

NUCLEAR MATTERS® 

ADVOCACY TOOLKIT

Engaging During Climate Week NYC & Beyond

Toolkit Overview

Thank you for your curiosity about clean, reliable nuclear energy. This advocacy toolkit **debunks long-held myths** to help you discover the crucial role nuclear power plays in our clean energy future.

We hope this touchpoint will inspire you to learn more, or even become an advocate, to increase support for nuclear energy. We need passionate advocates like you!

In this toolkit, you will find educational resources to learn more and **contribute your voice**, including:

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Understanding the Benefits

Nuclear Energy 101

Looking for a crash course in the benefits of nuclear energy?

- Nuclear energy provides **nearly half of our nation's clean energy today** and 18% of its total electricity, generated by 94 nuclear reactors in 28 states
- Nuclear energy saves our atmosphere from more than 437 million metric tons of carbon dioxide emissions – that's the same as **planting more than 114 million trees each year**
- Nuclear plants operate **24/7/365, rain or shine**, making them the ideal, reliable clean energy partner to solar and wind
- A nuclear plant boasts a small land footprint while making a big impact, requiring about 1.3 square miles – **31 times less** than solar facilities and **173 times less** than wind farms to generate the same amount of electricity
- The nuclear industry contributes **more than \$12 billion annually** in local, federal and state tax revenue – an economic engine supporting key infrastructure like schools, roads, parks and other essential government services in our communities
- Each nuclear power plant **employs 500 to 800 workers**, with plant employees earning 50% higher wages on average than other energy sources

How Nuclear Benefits Our World

Nuclear energy powers our daily lives in many ways.

- **Essential Climate Solution:** Nuclear energy is the largest clean energy generator in the U.S. and the only clean energy source that can produce electricity 24/7/365, including during extreme weather events
- **Economic Stimulator:** The nuclear energy industry supports hundreds of thousands of American jobs, generates billions of dollars in economic activity and provides reliable electricity at a low cost
- **New Nuclear Meets New Opportunities:** As advanced reactors reach commercial deployment, these reactors will create clean energy and drive economic growth. Bringing advanced reactors to retiring coal plants can create jobs, boost tax revenue and leverage the existing expertise of coal plant workers
- **Medical Healing:** Nuclear medicine is instrumental in reshaping the landscape of medical innovation, offering more effective diagnoses to guide treatment and enhance the quality of life for patients
- **Deep Decarbonization:** From manufacturing to agriculture and transportation, nuclear energy can decarbonize heavy industries using process heat and clean hydrogen production
- **Disaster Relief:** Emerging technologies like portable microreactors can support emergency response efforts in hard-to-reach locations
- **Affordable Electricity:** Nuclear power saves consumers an average of 6% on electricity bills, delivering affordable, reliable and clean power to consumers

Voices For Nuclear

Nuclear energy has support from across the globe! We highlight advocate voices on our social channels—follow our [Instagram](#) to see and hear more.

“As mothers with firsthand experience in nuclear and who are seeing the escalating impacts of our changing climate, **WE ARE WORKING DILIGENTLY TO HELP EVERY MOM FEEL COMFORTABLE ADVOCATING FOR NUCLEAR ENERGY** as our most powerful tool to reduce emissions and pass on a healthier planet for our children.”



Kristin Zaitz and Heather Hoff
Co-founders, Mothers for Nuclear
Nuclear Matters Advocacy Council Member

“We’re saving the world here... whether it’s global warming and climate change and trying to combat that by having non-carbon-emitting energy, or if it’s on the other side... trying to make the world a safer place by making sure that nuclear technology is used for peaceful purposes, like medicine and agricultural and power.”



Dr. J’Tia Hart
Nuclear Nonproliferation Division Director at Idaho National Laboratory

“Meeting the climate crisis and achieving net zero by 2050 without nuclear energy is a fantasy.”




– Carol Browner
NYT, Letter to the Editor

“I’m proud and grateful to be able to work and have a career in nuclear energy. It’s unique. It’s exciting. I am adding value to my community and our nation by providing clean, sustainable and dependable electricity.”



Tina Lin Morton
Sr. Project Manager at Entergy’s River Bend Station




Grace Stanke
Miss America 2023 & University of Wisconsin-Madison Alumna, Nuclear Engineering



Kaylee Cunningham
Graduate Student of Nuclear Science and Engineering, MIT

So, you’re looking at for a standard reactor operator.



