

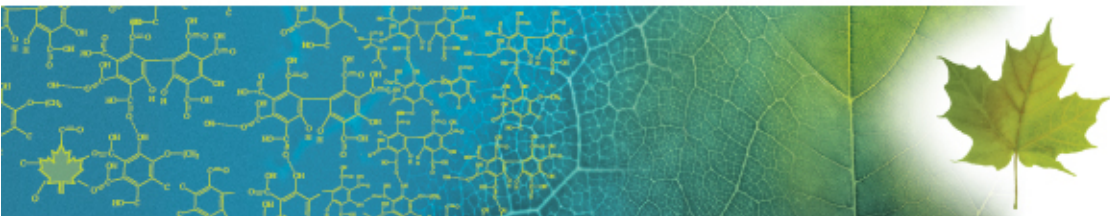


Government
of Canada

Gouvernement
du Canada

Public Outreach

Health Canada – PAHO Workshop
Lima, Peru
November 8-10, 2016



CHEMICALS
MANAGEMENT
PLAN

PLAN DE
GESTION DES
PRODUITS CHIMIQUES

Canada

Outline

- Background and objectives
- Framework for stakeholder engagement and public outreach (as interconnected functions)
- Drivers for change and moving forward with a new approach
- Examples of Public Outreach in Action
- Observations from the Canadian experience



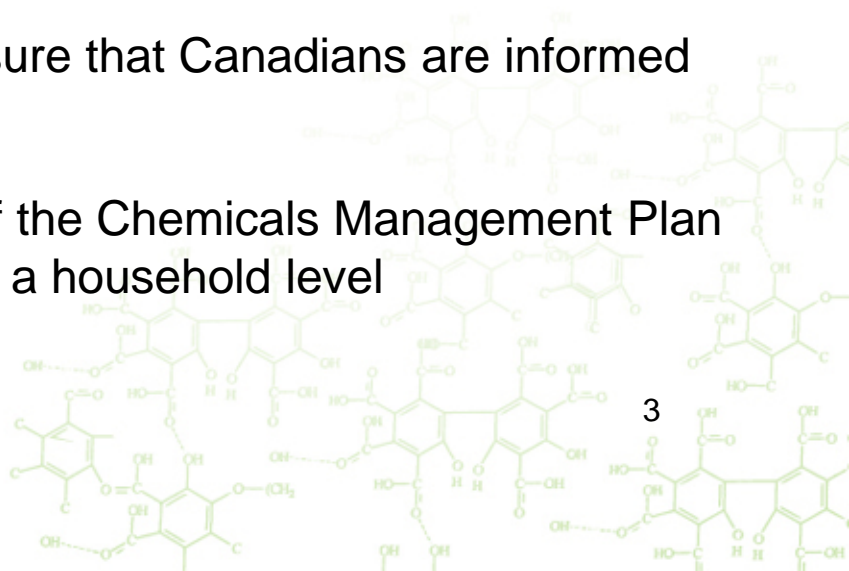
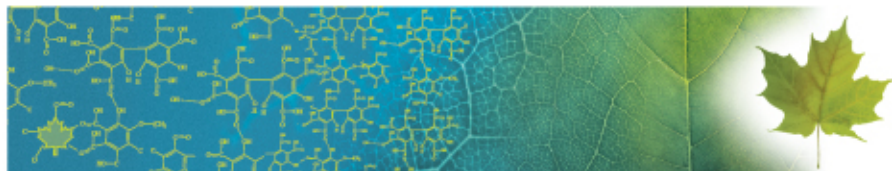
Objectives of CMP Public Outreach

Objectives:

- To motivate and enable Canadians to take action to protect their health from potential risks from chemicals and how to avoid or minimize those risks



- To build public confidence and help to ensure that Canadians are informed of program findings
- To raise the visibility and understanding of the Chemicals Management Plan (CMP) and why it matters to Canadians at a household level



How do we define Public Outreach under the CMP?

