

# Social Risk Communication concerning the Foods in Fukushima Prefecture

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## 1. Research Background and Objectives

After Fukushima Daiichi nuclear disaster, several radioactive substance exceeds the intervention line the government has established has been detected from some produce with the foods in Fukushima Prefecture at the head of the list. To deal with this situation, the government and nongovernmental organization carried out monitoring survey, decontamination, and regulation of shipment and intake, and it is officially said that all produce that exceeds the intervention line are not shipped to market. But in reality, the foods in Fukushima Prefecture have not be bought by consumers, in other words, damage caused by harmful rumours exists, and all consumers don't understand and trust these correspondence.

The most important reason why this problems are occurred is that understanding and worry between safe faction and danger faction have been not identified in society yet. Both side are discussing food safety risk as both understanding and worry are have not been solved. Regarding the risk of the foods in Fukushima Prefecture, both safe faction and danger faction just speak and insist one-sidedly and independently. And awareness of the issues of this research is putting and discussion together these statement and insistence. Then it was decided that the objective of this research is clarifying the state of discussion concerning the foods safety in Fukushima Prefecture and constituting virtual and social risk communication by examination of these statements and insistence

## 2. Methodology

By researching blog in internet, questions and answers in the Diet, official documents of The Food Safety Commission and Ministry of Health, Labour and Welfare, public comments and the answers, and the minutes in public hearing by government, 1) clarifying the grounds that the foods in Fukushima Prefecture is insisted as safe by government, and the state of risk analysis by government, 2) clarifying the state of discussion concerning the foods safety in Fukushima Prefecture and constituting virtual and social risk communication by examination of these statements and insistence. Then 3) considering five pieces of discussion platform picked from this research as peculiarity.

## 3. Results and Discussion

The grounds that the foods in Fukushima Prefecture is insisted as safe by government were the counsels of International Commission on Radiological Protection (ICRP) and Codex Alimentarius Commission. Although damage by low dose exposure have not clarified completely yet, The Food Safety Commission make public in a document based on Linear Non-Threshold hypothesis, which shows damage by low dose exposure quantitatively, but the credibility has been debated. Regarding the state of risk analysis by government, not separation of risk assessment and risk management, and lack of communication between the two were clarified. Many consumers were dissatisfied and worried about abstract risk assessment result and the opaque deriving process.

By putting together some statements and insistence, these were distinguished as four groups. Although many statements and insistence in each groups were one-side and independent, by virtual discussion these, ideal discussion in social risk communication were able to constitute.

Regarding five pieces of discussion platform picked from this research, all had not worked to be ideal discussion platform. Then I framed virtual dialog, planned to open this dialog to the internet to make ideal discussion platform by myself.