Jenifer Avellaneda Diaz
PRA Nuclear Engineer at Westinghouse Electric Company

Conversation Starters

Understanding the basics of nuclear energy can strengthen your message with potential advocates.

You don't need to be a physicist to understand how nuclear energy works. Check out our [Nuclear 101](#) briefing document to learn the fundamentals of nuclear science

As a climate advocate, your perspective is essential to sharing nuclear energy's contributions to our lives far and wide—from your online network to key legislators.

Use our [Conversation Starters](#) to help you make nuclear energy more relatable to your friends, family, neighbors and others in your community

Myth Busting

Myth Busting

Nuclear energy is not safe.

- U.S. nuclear plants are among the [safest](#) and most secure facilities in the world
- The NRC has inspectors on-site at every plant in the country, and multiple physical safety systems work to prevent the release of radiation in the unlikely event of an incident
- Incidents at [Fukushima](#) and [Three Mile Island](#) resulted in no deaths (though the natural disaster and evacuation were responsible for casualties at Fukushima) and fewer than 50 deaths have been attributed to the accident at Chernobyl

Nuclear waste is green goo.

- If nuclear energy powered your entire life, the [waste](#) would fit in a soda can; in fact, all the nuclear waste generated by the U.S. nuclear energy industry in 60 years of operations would fit into a big box distribution warehouse
- For more than six decades, we have been safely storing used nuclear fuel.
- [Waste is stored securely and safely](#), and we know where all of it is. You can safely touch the canisters that currently hold nuclear waste

Myth Busting

There is more solar and wind than ever, so we will not need nuclear in the future.

- With energy demand increasing, we need a diverse mix of sources for a clean, reliable and affordable energy grid
- Nuclear plants operate 24/7/365 rain or shine, making them the ideal clean energy partner to intermittent sources like solar and wind
- Recent polls show support for nuclear is higher than ever. In fact, recent [studies](#) show that four out of five Gen Z voters support nuclear energy as part of a clean energy mix, and [more than half of U.S. adults](#) support increased investments in nuclear power – talk about nuclear-powered progress

Nuclear energy is bad for the environment.

- Nuclear energy has one of the lowest [environmental impacts](#) of all energy sources, comparable with the total impacts of solar and wind. It requires a very small amount of land compared to solar facilities and wind farms
- Nuclear plants do not emit air pollutants such as sulfur dioxide and nitrogen oxides, which can lead to acid rain, asthma and smog, avoiding climate impacts that disproportionately disadvantage communities, including minority, Indigenous and low-income populations

Myth Busting

The nuclear industry doesn't engage with local communities.

- [91%](#) of people who live near nuclear plants view them favorably and understand the benefits the plants bring to their community
- The industry is committed to improving its efforts and ensuring all impacted communities are heard. Leading experts and organizations are doing the work to advance these efforts, while also holding the industry accountable
- Follow along with organizations like the [Nuclear Waste Management Organization](#) that have programs in place to address these issues, and influential voices like [Ryan Pickering](#) who are leading the conversation on environmental justice in nuclear

Climate change impacts nuclear plants' ability to run safely.

- The industry is [constantly assessing new information](#) on natural phenomena and evaluating if modifications are needed to account for climate change
- Using data and modern methods, all nuclear plants in the U.S. recently updated assessments of flooding hazards to account for intensified storms and rising sea levels

Myth Busting

Nuclear plants release pollution.

- Nuclear energy is [clean](#) energy. What you see rising from cooling towers at nuclear plants is water vapor—not pollution

The energy transition is already going to cost a lot. Adding more nuclear will only make it more expensive.

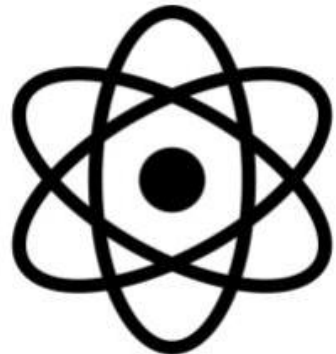
- Nuclear power has been proven to lower overall system costs for consumers
- According to studies from [Stanford University](#), the Environmental Defense Fund and [Vibrant Clean Energy](#), nuclear energy is the key to ensuring clean energy is affordable. Relying solely on wind and solar would make system costs prohibitive

For more information to help you dispel nuclear energy myths, visit the [Nuclear Matters website](#).

