

Communications and Outreach- Overview

Presentation to the
Pest Management Advisory Council
June 3, 2003
Janice Hopkins
Director, Alternative Strategies and Regulatory Affairs



Purpose

- ◆ Respond to previous PMAC discussion
- ◆ Describe communications approach regarding the new Act
- ◆ Link with other communications regarding sustainable pest management and sustainable development
- ◆ Context for next presentations

Communication Objectives- External

- ◆ To demonstrate that the government has taken concrete action to improve the management of pesticides in Canada, thereby strengthening protection for Canadian's health—especially children—and their environment – and creating support for the new Act.
- ◆ To give key audiences a better understanding of how pesticides are regulated within Canada, how the regulatory system has been improved, and roles within the regulatory system.
- ◆ To create awareness of existing programs to encourage sustainable pest management (the Action Plan for Urban Use Pesticides and the Healthy Lawns Strategy; Risk reduction projects).
- ◆ To provide consistent messages to audiences.



Internal Communication Objectives

- ◆ To create awareness by PMRA staff of the new PCPA, and how it will affect policies and operations, and of the relationship between PMRA activities and sustainable pest management.
- ◆ To provide consistent responses to questions on the new PCPA and coordinate communications, and to share the key messages with PMRA staff.
- ◆ To incorporate internal messaging into training materials.
- ◆ To enhance and promote the use of the Intranet as an effective communications tool for agency activities.



Key Audiences

- ◆ Manufacturers/Registrants
- ◆ Agricultural/Forestry sector
- ◆ Users of domestic pesticides
- ◆ Urban Service Providers (commercial)
- ◆ Non-Governmental Labour, Health and Environmental Organizations
- ◆ Media
- ◆ PMRA staff
- ◆ Federal, provincial and territorial government partners



Messages - General

- ◆ Protecting the health of Canadians—especially children—and the environment is an absolute priority.
- ◆ The new Act will:
 - ◆ Strengthen health and environmental protection
 - ◆ Make the registration system more transparent
 - ◆ Strengthen post-registration control of pesticides
- ◆ Pesticide registration decisions are based on quality, up-to-date science, backed by solid research.
- ◆ Canada has one of the safest food systems in the world, representing a collective effort that encompasses the work of industry, producers, processors, distributors, and regulators.



Messages

- ◆ The new PCPA recognizes that pest management is important to our quality of life, including economic well-being.
- ◆ The interests of farmers, foresters and pesticide manufacturers in having new, safer and more effective pesticides registered, are supported by the new Act.
- ◆ In agriculture, economic benefits of pesticides derive from their contribution to increasing the supply of safe, low-cost food for a growing world population.
- ◆ For the forestry sector, pesticides contribute to abundant, durable, attractive, competitively priced wood and wood products.



Messages

- ◆ Canadians can reduce their reliance on pesticide use for lawn care through the application of Integrated Pest Management principles (IPM), with particular emphasis on pest prevention, use of reduced risk products and application of pesticides only when necessary.
- ◆ Pesticide regulation through pre-market scientific assessment of new pesticides, re-evaluation of registered pesticides, enforcement, education and information dissemination helps ensure that human health and the environment are protected from exposure to harmful chemicals.
- ◆ Federal, provincial and territorial governments are working with stakeholders through the Action Plan on Urban Use Pesticides in this effort.

Implementation

◆ Phase One: Before Proclamation

- ◆ Communications activities will focus on ‘general awareness’, especially for .
- ◆ Activities will focus on fact sheets, presentations on the Act – to – and from, PMRA staff, and the website.
- ◆ Information regarding the new Act will be included as part of PMRA’s on-going communications. This has included:
 - recent mailouts (to the Federation of Canadian Municipalities, Healthy Lawns Stakeholders, Industry, NGOs, Turfgrass educators and 103 Canadian Garden Writers),
 - public appearances to promote agency activities. PMRA will be setting up a booth at DND in early June for Environment Week.
 - presentations to PMRA staff, and resource materials for their use.



◆ Phase Two: Following Proclamation

- ◆ Information releases will become more targeted in the month prior to proclamation and the months following proclamation.
- ◆ The communications focus should be on detailed content.
- ◆ The more content-conscious information flow will continue through proclamation and the subsequent monitoring phase.
 - b Speaking notes will be required. Press Lines and Questions and Answers will also be prepared as part of the overall PMRA communications plan. The messaging in the communications plan will form the basis for Press Lines.
 - b The media will be monitored to determine whether stakeholder and public reaction is on target.

Communications Products

- ◆ Updated fact sheets
- ◆ Questions and Answers – updated regularly.
- ◆ Information Kits - include PMRA roles and responsibilities, frequently-asked questions, process descriptions, backgrounders.
- ◆ Issue Papers - These recently revised papers contain the most up-to-date information on the pest management regulatory system, including the new Act and sustainable pest management.
- ◆ List of Spokespersons
- ◆ Media Lines



Reaching our audiences

- ◆ The web:
 - ◆ <http://www.hc-sc.gc.ca/pmra-arla>
 - ◆ <http://www.healthlawns.net>
- ◆ Presentations
- ◆ Mailouts

