



OVERVIEW OF DRAFT PUBLIC INTEGRATION PLAN BIOMONITORING CALIFORNIA

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Hazard Assessment
Scientific Guidance Panel
Meeting
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OUTLINE

- Background
 - Legislative direction
 - Current and previous efforts to involve the public
- Structure of the Draft Plan
- Examples of Activities
- Timeline for Plan Development

CONTEXT FOR PLAN DEVELOPMENT

Senate Bill 1379 directs the Program to:

- Use principles of Cal/EPA's Environmental Justice Strategy & Action Plan
- Provide opportunities for community capacity building and meaningful stakeholder input
- Accord the highest respect and value to every individual and community
- Promote equity and afford fair treatment, accessibility, and protection for all Californians

LEGISLATION MANDATES A FRAMEWORK FOR INTEGRATING PUBLIC PARTICIPATION

The Program will:

- Develop a plan and strategy
- Provide culturally appropriate materials and activities
- Report findings in a manner understandable to the average person
- Provide results to individual participants, if requested



Oakland workshop
Spring 2008

CURRENT AND PREVIOUS EFFORTS TO ENGAGE THE PUBLIC IN THE PROGRAM

- Encouraging participation in Panel meetings
- Public input & awareness campaign, Spring 2008
 - Workshops (3 locations)
 - Teleconferences (3 dates)
 - Online survey (~300 respondents)
- Website
- Listserv (~600 subscribers)
- Engaging local communities in pilot projects



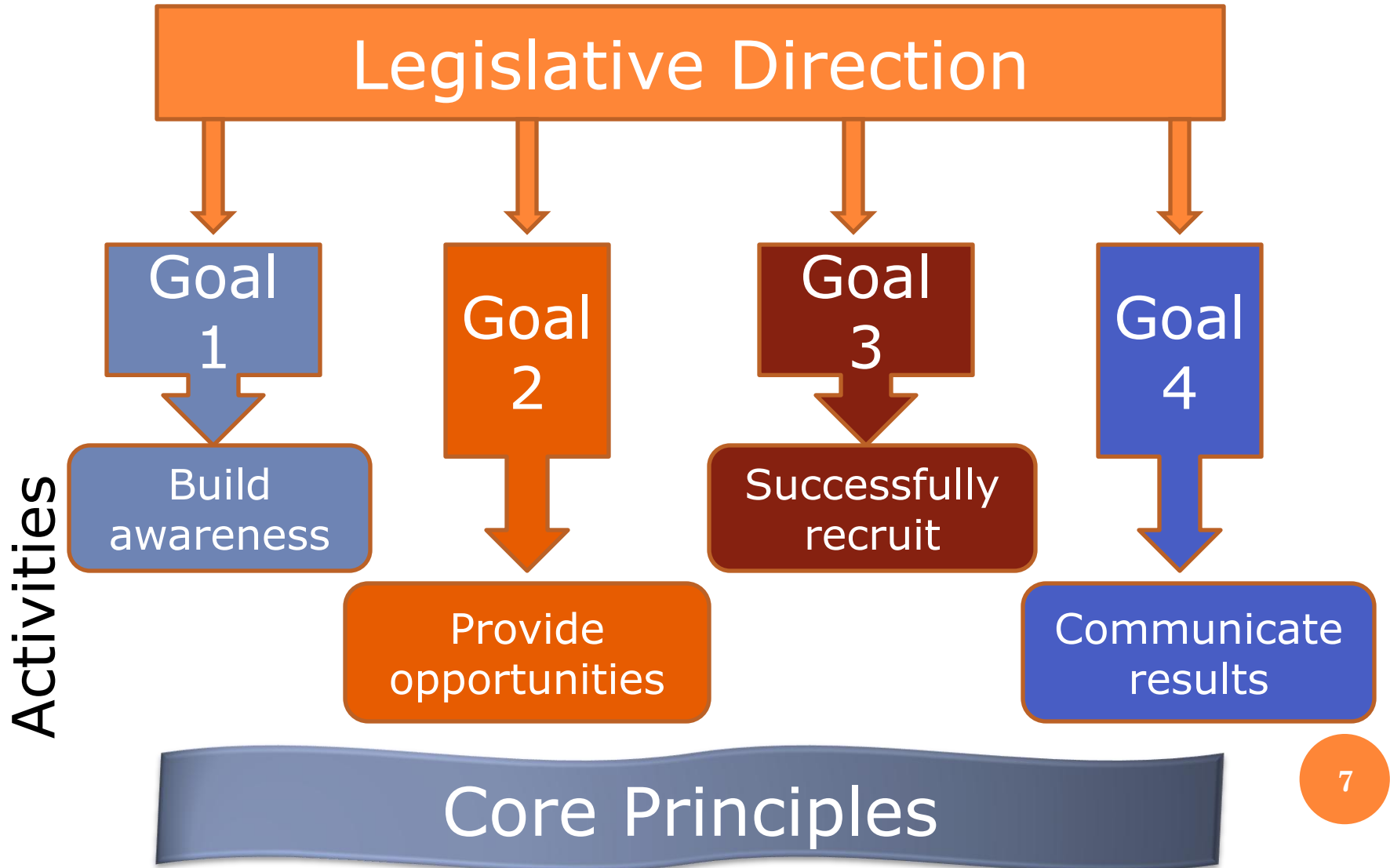
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DRAFT PUBLIC INTEGRATION PLAN