Staying Engaged

Social Media Engagement

Want to show the benefits of nuclear in your content? Research shows us that no matter the audience, the best visuals are those that are **softer, rounded and have an organic shape.**

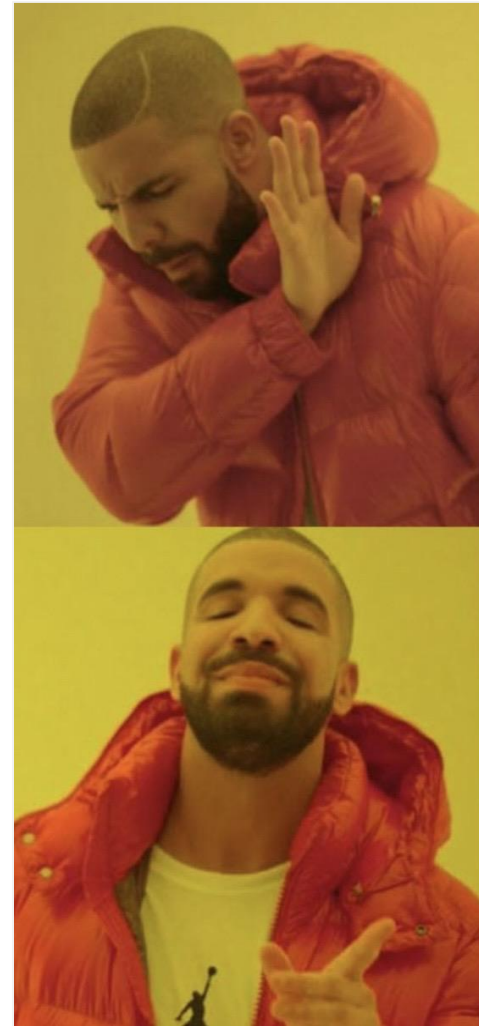
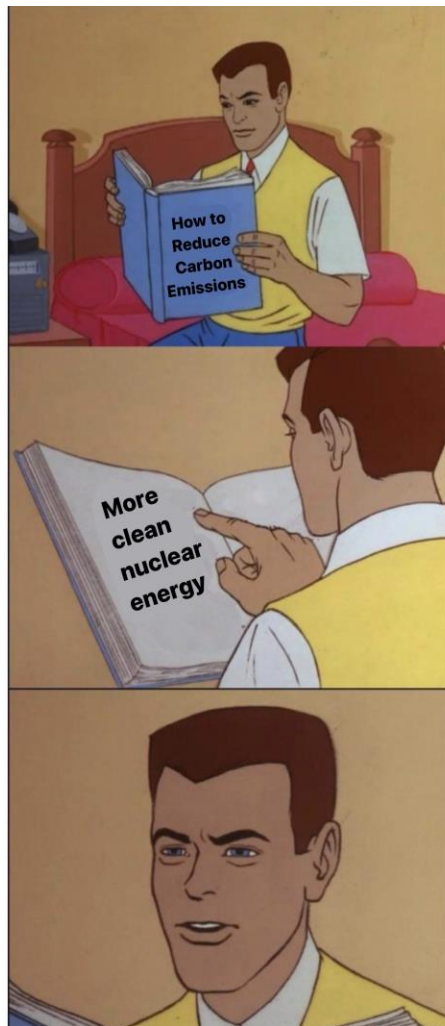


- It's best to use imagery that feels personal and accessible.
- Imagery that feels technical and mechanical should be avoided...*especially cooling towers.*

Source: [Potential Energy Coalition](#)