- Communicating science-based program information to the Canadian public through a variety of methods and multi-media tools, in a collaborative and meaningful way to help Canadians take action to protect their health and the health of their families



Stakeholder Engagement and Public Outreach Framework

Engagement for the CMP

Risk Communications/Outreach to Canadians on potential risks and safe use of chemicals

Industry Stakeholders

- Program-wide
- Sector-specific

Other Engaged Stakeholders and Partners

- CMP capacity building partners (CNHHE, AFN,ITK)
- Environmental and health NGOs
- Academics and researchers
- Health professionals, early childhood educators, etc.
- Federal-Provincial

General Public

- Including vulnerable populations (in particular parents of young children, seniors), Aboriginal peoples, Canadians as consumers, etc.

Program Websites including Inquiry Lines

e.g. Chemical Substances, Toxic Substances, New Substances, CEPA Registry

Publications

e.g. CMP Progress Report, CMP Factsheets, Technical Publications such as risk assessments of new and existing substances, compliance promotion materials

Consultation Documents

e.g. State of Science Reports, draft risk assessments, draft risk management documents

CMP Stakeholder Advisory Council

CEPA Industry Coordinating Group (ICG)

Sector Working Groups

Information Sessions

e.g. face to face workshops, webinars, conferences, trade shows

Websites

e.g. Chemical Substances website, Canada.ca/health

Publications

e.g. "Chemicals at a glance", "Chemicals and Your Health", CMP Factsheets, "Hazardcheck", "Seniors Environmental Health Guide"

Trade Shows and Awareness Raising Events

Social Media

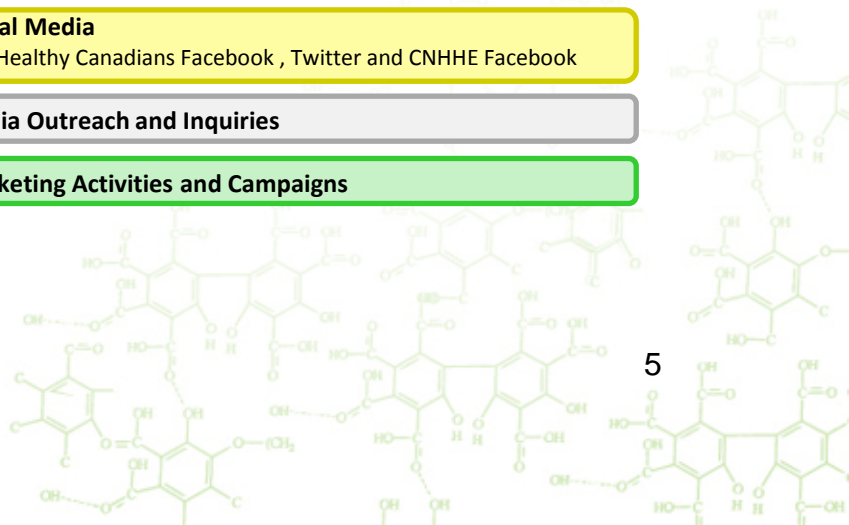
e.g. Healthy Canadians Facebook, Twitter and CNHHE Facebook

Media Outreach and Inquiries

Marketing Activities and Campaigns



Note: This listing of activities is **not** intended to be comprehensive



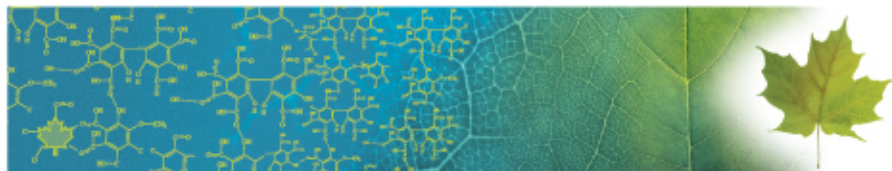
Public Outreach Authorities

1. Chemicals Management Plan (CMP)

- Announced by the Prime Minister, December 2006 , renewed in 2011 and 2016

2. Action Plan to Protect Human Health from Environmental Contaminants:

- Action and awareness component established to support public outreach under the CMP (approved 2007)
- Designed to make Canadians aware that environmental contaminants can impact their health and what actions they can take to avoid or minimize environmental health risks at a household level.
- Supported the development of a series of environmental health guides:

