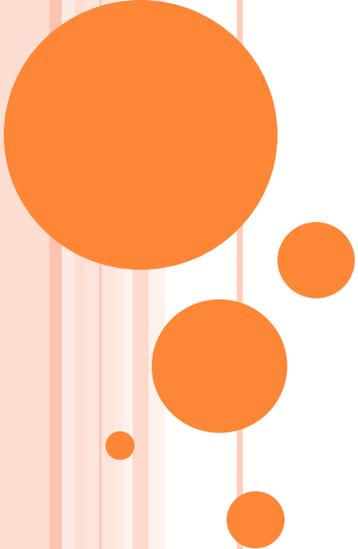


PUBLIC INVOLVEMENT PLAN

DRAFT FOR PUBLIC REVIEW AND COMMENT



**Amy J. Dunn, MPH
Office of Environmental Health
Hazard Assessment
Scientific Guidance Panel Meeting
November 2, 2010**

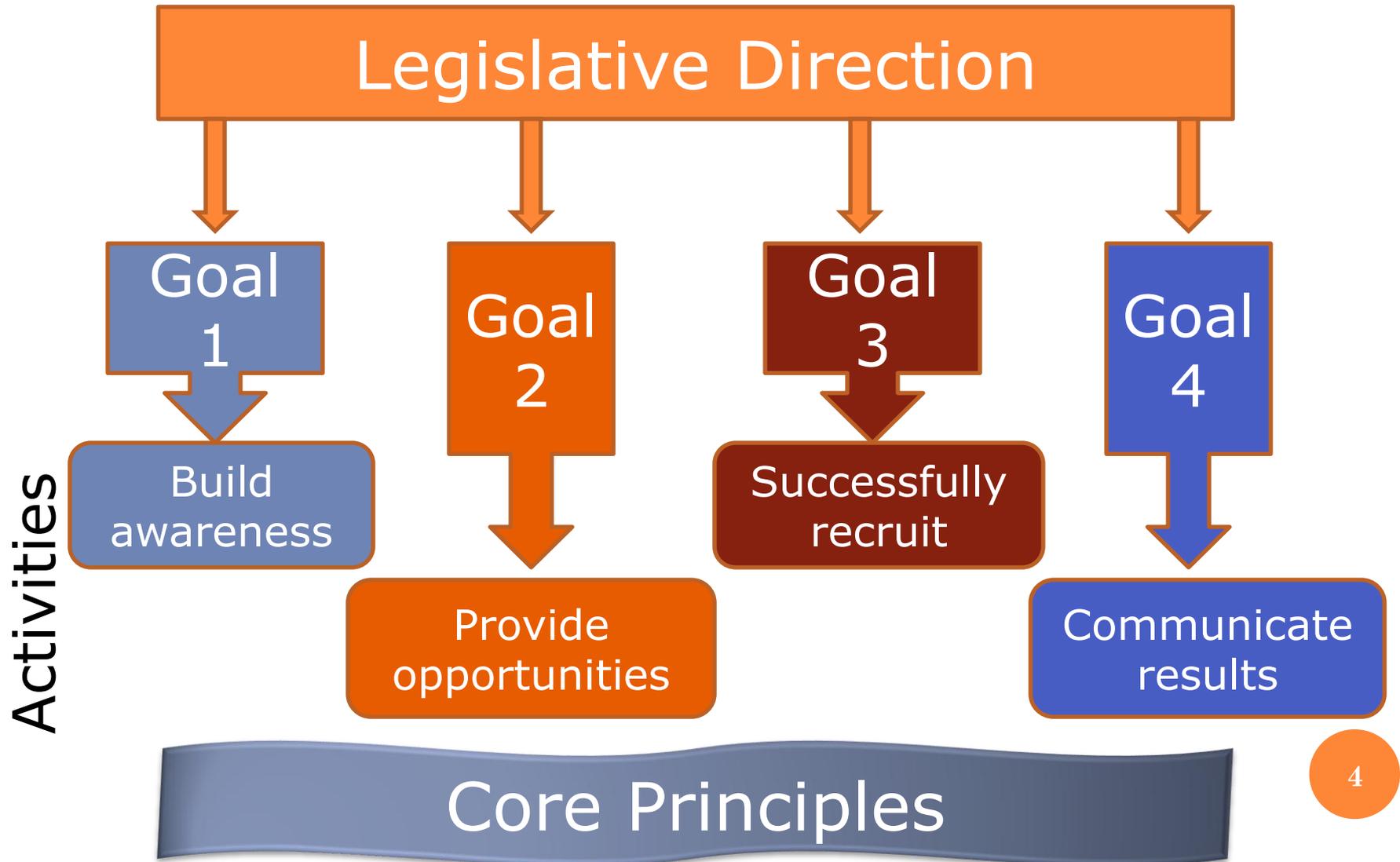
OUTLINE

- Key Elements of Our Approach
- Objectives and Selected Activities
- Timeline
- Outreach in Fall 2010
- Discussion

KEY ELEMENTS OF OUR APPROACH

- Efforts guided by principles of:
 - Environmental Justice
 - Public Engagement
- Four goals for our activities
 - Drawn from Senate Bill 1379
- Specific objectives designed to help us achieve the goals
 - Change over time as Program evolves

DRAFT PUBLIC INVOLVEMENT PLAN



GOALS

1. **Build public awareness and understanding** of the Program.
2. **Provide opportunities for stakeholders to contribute** to Program design, implementation, and evaluation.
3. **Achieve high participation rates** within the target population(s) to be biomonitored.
4. **Communicate biomonitoring results** in an understandable manner.