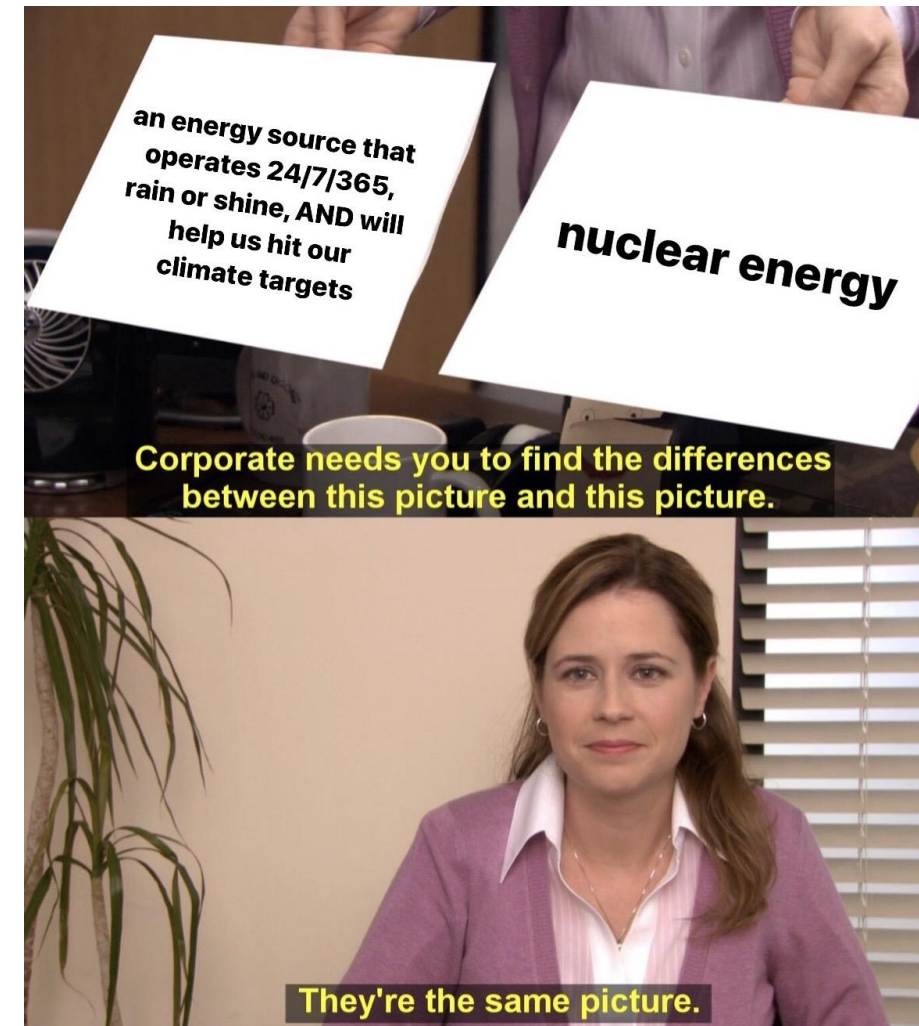
Sparking Creativity

Get their attention! Here are some meme examples for you to share or draw inspiration for your social media channels to get conversations started. Follow [@nuclearenergy](https://twitter.com/nuclearenergy) for more!