GOALS

- 1. Build public awareness and understanding** about the Program by making information available and accessible in a timely and understandable way.
- 2. Provide opportunities for stakeholders to contribute** to Program design, implementation, and evaluation.
- 3. Achieve high participation rates** within the target population to be biomonitored.
- 4. Communicate individual results** and related resources in a manner that is understandable, supportive, and responsive to Program participants' concerns.

DRAFT PUBLIC INTEGRATION PLAN



CORE PRINCIPLES FOR PUBLIC ENGAGEMENT*

1. Careful Planning and Preparation
2. Inclusion and Demographic Diversity
3. Collaboration and Shared Purpose
4. Openness and Learning
5. Transparency and Trust
6. Impact and Action
7. Sustained Engagement and Participatory Culture

*Developed by National Coalition for Dialogue and Deliberation, the International Association of Public Participation and others

GOAL 1 – BUILD PUBLIC AWARENESS AND UNDERSTANDING

Activity Examples

- Online survey to assess stakeholder needs
- Develop new materials in response to survey results
- Modify website to improve access to information



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GOAL 2 – PROVIDE OPPORTUNITIES FOR STAKEHOLDERS TO CONTRIBUTE

Activity Examples

- Reach out to groups with potential interest in biomonitoring
- Hold meetings in venues with web-casting and/or good public transit
- Online comment form for feedback



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GOAL 3 – ACHIEVE HIGH PARTICIPATION RATES



USC Daily Trojan

Activity Examples

- Partner with those trusted by the community
- Involve local community in field tests of materials