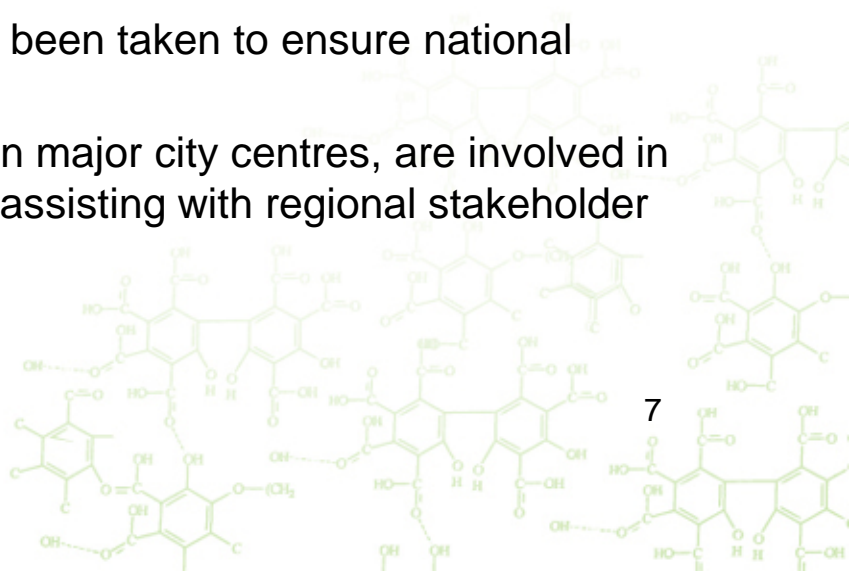


Public Outreach Under the CMP is Well Established

Established and integrated delivery model for implementing public outreach:

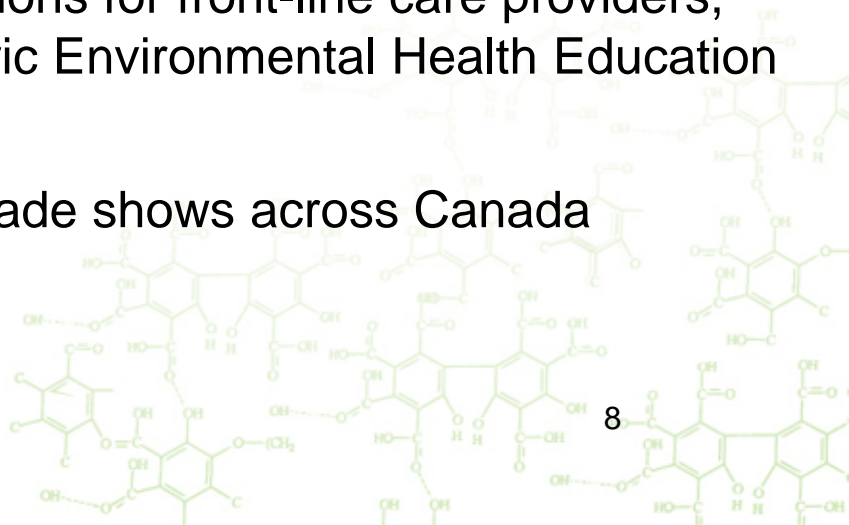
- **Health Canada's Safe Environments Directorate**
 - Focal point for public outreach activities for the CMP
 - Collaborate with Health Canada Partners: radon, pesticides, food and drugs, natural health products, water and air quality*
 - All outreach products and activities have similar goal, therefore products are integrated/cross promoted where possible
- **Regions across Canada**
 - A coordinated, collaborative approach has been taken to ensure national cohesiveness to public outreach
 - Health Canada Regions, typically located in major city centres, are involved in public outreach for all products/programs, assisting with regional stakeholder engagement (e.g., trade shows/events)

*See appendix A-1 for glossary of HC partners



Public Outreach Under the CMP is Well Established (cont'd)

- **Social media** – Healthy Canadians, Facebook, Twitter and Pinterest, Virtual House Tour/Quiz promotion
- **Media outreach** – “Chemicals and your health”, media campaign
- **Publications** – plain language summaries for CMP substances of concern, “Hazardcheck”, Seniors guide, First Nations and Inuit guide, CMP Fact Sheets
- **Web Sites** – e.g., Chemical Substances, canada.gc.ca/health, partner websites
- **Marketing activities** – youth video challenge/EduTox, retail engagement events
- **Awareness events** – e.g., Learning sessions for front-line care providers, early childhood educators, nurses, Pediatric Environmental Health Education Forum
- **Trade-shows** – Consumer and industry trade shows across Canada (~70/year)



