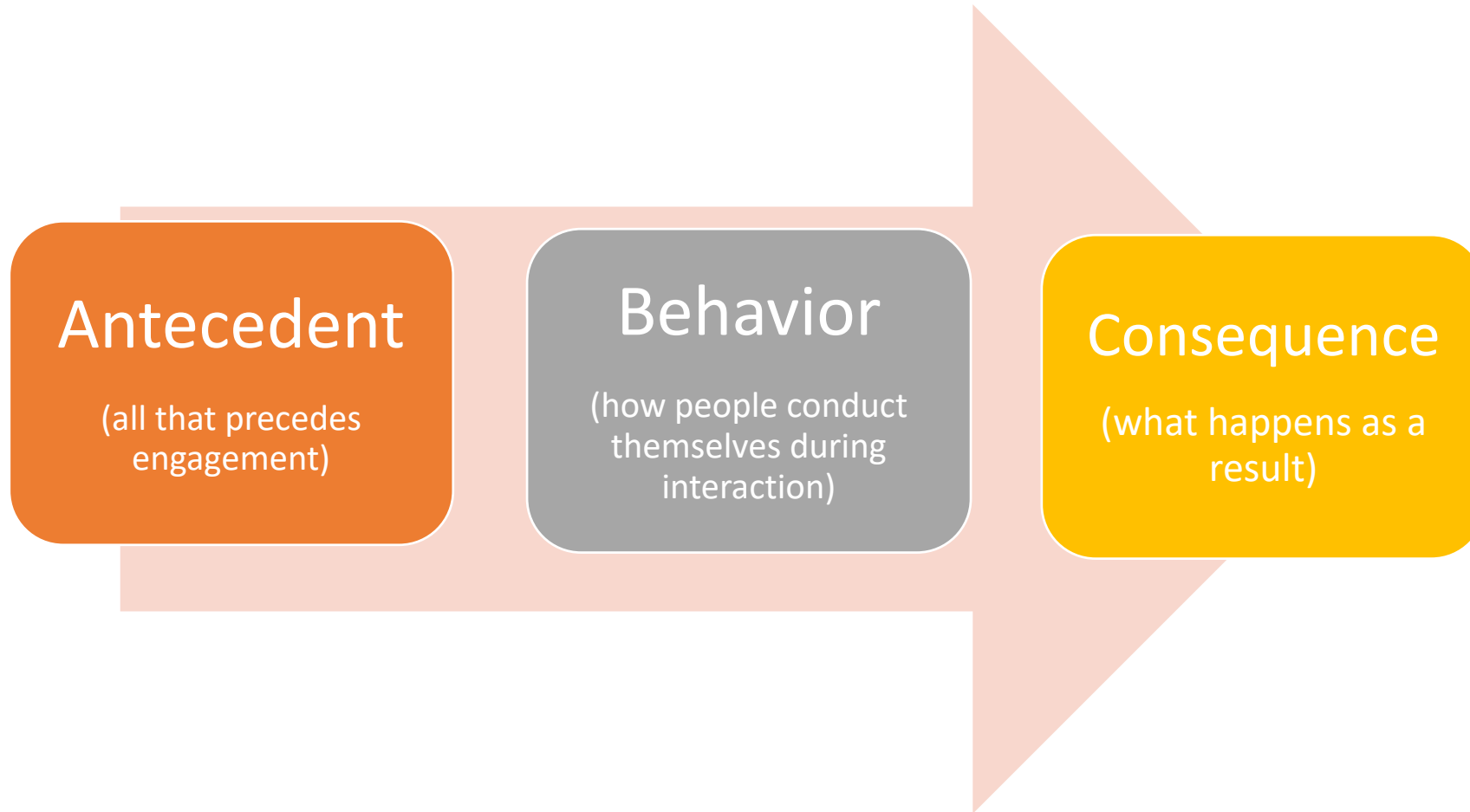# Best Practices in Public Engagement

Mary Woollen

National Academy of Sciences- Understanding the Societal Challenges Facing Nuclear Power

September 3, 2021

Antecedent, Behavior, Consequence

Antecedent

(all that precedes engagement)

Behavior

(how people conduct themselves during interaction)

Consequence

(what happens as a result)

Communicating Technical Information

10^{-7} safe = 0.000001 = 0.0001% chance of an accident occurring OR
"It's really safe"

Best Practices- Antecedent

Integrated planning, Transparency, Information, Inclusion

Make an Integrated Company Plan
Sell the organization on value of engagement early
Incorporate engagement specialists (communication, social scientists, etc) into the team
Be real about expectations

Secure Needed Resources
Get and secure the budget for what you need and who you need to hire to do this work
Need an internal champion at the highest level who is empowered to support the work

Plan Stakeholder Engagement Strategy
Create a comprehensive stakeholder plan that is traceable
Identify stakeholders and be as inclusive as possible
Build a plan to engage them early and give them real access

DO WHAT YOU say you are going to do!

Best Practices- Behavior

Civil, Curious, Collaboration

Interaction
- Engage stakeholders meaningfully as early in the process as possible.
- Create interactions that maximize an opportunity to build relationships, conversations, and trust
- Include leadership in disscussions
- Create work plans that include stakeholders

Communication
- Conduct two-way engagement
- Plain English communication
- Provide channels for feedback and evaluation
- Meeting summary
- Listen deeply

Best Practices- Consequence

"You get what you deserve"