GOAL 1 - BUILD PUBLIC AWARENESS AND UNDERSTANDING

Objectives & Selected Activities

- Identify stakeholder information and communication needs
 - Assess using online surveys
- Maintain & expand electronic communications
 - Modify website to be more user-friendly
- Develop informational materials
 - Easy-to-read and culturally appropriate basic Program brochure

GOAL 2 – PROVIDE OPPORTUNITIES FOR STAKEHOLDERS TO CONTRIBUTE

Objectives & Selected Activities

- Identify additional stakeholders
 - Build listserv by reaching out to more groups
- Find effective and resource-wise methods for engaging stakeholders
 - Create online comment form for feedback
- Build community capacity
 - Interview those with experience in community capacity building

GOAL 3 – ACHIEVE HIGH PARTICIPATION RATES

Objectives & Selected Activities

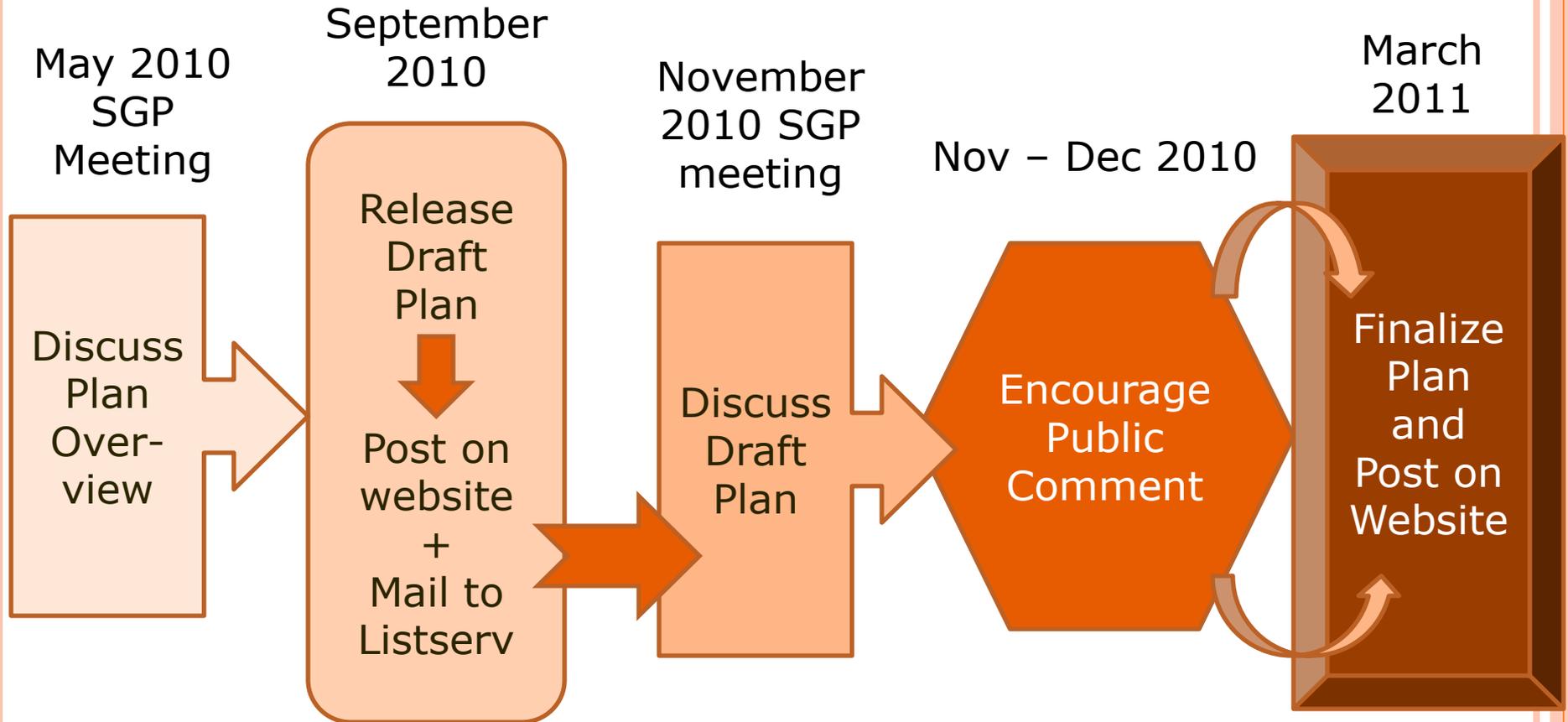
- Develop a recruitment strategy
 - Partner with those trusted by the community
- Prepare suitable Program materials
 - Field-test materials for readability, reader comprehension, and usability
- Create and maintain points of contact
 - Toll-free phone number

GOAL 4 – COMMUNICATE BIOMONITORING RESULTS IN AN UNDERSTANDABLE MANNER

Objectives & Selected Activities

- Develop and test methods for communicating results to participants
 - Assess effectiveness of specific approaches in pilot projects
- Develop a best practices framework
- Research methods for communication with participants and the general public
 - Interview others who biomonitor and report results
- Identify and/or develop comparison values

UPDATED TIMELINE FOR PLAN DEVELOPMENT



OUTREACH IN FALL 2010

- Online survey
 - Quick and easy
 - Provide specific suggestions and feedback
- Public teleconferences
 - Opportunity for dialogue
- Comments can also be sent via email
 - Send to biomonitoring@oehha.ca.gov
- Comment deadline is December 15, 2010

DISCUSSION OF PUBLIC INVOLVEMENT PLAN

Any Questions?

DISCUSSION OF PUBLIC INVOLVEMENT PLAN

Suggestions on:

1. How to engage the public for feedback on draft Plan
2. What areas of the Program would benefit most from public involvement
3. Who to interview for insight into effective results communication.

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Other ideas and suggestions are welcome