Drivers for Change

The way Canadians are seeking information has changed and we must change as well



Feedback from stakeholders:
Focussed and simple messaging

Program Evaluations:
Identified need for increased public outreach
and better understanding of Canadians'
information needs



Drivers for Change (cont'd)

Competing information on-line

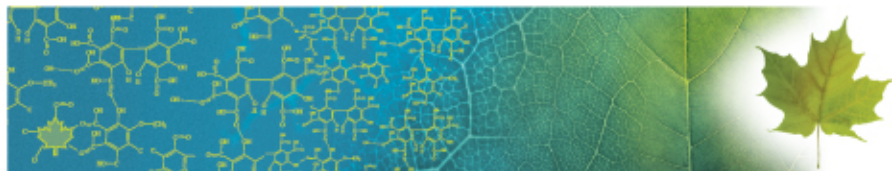


GOC commitment to
openness and
transparency

More CMP program information to share



Situating public outreach as a risk management tool



How Are We Responding: A New 5-Year Public Outreach Strategy

Environmental Health Public Outreach Strategy 2016-2021: At a Glance

MISSION

Contribute to the health and safety of Canadians and their confidence in the regulatory system through timely and open communication on environmental health issues

Mandate*

Canadians use the information they need to avoid or minimize risks posed by substances of concern (CMP)

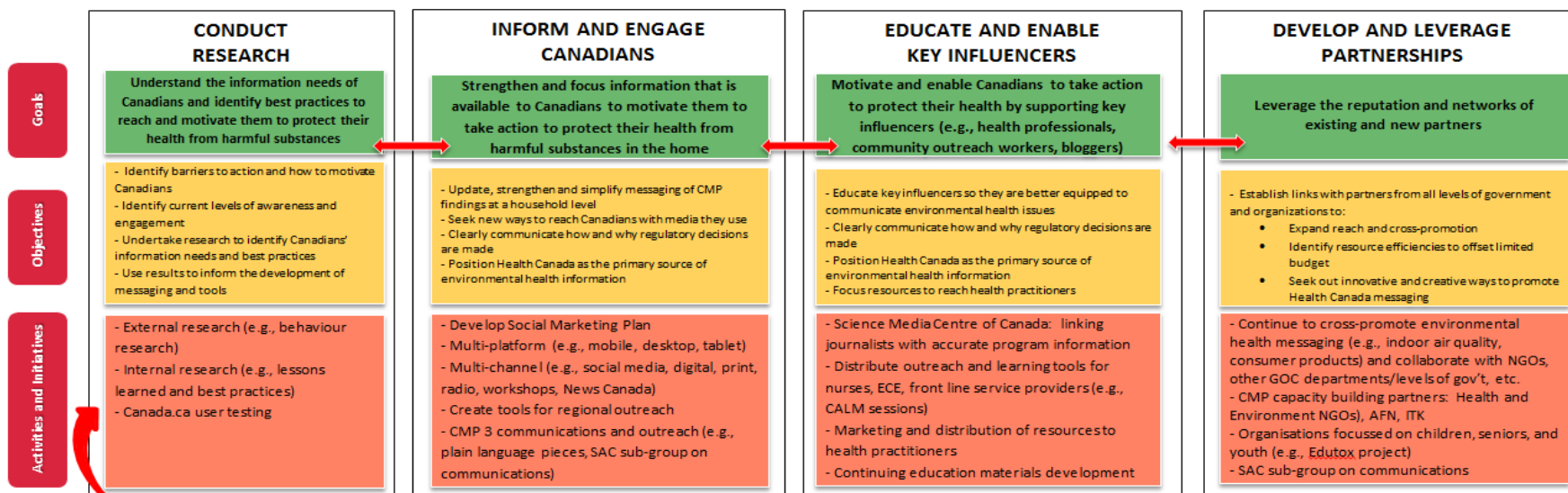
Increased action by Canadians to minimize environmental health risks (Action Plan)

