

# PMRA External Communications

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Health Canada Santé Canada

# PMRA Communication Goals

- 1. INFORM
- 2. INVOLVE
- 3. REPORT

# Our Audiences

- General public and media
- Manufacturers and Registrants
- Agricultural and forestry sector
- Urban service providers (commercial)
- Users of domestic pesticides
- Non-governmental labour, health and environmental advocates
- Scientific, medical and academic community
- Federal, provincial, territorial government partners
- International regulators

# 1<sup>st</sup> Goal: Provide Information

## Current Approaches

- **React to issues**
  - media relations/communications unit (approx 140/year)
    - conduct expert interviews for print, radio and tv
    - produce associated communications documents
  - 1-800 Information Service (approx 7000/year)
    - address stakeholder and public inquiries
- **Publish regulatory documents**
  - proposed decisions for new actives,
  - new uses, re-evaluation
  - policies, guidelines

# 2<sup>nd</sup> Goal: Involve Audiences

## Current Approaches

- **Engage and consult stakeholders**
  - working groups, meetings, workshops, teleconferences
    - NAFTA, FPT, CARAT, Healthy Lawns
  - consult on proposed decisions
    - PRDDs, PACRs
- **Make information accessible**
  - plain language writing
  - website
  - stakeholder mailouts

# 3rd Goal: Report Regularly

## Current Approaches

- **PMRA reports on:**
  - priorities, plans and spending in Departmental Performance Report to Parliament
  - performance and resources to EMAC
  - progress over last five years in 2003 Progress Report
  - future plans and direction in 2003-08 Strategic Plan

# What is changing?

- **More proactive approach**
  - create press releases
  - news and magazine articles
  - Information notes
  - user-oriented website
  - transparency provisions under new PCPA

# Outcomes

- Enhancing public and stakeholder confidence in the regulation of pesticides
- Enhancing public and stakeholder involvement in the regulatory process
- Enhancing regulatory transparency and accountability to public and stakeholders



# Sustaining a long-term presence

- Continue exploring ways to reach audiences more effectively
- Evaluate progress (e.g. surveys)
- Modify approaches as necessary

# What is the advice of Council concerning Communications?



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