Women in Nuclear

Putting a Fresh Face on the Nuclear Industry through Outreach and Education

June 2010
WiN - A Worldwide Association
WiN’s Goals

• Develop a dialogue with the public to promote awareness around the factual contribution provided by nuclear technologies

• Contribute to knowledge and experience exchange among members and chapters

• Promote career interest in nuclear engineering, science and other nuclear-related professions, especially among women and young people
“In 2003, only 42% of Canadian women supported the nuclear industry, compared with 59% of men.”

Canadian Nuclear Association commissioned research
Environics Research Group, July 2003
“The most effective way to communicate with women about nuclear power is through education. Marketing efforts will only increase women’s distrust of the industry”

Bruce Power commissioned research into attitudes of women towards nuclear power
Conducted by the Thomas Yaccato Group, Spring 2004
The Science Behind . . .

- Climate Change
- Nature
- Kitchen Chemistry
- Dentistry
- Perfumery
- Geology
- Space
- Computers
WiN-Canada
Conferences/Meetings

*Educate ourselves to better educate the public*
Annual Conference, Sept. 30, 2010

- How does the regulator work?
- A view of the nuclear file from a government perspective
- What do industry associations do and how do we work together?
- What are the different careers in our industry and what do these people actually do?
The Learning Partnership Video

• Highlight the fascinating and exciting opportunities available in the nuclear industry

• Includes interviews with skilled trades person, operator, CNSC regulator, occupational health nurse, engineer and geologist

• Viewed by over 5,000 students across Ontario

• Be used by educators in various programs including Passport to Prosperity, Change Your Future, Grade 10 Career Studies and Take Our Kids to Work™

• Includes supplemental curriculum guides that are tied to the Ontario Ministry of Education will be created
Thought pieces

Position Papers

– Women and the Nuclear Talent Pool

– Women in Non-Traditional Roles, Putting our Skills to Work
WiN-Canada Website

- Industry News
- Upcoming Events
- WiNfluence
- Women of WiN
Public Speaking and Outreach

• PEO
• Catalyst Canada
• Women in Leadership – Green Works Conference
• CNWC
• Rotman School of Management, U of T
• International Women’s Day events
• Ontario Science Centre, National Engineering Week
• Spirit of Sisterhood
• OPTIONS Skilled Trades Fair
Securing our future

Creating a political and social environment favourable towards nuclear will ensure the industry is viable long after current reactors reach their end of life.

Women play a key role in this.
Questions?

www.wincanada.org