Target Audience

General Canadian public, especially vulnerable populations

Approach

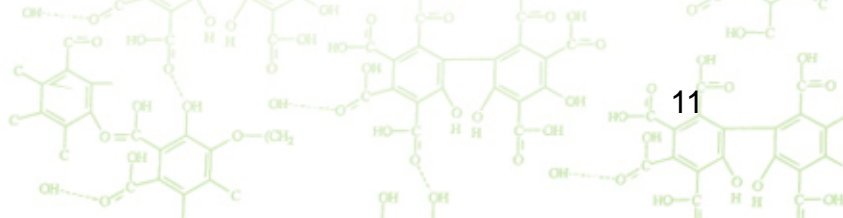
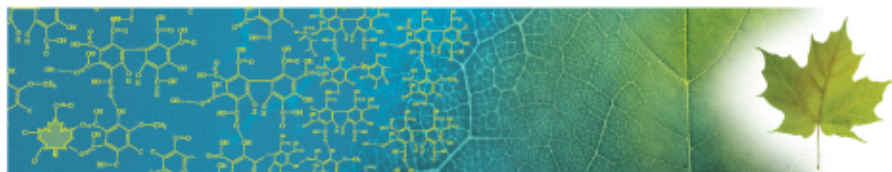
A five-year collaborative strategy to strengthen Health Canada's public outreach to Canadians on environmental health at a household level, based on four key pillars



Performance Measurement

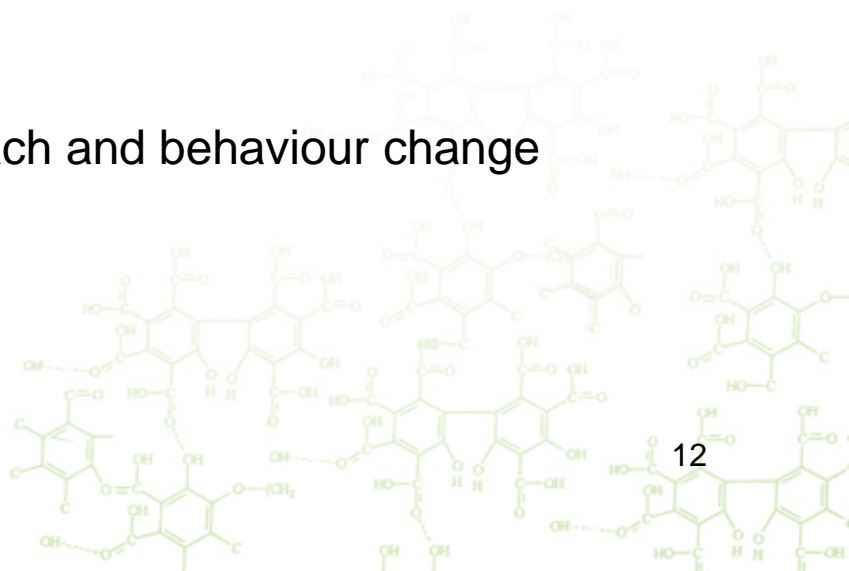
July 11, 2015

*Mandate flows from 2 initiatives: the CMP and the Action Plan to Protect Human Health from Environmental Contaminants



How Are We Responding: A New 5-Year Public Outreach Strategy (cont'd)

- Aligned with Government of Canada commitment to increase openness and transparency to build confidence in the regulatory system
- Target audience is the Canadian public, in particular vulnerable populations and those who care for them
- Approach is five-year and collaborative
- Pillars (four) provide focus, starting with research to inform all elements of the strategy
- Ongoing monitoring of effectiveness, reach and behaviour change



Pillar 1: Conduct Research

Goal

Understand the information needs of Canadians and identify best practices to inform the strategy and development of key messages/information products/tools, using multiple methods and sources

Examples of Products and Activities

Behaviour Research: *Canadian Environmental Health Habits and Behaviours Survey, 2016*

On-line panel survey of ~1800 people, by TNS Global, to obtain information on the environmental health habits of Canadians at the household level and their information seeking behaviours

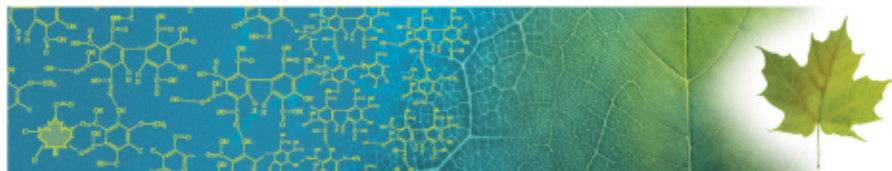
What household hazards did Canadians identify as an area of interest of interest:

26%	mould/humidity
26%	kitchen/bathroom cleaners
21%	indoor air quality
20%	food safety



Less than half of Canadians believe they are able to maintain a healthy home:

20%	rent, no control of issue/concern
19%	too expensive/not enough money
8%	not enough time



Pillar 1: Conduct Research (cont'd)

Examples of Products and Activities (cont'd)

Social media analysis:



An in-house analysis of how Canadians are accessing information on chemicals and environmental health and what is of most concern to them

- Most prominent topic identified was harmful chemicals in consumer and household products, including cosmetics, personal care products, and cleaning products
- Many sources of information feature messaging that contradicts that of Health Canada with some providing advice to mitigate risks that may be unrealistic, or even dangerous in some instances (e.g., sunscreen, pesticides)

Public Opinion Research (in progress):

On-line panel survey and focus groups to identify:

- Canadians' preferences for receiving information
- Environmental health issues that Canadians are most concerned about
- Canadians' level of knowledge of environmental health issues
- What motivates Canadians to take action
- What barriers may prevent Canadians from taking action



Pillar 2: Informing and Engaging Canadians

Goal

Strengthen and focus information that is available to Canadians to motivate them to take action to protect their health

Example of Products and Activities

From Scientific Information to Communications for the Public:

Publication Notice

Chemical Substances
www.chemicalsubstances.gc.ca

Home > The Substance Grouping Initiative > Boric Acid, its Salts and its Precursors

Boric Acid, its Salts and its Precursors

Help on accessing alternative formats, such as Portable Document Format (PDF), Microsoft Word and PowerPoint (PPT) files, can be obtained in the alternate format box on the right.

Boron-containing substances are among those identified as priorities for action for the second phase of the Chemical Management Plan (CMP). The selection of these boron-containing substances for action was based on the categorization process completed in 2008 and on the potential of the substances to release a common moiety of concern, boric acid.

- Summary of Publications
- Chemicals
- Draft Screening Assessment and Risk Management Scope
- Substances Released
- Background

Summary of Publications

The current screening assessment focuses on boric acid, and therefore includes boric acid, its salts and its precursors, that is, boron-containing substances that release boric acid. Further substances were identified as priorities for further action during categorization and are presented in the table below.

Boron-Containing Substances that meet categorization criteria under subsection 7(1)(c) of the Canadian Environmental Protection Act, 1999

CASRN	Chemical Substance	Draft Screening Assessment	Proposed Risk Management Scope
1303-46-4	Boron (B ₂ H ₆ O ₃ ·1/2H ₂ O)	52%	52%
1303-46-4	Boron sulfonic oxide (B ₂ H ₂ SO ₄)		
1303-46-4	Boric acid, pure salt		
1402-04-4	Boronic acid (H ₂ BO ₃) ₂ sodium salt		
1303-46-4	Boric acid (H ₃ BO ₃)		

Plain Language Summary

Boric acid

Boric acid, also called boron or boric, is found naturally in the environment. It can also be used in common consumer products. Learn about this chemical and if it's safe for Canadians.

On this page

- What is boric acid?
- Is boric acid safe?
- How can Canadians minimize their exposure to boric acid?
- For more information

What is boric acid?

Boric acid is a common form of boron, a naturally occurring element found in different minerals. Natural sources include:

- water
- volcanoes
- sea salt spray

Social Media Posts

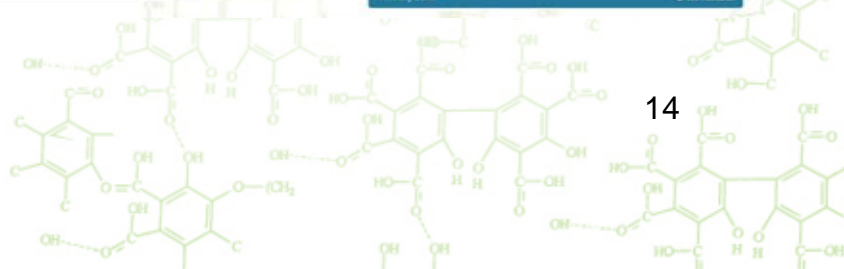
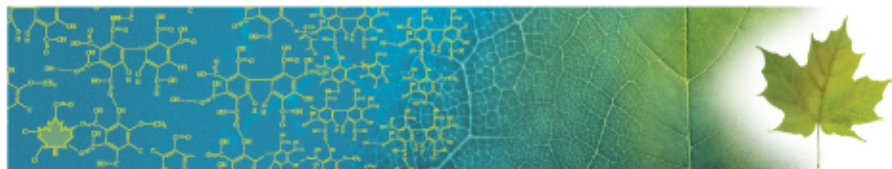
WHAT IS BORIC ACID?