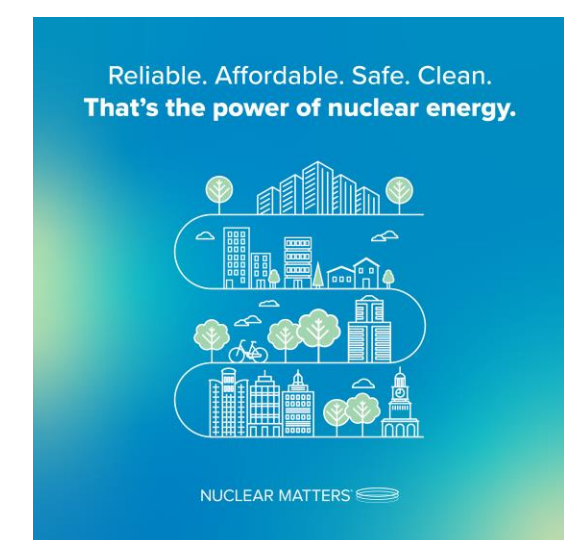
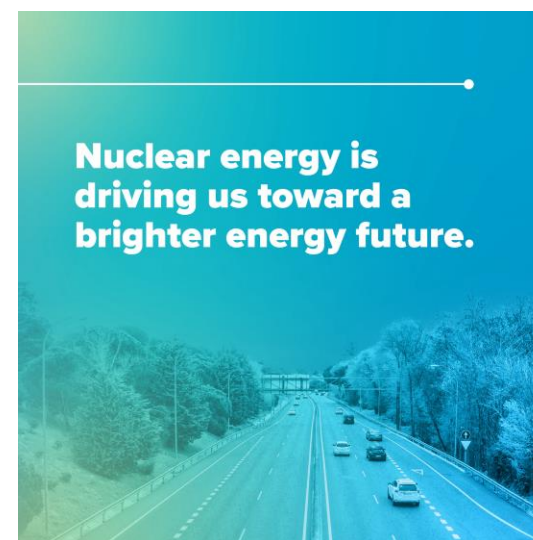
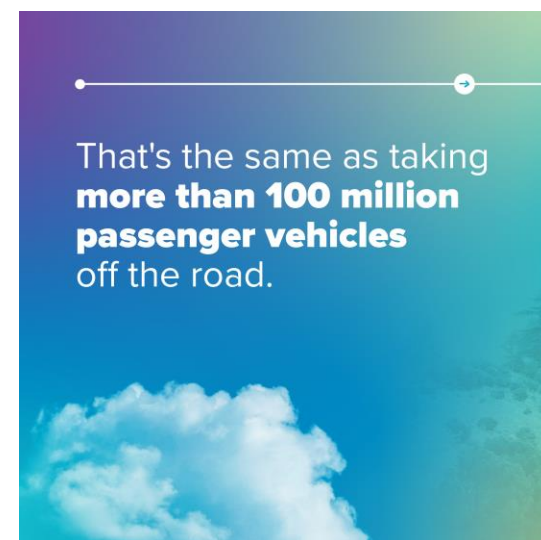
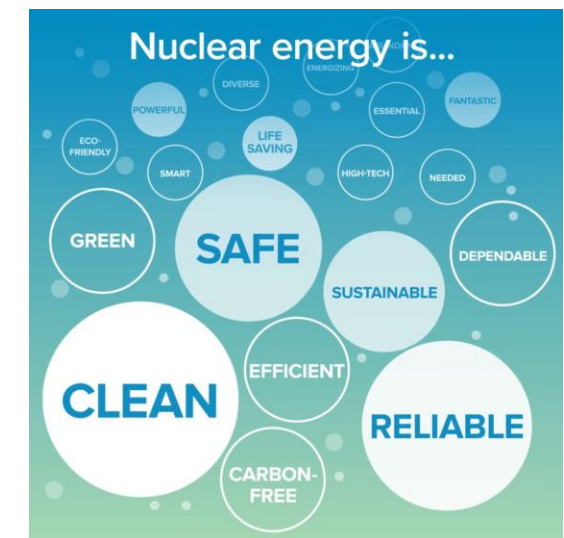
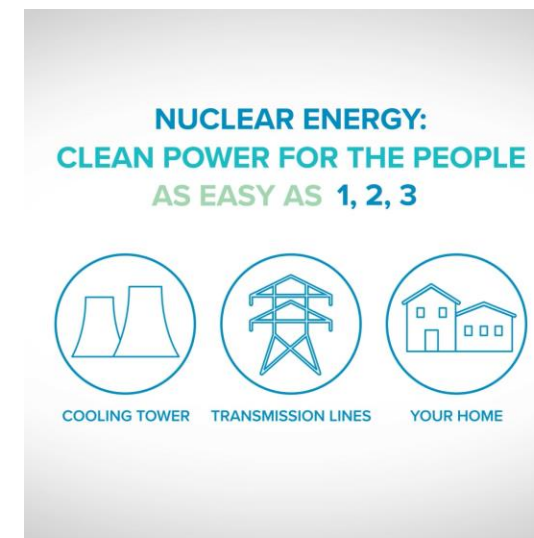
when they want to close the nuclear plant because of the environment

when they want to keep the nuclear plant open because of the environment



Sharing Your Advocacy Online

Want to show just how important nuclear energy is? Share our [nuclear energy graphics and animations](#) on your social platforms!



State Facts

Want to share information about how nuclear energy benefits your state? We've got you covered. Check out a few examples of our **state fact pages**:

[Arizona](#)

[New York](#)

[Connecticut](#)

[North Carolina](#)

[Georgia](#)

[Ohio](#)

[Illinois](#)

