Public Outreach

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

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

Feedback from stakeholders:
Focussed and simple messaging.
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

CONDUCT RESEARCH
Understand the information needs of Canadians and identify best practices to reach and motivate them to protect their health from harmful substances
- Identify barriers to action and how to motivate Canadians
- Identify current levels of awareness and engagement
- Undertake research to identify Canadians’ information needs and best practices
- Use results to inform the development of messaging and tools
- External research (e.g., behaviour research)
- Internal research (e.g., lessons learned and best practices)
- Canada.ca user testing

INFORM AND ENGAGE CANADIANS
Strengthen and focus information that is available to Canadians to motivate them to take action to protect their health from harmful substances in the home
- Update, strengthen and simplify messaging of CMP findings at a household level
- Seek new ways to reach Canadians with media they use
- Clearly communicate how and why regulatory decisions are made
- Position Health Canada as the primary source of environmental health information
- Focus resources to reach health practitioners
- Develop Social Marketing Plan
  - Multi-platform (e.g., mobile, desktop, tablet)
  - Multi-channel (e.g., social media, digital, print, radio, workshops, News Canada)
- Create tools for regional outreach
- CMP 3 communications and outreach (e.g., plain language pieces, SAC sub-group on communications)

EDUCATE AND ENABLE KEY INFLUENCERS
Motivate and enable Canadians to take action to protect their health by supporting key influencers (e.g., health professionals, community outreach workers, bloggers)
- Educate key influencers so they are better equipped to communicate environmental health issues
- Clearly communicate how and why regulatory decisions are made
- Position Health Canada as the primary source of environmental health information
- Focus resources to reach health practitioners
- Science Media Centre of Canada: Linking journalists with accurate program information
  - Distribute outreach and learning tools for nurses, ECE, front line service providers (e.g., CALM sessions)
- Marketing and distribution of resources to health practitioners
- Continuing education materials development

DEVELOP AND LEVERAGE PARTNERSHIPS
Leverage the reputation and networks of existing and new partners
- Establish links with partners from all levels of government and organizations to:
  - Expand reach and co-promotion
  - Identify resource efficiencies to offset limited budget
  - Seek out innovative and creative ways to promote Health Canada messaging
- Continue to cross-promote environmental health messaging (e.g., indoor air quality, consumer products) and collaborate with NGOs, other GOC departments (levels of gov’t), etc.
  - CMP capacity building partners: Health and Environment NGOs, AFN, ITK
  - Organisations focussed on children, seniors, and youth (e.g., Edutox project)
  - SAC sub-group on communications

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
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:
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 online 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)

*Note: only a sampling; not a comprehensive list
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