Do you know what BORIC ACID is, and if it's safe for your family? Find out: <http://www.fingertips.gc.ca/>

Healthy Canadians @HealthyCan - Sep 14
Warning - #BoricAcid could harm your kids. Find a boric acid free recipe instead. More info on tiny.cc/4304b0p

MAKING SLIME WITH YOUR KIDS? LEAVE OUT THE BORIC ACID!

HealthyCanadians



Pillar 3: Educate and Enable Key Influencers

Goal

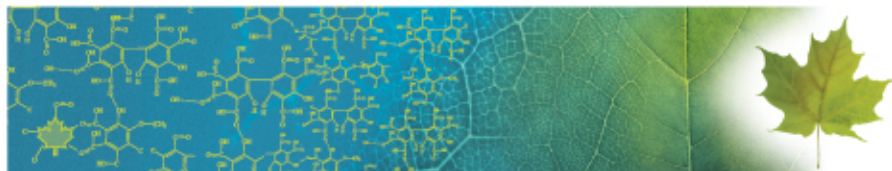
Motivate and enable Canadians to take action to protect their health by supporting key influencers (e.g., health professionals, community outreach workers, bloggers)

Example of Products and Activities

Chemicals Awareness Learning Modules (CALM): designed specifically for the CMP program to educate trusted intermediaries (e.g., early childhood educators, certified respiratory educators, nurses)



News articles on Chemicals and your Health: distributed to news outlets and on-line portals across Canada



Pillar 4: Developing and Leveraging Partnerships

Goal

Leverage the reputation, influence, and resources of existing and new partners to expand reach, establish new networks, and increase cross-promotion

Examples of Products and Activities

- CMP Capacity Building partnerships (national indigenous organisations, non-government organisations (NGOs))
- “EduTox” – new youth video challenge to educate and motivate youth with NGO and private sector partners
- Seniors Guide promotion – Active Living Coalition for Older Adults (ALCOA)
- Stakeholder Advisory Council (SAC) sub-group on CMP communications



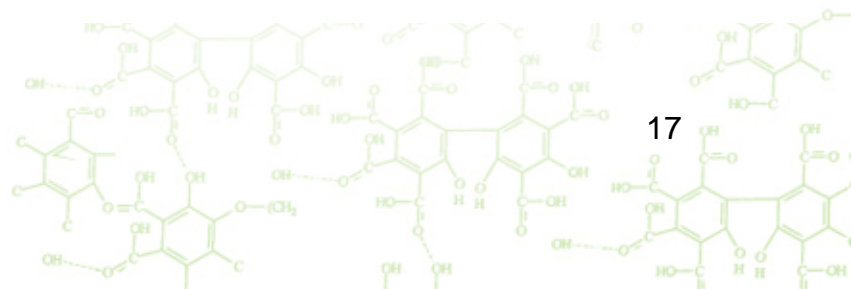
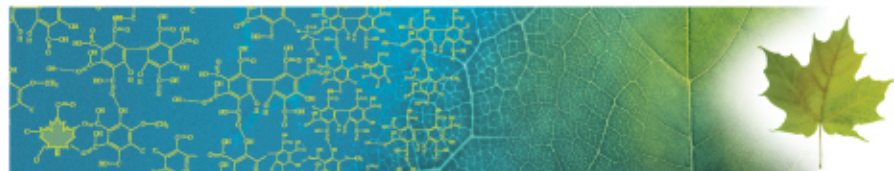
Pillar 4: Developing and Leveraging Partnerships (cont'd)