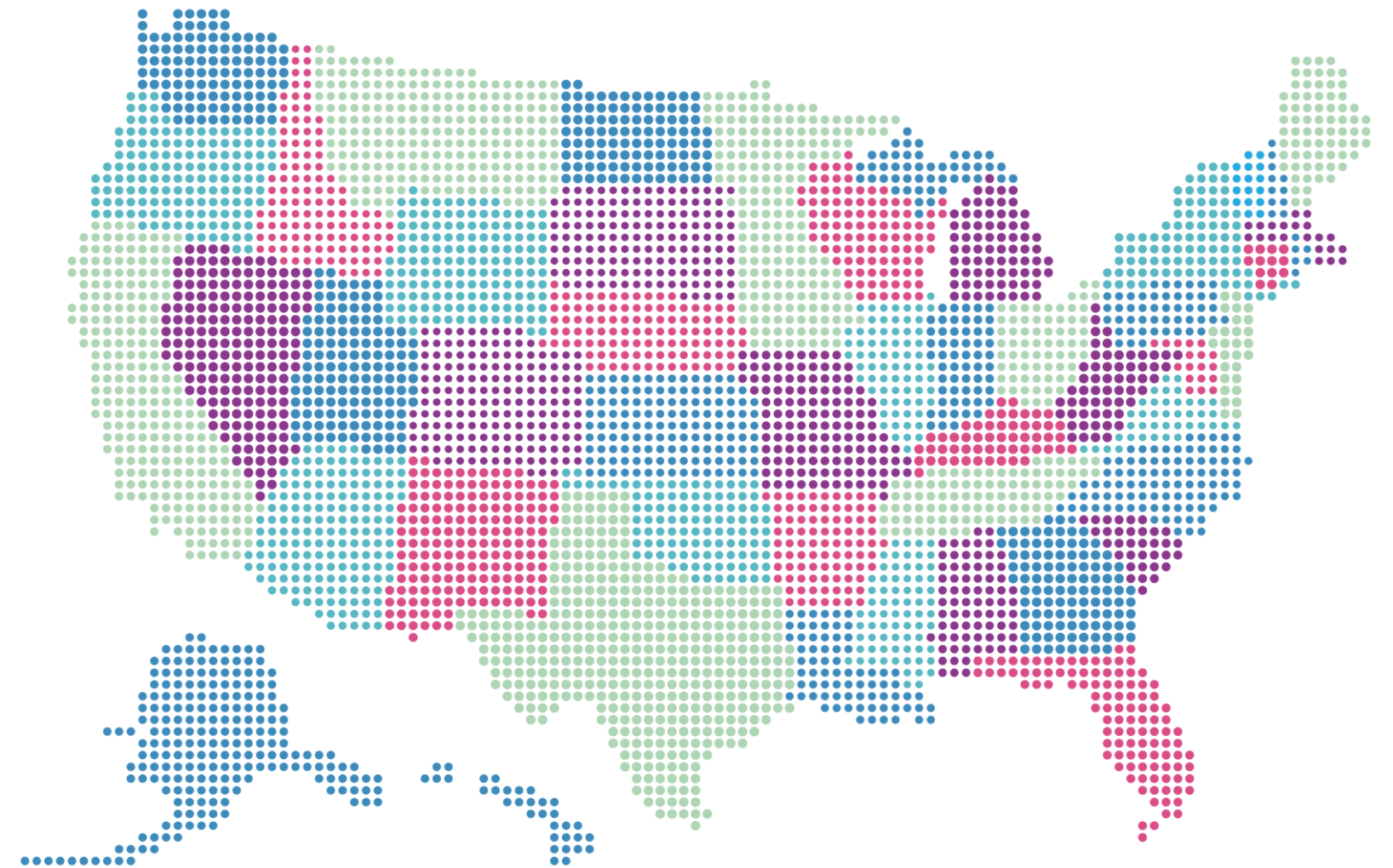
[Pennsylvania](#)

[Minnesota](#)

[Washington](#)

[New Jersey](#)

Is your state not listed? Don't worry! We have information about how nuclear energy benefits **all states** on [our website](#).



The Nuclear Energy Community

The nuclear community is vast and diverse. From environmental activists to medical professionals and students, there is a community to engage as you learn more about nuclear energy. You can connect with advocacy groups like Nuclear Matters, learn from leading experts like the Nuclear Energy Institute and stay up to date with influential voices.

Advocacy Organizations

- Time For Better
- NAYGN
- U.S. Women in Nuclear
- Mothers for Nuclear
- American Conservation Coalition
- American Nuclear Society
- Generation Atomic

Influential Voices

- Isotope
- Nuclear Hazelnut
- Ms. Nuclear Energy
- Grace Stanke
- Sierra Quitiquit
- Dr. J'Tia Hart
- Zion Lights
- Podcast: Fissionary

Research & Information

- Nuclear Energy Institute
- Department of Energy's Office of Nuclear Energy
- Third Way
- Good Energy Collective
- Idaho National Lab



Taking Your Advocacy One Step Further

What Are Some Above and Beyond Ways to Advocate?

