



科学的根拠に基づかない風評の原因は、福島県の現状や、放射線に関する正しい知識が不足していることであると考え、「知ってもらう」「食べてもらう」「来てもらう」ことを通して、ふうひょうしやく風評払拭に取り組んでいます。

Unfounded rumors not based on scientific evidence are believed to be caused by the lack of accurate knowledge about the current situation in Fukushima and radiation in general. Therefore, we are working to dispel misinformation through initiatives that promote "knowing," "eating," and "visiting."

知ってもらう

メディア、イベント等を活用し、放射線の基礎知識や健康影響、復興が進んでいる被災地の姿など、正しい知識を発信する取組が行われています。

Knowing

Efforts are being made to share accurate information through media and events, covering topics such as the basics of radiation, its health effects, and the progress of reconstruction in the disaster areas.



食べてもらう

じょうばん「常盤もの」の水産物や、米、桃、日本酒などの福島県産品の「魅力」や「美味しさ」を発信し、食を通して、福島県産品の安全性や魅力を伝える取組が行われています。

Eating

Efforts are also ongoing to highlight the appeal and quality of Fukushima products, including Joban-mono seafood (caught off the shore of the Joban Area), rice, peaches, and sake, showcasing the safety and charm of Fukushima products through food.



©産経新聞社・©Sankei Shimbun

来てもらう

福島県には、歴史や自然などに加え、ほかの地域では体験できないコンテンツがあります。複合災害の教訓等から、持続可能な社会・地域づくりなどの未来社会を考える新しい旅の形、「ホープツーリズム」が実施されています。

Visiting

Fukushima offers unique experiences that cannot be found in other regions, along with its rich history and natural beauty. Drawing lessons from such complex disasters, a new form of travel, "Hope Tourism," is being offered with consideration for future societies, including community development and sustainable societies.



©福島県観光交流協会 承認番号795353
©Fukushima Prefecture Tourism & Local Products Association Approval number 795353

風評払拭の取組

Efforts to Dispel Misinformation

風評払拭に向けて、
「知ってもらう」「食べてもらう」
「来てもらう」ための取組。

Efforts to dispel misinformation through initiatives to promote "knowing," "eating," and "visiting."