OACAO

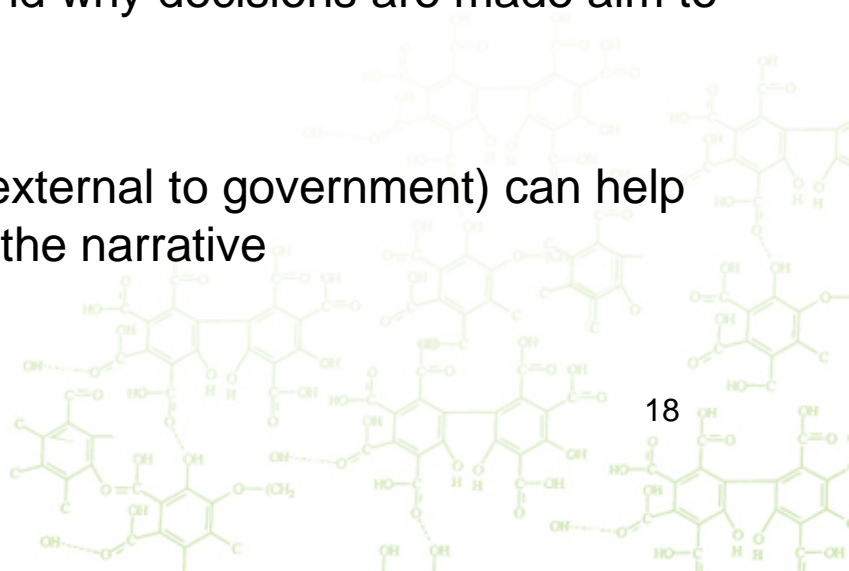
Older Adult Centres' Association of Ontario
Association des centres pour aînés de l'Ontario

*Note: only a sampling; not a comprehensive list

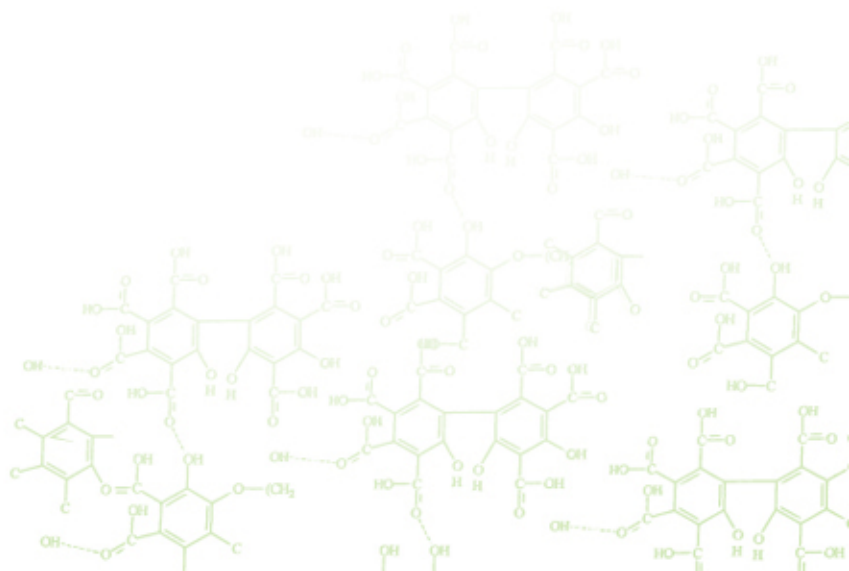


Observations from the Canadian Experience

- Public outreach as a risk management tool
 - Key role for governments in getting science-based information to citizens given multiple and conflicting messages in public domain
 - How can citizens play a role to be their own risk managers? How can the public benefit from program findings?
- Messaging needs to be simple and action oriented
 - Healthy home theme can help knit story together across sources and routes of exposure (e.g., consumer products, air, water, food)
- Plain language explanations about how and why decisions are made aim to build confidence in the regulatory system
- Strategic partnerships (both internal and external to government) can help get messages to the public and influence the narrative



Appendices for Reference



Glossary: Health Canada Internal Partners

CPSD – Consumer and Product Safety Directorate

ERHSD – Environmental and Radiation Health Sciences Directorate

WAQB – Water and Air Quality Bureau

PMRA – Pest Management Regulatory Agency

HPFB – Health Products and Food Branch

NHPD – Natural Health Products Directorate

PHAC – Public Health Agency of Canada

FNIHB – First Nations and Inuit Health Branch