There are many ways to get involved, and how much time and energy you put into advocacy is up to you!

Use the below as a checklist—see how many boxes you can check and how often.

- VOTE** for candidates that support nuclear energy.
- PARTICIPATE** in action alerts, which we'll share with you via email. Visit Nuclear Matters' [Action Center](#).
- WRITE** letters to the editor (LTEs) and blog posts. Nuclear Matters can help draft and place LTEs about nuclear energy in your local papers.
- JOIN** the Nuclear Matters [President's Circle](#) and additional advocacy communities like [NAYGN](#), [U.S. Women in Nuclear](#) and [Mothers for Nuclear](#).
- SHARE** resources and recruit new advocates.



BLOG: WHY I BELIEVE SECOND LICENSE RENEWALS ARE NECESSARY TO MINNESOTA

Aug 06, 2019 10:08 AM

LETTER TO THE EDITOR: Georgia leading the country in nuclear energy innovation

By Patti Howell Aug 11, 2023 Updated Sep 16, 2024



It's great to see @WomenInNuclear visiting Congress to show their support for the industry!

Eunice Deras @EuniDloveslife · Jan 28
Why a great day on the Hill! Women in Nuclear Leadership Cohort enjoyed a great opportunity to chat with Representative Mike Doyle (Pennsylvania). #USWINLCP #USWIN #DCExperience



Tips for Contacting Legislators

Wondering how to take your nuclear advocacy to the ballot boxes this election season and beyond? Contact your legislators to remind them how they can play a role in shaping a better tomorrow for their constituents by keeping pro-nuclear policies in mind.

Helpful Resources:

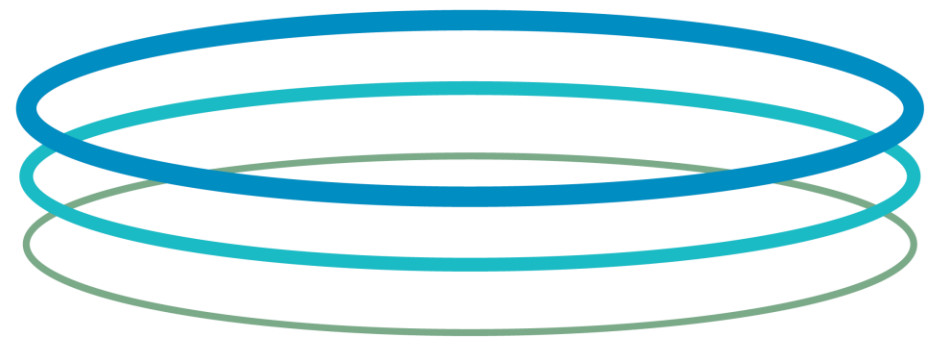
- To start, you can find the contact information for your representatives on the [House](#) and [Senate](#) websites if you'd like to reach out to them directly.
- Not sure what to say? On the Nuclear Matters website, our easy-to-use [Action Center](#) allows you to send customizable, templated emails and social media messages directly to your legislators.
- You can also [sign up for emails](#) to get timely action alerts sent right to your inbox!

Outreach Tips & Tricks:

- **Make it personal.** Legislators care about why the issues matter to you and how nuclear energy affects your life.
- **Be positive.** Regardless of how you feel about your legislators or their performance on issues, refrain from criticizing them or being too negative.
- **Tell them how they can help.** Talk to your elected officials about legislation that supports nuclear energy and how their support can make a difference.
- **Contact them multiple times.** Don't be afraid to reach out to elected officials multiple times on different platforms.

We Are Nuclear Matters

About Nuclear Matters



NUCLEAR
MATTERS®

Nuclear Matters is a national coalition of grassroots advocates working to inform the public and policymakers about the clear benefits of nuclear energy.

We provide educational resources and connect the dots on opportunities to advocate for a clean, reliable energy source in the places that matter most: your home.

Want to get started? Find more resources within our [Climate Week Advocacy Hub!](#)

Connect with Nuclear Matters!

1

FOLLOW US ON SOCIAL

Follow us on [Twitter](#), [Instagram](#), and [Facebook](#) for news about the industry, nuclear energy advocacy and more.

2

JOIN THE COALITION

Visit us at nuclearmatters.com to kickstart your advocacy journey and unlock access to exclusive resources and learning opportunities.

3

SEND US A MESSAGE

Send an email to info@nuclearmatters.com for more information about being an above-and-beyond nuclear advocate.