

# PMAC Communications Working Group

Presentation to the  
Pest Management Advisory Council  
June 2005  
Trish MacQuarrie



# Presentation

- PMAC Communications Working Group
- Mandate
- Risk Communications
- Preliminary discussion results and request for input
- Final product for PMAC -- discussion



# PMAC Communications Update

## PMAC Communications Working Group

- Trish MacQuarrie, Chair
- Debra Conlon, CropLife
- Shannon Coombs, CCSPA
- Janice Hopkins, PMRA
- Katie Albright, Sierra Club
- Madeline Waring, B.C. MAFA
- Robert Whiting, CCOHS



# Working Group Mandate

- *To provide recommendations through PMAC to the Minister so that PMRA can become a proactive enabler of effective communication and implement a purposeful interaction (tools and vehicles) with Canadians, thereby contributing to an increase in understanding and confidence in the pesticide regulatory system.*



# Risk Communications

- Recommendations from Decision Partners
  - Strategic Risk Communication Process
  - Definition of Opportunities

# Discussions to date: Considerations

- Considerations we have identified:
  - More proactive, focused communications needed
  - Audiences must be segmented, and products developed to address specific audiences
  - Very little pro-active communications currently done
  - Very little stakeholder communications currently being done
  - Use partners to get messages out
  - Messaging should be consistent and build confidence in the regulatory system – we need core messaging:
    - Pesticides are regulated
    - Pesticides are safe when used according to labels; users must follow label instructions
    - Pesticide technology has evolved, and not all pesticides can be “lumped” into one category (ie DDT)

## Considerations, cont.

- Non-scientific spokespersons must be identified and trained (or scientists must be trained on how to communicate in plain language)
- Products need to use plain language – current language level is too technical and scientific
- Clarity of labels must be improved significantly
- Continued improvement of PMRA website – acknowledge that communicating is more than posting material on a website
- PMRA must start communicating on the new Act

# Audiences

- Health Sector
  - Physicians, Chief Medical Officers of Health, Ministries of Health, Health Canada, PHAC, poison control centres, environmental organizations
- Municipalities
- Registrants and potential registrants
- Distributors
- Applicators
  - Farmers, professional landscapers, turf management professionals, home lawn care companies, exterminators
- General Population





# Our Product

- Report to PMAC in November
- Report to include:
  - Results of discussions and recommendations on considerations, audiences, elements that should be included in core messages, possible ways of communicating and some examples of effective tools

# Your Input and Advice

- Considerations
- Audiences
- Format