These activities would be carried out initially as part of the pilot projects

GOAL 4 – COMMUNICATE INDIVIDUAL RESULTS EFFECTIVELY

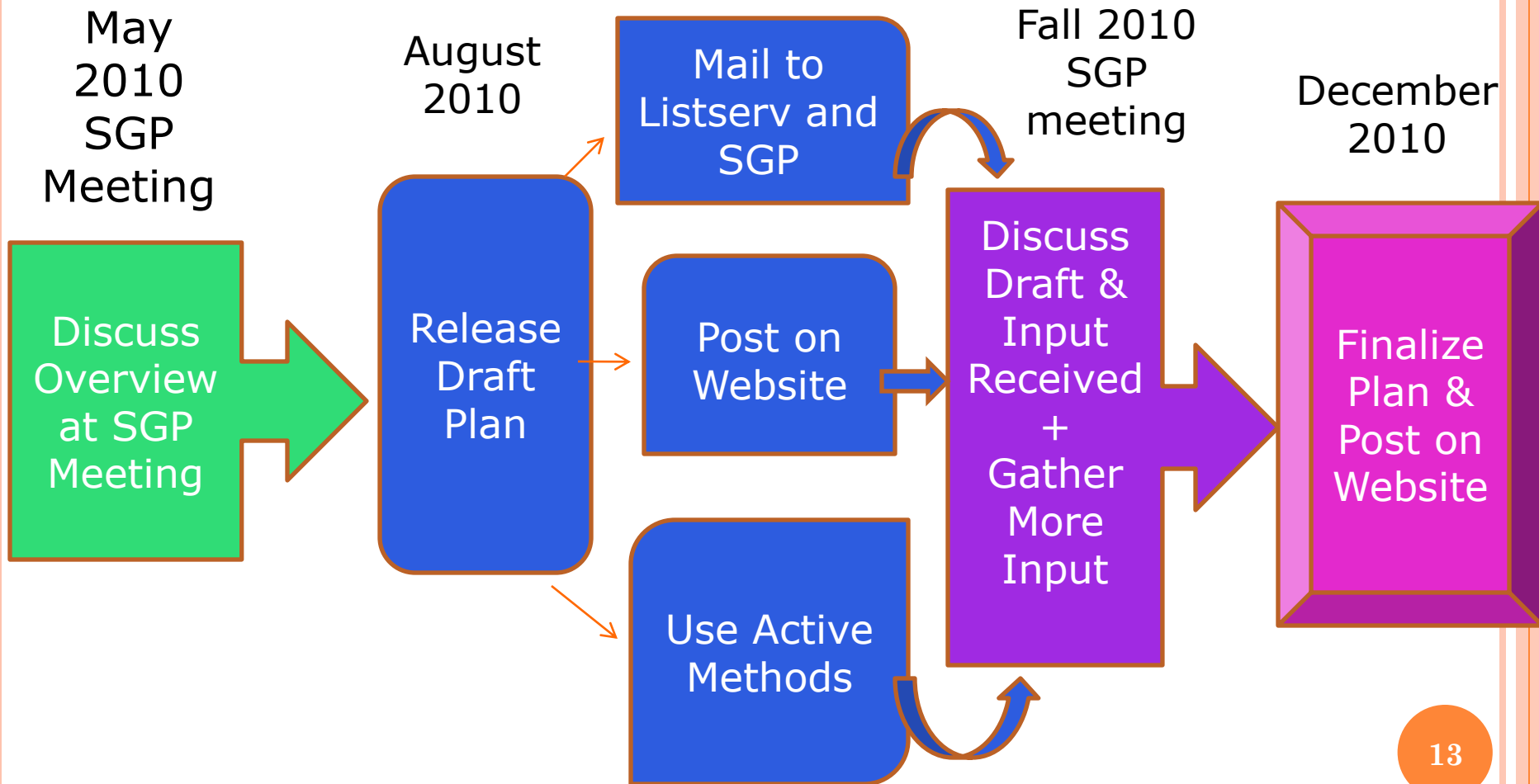
Activity Examples

- Test and assess effectiveness of specific approaches in pilot projects
- Interview staff of other biomonitoring programs on their approaches
- Develop best practices guidance



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PROJECTED TIMELINE FOR PUBLIC INTEGRATION PLAN DEVELOPMENT



SGP AND PUBLIC COMMENTS

1. Aspects of our public integration efforts that should be priorities.
2. Effective methods and practices for increasing the number and diversity of Program stakeholders.
3. Ideas about what actions may work best for achieving high participation rates in biomonitoring studies.
4. Suggestions of individuals or organizations to interview for insight into effective communication of biomonitoring results.
5. Other ideas and suggestions.