

The CNSC's Approach to Communications

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Abstract

As Vice-President and Chief Communications Officer of the Regulatory Affairs Branch at the Canadian Nuclear Safety Commission, Jason Cameron leads the Canadian Nuclear Safety Commission's (CNSC) strategic policy, communications and regulatory framework initiatives. In his presentation, Mr. Cameron will highlight the importance of maintaining the brand integrity in a nuclear regulatory environment all within a digital world. He will describe the CNSC's approach to communications and define how it manages its reputation through its commitment to communication of its regulatory role in ensuring safety. Mr. Cameron will outline the CNSC's approach to fostering public trust through its outreach and engagement initiatives; proactive disclosure and transparency practices; expectations and best practices by industry; and the sharing of plain language and timely information.