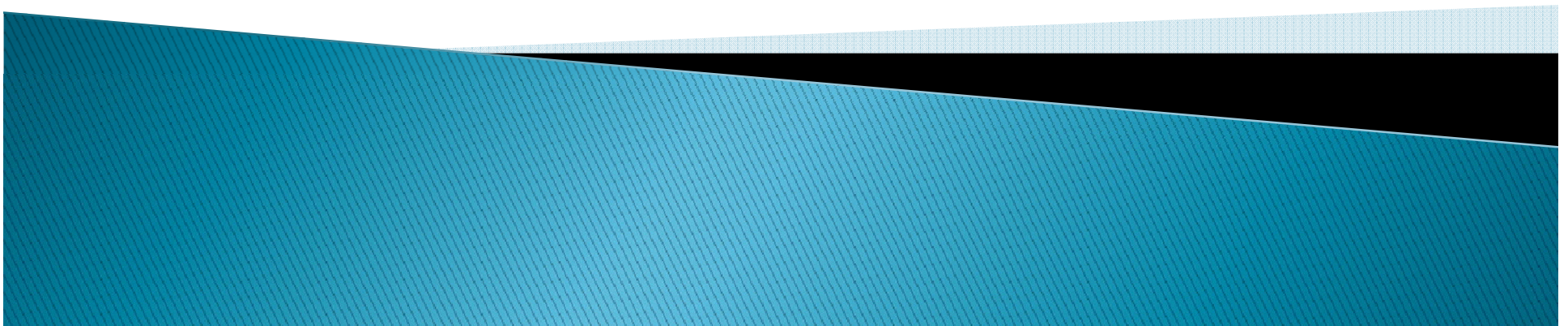


Improving the Public Communication of Chemical-related Health Risks

Amardeep S Khosla
Executive Director
Environmental Health Industry Coordinating Group



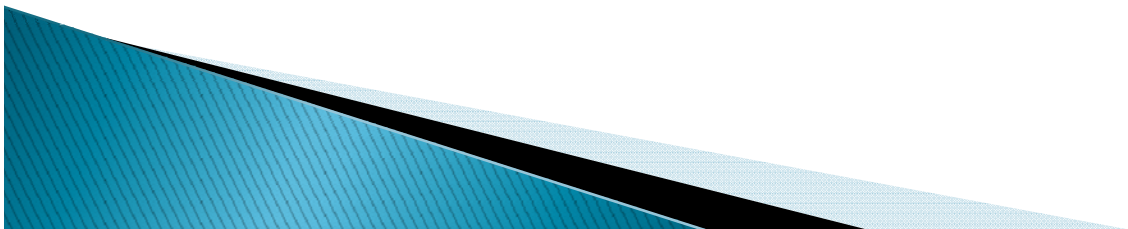
Welcome!

- ▶ On behalf of the organizers
 - Canadian Chemical Producers' Association (CCPA)
 - CropLife Canada
 - Canadian Chlorine Chemistry Council
- ▶ and the Steering Group
 - Dan Krewski, U of Ottawa
 - Michael Bourque, CCPA
 - Peter MacLeod, CropLife Canada
 - Erica Phipps, CPCHE
 - Lars Juergenson, PMRA
 - Grant Hogg, Health Canada



Purpose

- ▶ Identify best practices and other considerations that would assist policy makers, and diverse public professionals
... so as to
- ▶ Improve the practice of risk communication and build public understanding
... of
- ▶ Chemical-related health risks and how to address them



Structure

- ▶ Participants from industry, government, NGOs, academia, media
 - ▶ Diverse perspectives
- ▶ Case Studies
 - Focus on Risk Communications surrounding risk decisions
 - Do not focus on whether decisions were ‘right’ or ‘wrong’
 - Important topic, pursued elsewhere
- ▶ Presentations and Panel
 - Diverse perspectives that add a non-technical dimension to our discussions

... in order to ‘improve the practice of risk communication and build public understanding ...’

