

**NATIONAL CONVERSATION ON PUBLIC HEALTH AND CHEMICAL EXPOSURES
EDUCATION AND COMMUNICATION WORK GROUP**

**Meeting No. 5 Summary
Teleconference
March 22, 2010**

Call Objectives:

- Reach shared understanding about the plans and timeline of the *National Conversation on Public Health and Chemical Exposures* Education and Communication work group, our April meeting, and how the work group's report fits into the overall *National Conversation*.
- Receive updates from the Public and Health Professionals subgroups
- Learn about useful tools for the project management site
- Hear updates from the overall *National Conversation* project
- Decide on next steps and assignments

| Upcoming Meeting | When and Where | Suggested Agenda Items |
|---|---|---|
| Education and Communication Work Group Call (Meeting No. 6) | 10:00 a.m. EDT April 21, 2010– 2:00 p.m. EDT April 22, 2010 Washington, DC (venue TBD) | <ul style="list-style-type: none"> ○ Review and critique subgroup drafts ○ Identify information gaps for report ○ Begin to identify priority recommendations |

I. Action Items

| Member Tasks | Who | Completed by |
|--|-----------------------------------|-----------------|
| 1. Participate in the first <i>National Conversation</i> web dialogue: www.webdialogues.net/nationalconversation/vision | All members (invited) | April 5–7, 2010 |
| 2. Post draft report sections II and III to the project management site | All members | April 14, 2010 |
| Leadership Team Tasks | Who | Completed by |
| 3. Post draft report section I to the project management site | Jenny Van Skiver | April 14, 2010 |
| 4. Determine what other groups are doing with any resources or interim work products that will not fit into the work group report | Jenny Van Skiver and Dana Goodson | April 21, 2010 |

II. Call Summary

Welcome, introductions, and agenda review

Work group chair, Dr. Kathleen Rest, Union of Concerned Scientists, welcomed members to the call. Dana Goodson, RESOLVE, took roll and reviewed the agenda.

Overview of work group's direction

Update on April meeting logistics

Jenny Van Skiver, NCEH/ATSDR staff, reminded members that the upcoming in-person meeting will be held from 10:00 am, Eastern time, on April 21 through 2:00 pm on April 22. The work group will meet in the metro Washington, DC area. The venue is still to be determined, but NCEH/ATSDR staff hope to provide that information shortly. Van Skiver urged members to RSVP and let her know as soon as possible if they are requesting travel support.

Preparation and plans for the April meeting

Rest said that subgroups should plan to draft sections II and III of their reports between now and the April meeting. Van Skiver will provide a draft of section I. Subgroups will have time at the April meeting to work face-to-face and review the draft report content. By the end of the April meeting, the group will have begun identifying recommendations to include in the full work group report. Rest reminded members to follow the template, noting that it is important to cover each sub-bullet within each section, but she also encouraged them not to worry about the order or placement of content beneath specific sub-sections of each section of the template. Rest further reminded members of the page limitations for sections II (6 pages) and III (3 pages), which will include content from the full work group.

Role of work group report in overall National Conversation project

Rest noted that the Education and Communication work group report will be submitted to the *National Conversation* Leadership Council to include as an appendix to its final action agenda. She asked members to focus on the high priority issues and noted that the full work group will need to stand behind the report it submits. Rest said that she is hopeful that the work group will make a compelling case for its recommendations and that the *Leadership Council* will choose to include them. As a Leadership Council member, Rest can advocate for consideration of the work group's priority recommendations. The Leadership Council does not yet know how many recommendations it should include in its action agenda.

A member asked about creative ways subgroup efforts might be used, such as carrying them forward as collaborative documents after the *National Conversation's* conclusion. For example, might another organization or program Web site adopt them? Another member agreed that posting interim documents on a credible source's Web site would be a good idea. Rest responded that some documents might be appropriate as appendices to the work group report, but that the group has specific recommendations for their use to the Leadership Council. The work group leadership team agreed to look into what other work groups are doing with interim work products.

A member asked what measures are in place to comment on the action agenda in the case the Leadership Council does not choose to include the Education and Communication work group's priority recommendations. Goodson replied that the Leadership Council is tasked with developing its draft action agenda in December 2010, and that the work group will meet by phone in January or February 2011 to discuss the action agenda. Work groups will have the opportunity to provide comments about the draft action agenda before the Leadership Council completes its final action agenda in April or May 2011.

Industry Membership

As a follow-up to the work group's February 2010 discussion about industry representation on the work group, Rest reported that it is too late in the process to add an industry member. The

work group has neither time nor resources to cover this sector's role in communicating with or educating the public about health and chemical exposures. The report will note this limitation.

Update from the Health Professionals subgroup

Robert Washam, Martin County Health Department, Health Professionals subgroup chair, updated members about the progress made since the last full work group call:

- Rest reviewed the subgroup's work and helped identify content gaps;
- The subgroup met by phone to discuss their plan for developing sections II and III of the report; and
- Content has been compiled into a first draft following the report template.

The Health Professionals subgroup will meet by phone April 6 at 10:00 am and can share its draft contributions to the template one week before the in-person meeting.

Update from the Public subgroup

Public subgroup chair, Diana Degen, The Cadmus Group, Inc., reported that her subgroup has also started filling in the template, answering the detailed questions Rest posed beneath each section. The subgroup will continue to do so next week.

The Public subgroup will meet by phone April 8 from 2:00 pm – 3:00 pm, Eastern, and will provide draft content one week before the in-person meeting.

Document collaboration on the shared workspace

Van Skiver referred to the "Document Collaboration Tips" Word document Goodson shared with the group via email on March 19, 2010. She urged members to use this tip sheet as a guide when working together on work group documents and encouraged them to contact her (jvanskiver@cdc.gov / (770) 488-3964) with any questions about the project management site.

National conversation updates

Membership protocol from the Leadership Council

Goodson noted that the Leadership Council has accepted the *National Conversation* operating procedures document. Missing four full work group calls or meetings as of January 29, 2010 will be considered resignation from the group, unless arrangements are made in advance with Rest or Goodson and the member has been an active participant.

Update on April 5–7, 2010 web dialogue

The Web dialogue is an online, typed discussion that will take place April 5–7. It will cover the *National Conversation's* vision, structure, and key issues. An agenda with pre-determined topics and discussions for each of the three days is provided. After registering, participants may participate in the Web dialogue as much or as little as they wish during the three days. All registered participants can post messages to the site, and see and respond to messages posted by others, similar to a blog. The Web dialogue will be actively facilitated by Gail Bingham, RESOLVE, during business hours.

The agenda was developed in consultation with work group members who volunteered to serve on the *National Conversation's* Public Involvement Subcommittee. Issues of direct relevance to the Education and Communication work group will be discussed on both Tuesday, April 6 and Wednesday, April 7. The "Involving People in Decisions that Affect Their Health" topic on April 6 includes discussions about information needs and communicating uncertainty, in addition to other questions about public involvement. April 7's "Responding Effectively to Exposures" topic addresses training, including training of health professionals and environmental public health practitioners.

Van Skiver encouraged all members to register and participate. She also asked members to share the announcement email with others who might be interested. The Web dialogue is accessible from www.webdialogues.net/nationalconversation/vision.

In addition to regular participants, subject matter experts will serve as "panelists" for each major topic. Panelists respond to participants' comments and questions on the day that topic is on the agenda. Discussions will be summarized and the summary shared at our April meeting. The Leadership Council will have the primary responsibility for incorporating the Web dialogue results into its deliberations, but we hope that the online discussions will be useful to the work groups as well.

Next Steps and Assignments

Subgroups will continue working on sections of the template and will post them to the project management site under the appropriate subgroup heading. Goodson noted that she will be on leave starting in May. RESOLVE facilitator Jennifer Peyser will attend the April in-person meeting and will take over for Goodson following the meeting. Goodson and Rest thanked everyone for their participation and adjourned the call.

III. Participation

Members Present

Sophie Balk, Children's Hospital at Montefiore, Albert Einstein College of Medicine
Alan Bookman, New Jersey Department of Environmental Protection
Alison Cohen, Brown University
Diana Degen, The Cadmus Group, Inc.
Peter Dooley, Laborsafe
Elizabeth Grossman, freelance journalist
Marc Kusnitz, U.S. Food and Drug Administration
Yanna Lambrinidou, Parents for Nontoxic Alternatives
Mary Lamielle, National Center for Environmental Health Strategies
Amy Liebman, Migrant Clinicians Network
Leyla McCurdy, National Environmental Education Foundation
Karen Miller, Huntington Breast Cancer Coalition/Prevention Is The Cure, Inc.
John Stine, Minnesota Department of Health
John Sullivan, University of Texas Medical Branch/NIEHS Center in Environmental Toxicology
Robert Washam, Martin County Health Department
Philip Wexler, National Institutes of Health, National Library of Medicine

Regrets

Rosemary Ahtuanguaruk, Inupiat Community of the Arctic Slope
Julia Brody, Silent Spring Institute
Stephanie Chalupka, Worcester State College
Jeffrey Jenkins, Oregon State University
Lena Jones, Jackson Roadmap to Health Equity Project
Jerome Paulson, Mid-Atlantic Center for Children's Health and the Environment
Anne Rolfes, Louisiana Bucket Brigade
Matthew Stefanak, Mahoning County District Board of Health
Lina Younes, U.S. Environmental Protection Agency

Facilitation and Staff Team Members Present

Kathleen Rest, Union of Concerned Scientists *chair*
Dana Goodson, RESOLVE *facilitator*
Jana Telfer, NCEH/ATSDR *senior liaison*
Jenny Van Skiver, NCEH/ATSDR *staff*