



# TRI Risk Communication: A Region/State/HQ Initiative

**LT Mark Miller, Ph.D.  
and  
Pamela Russell**

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- Project Overview
- Frequently Asked Questions (Draft)
- A TRI User's Guide to Answering Risk Related Questions from the Public (Draft)
- *FeedForward* Form



**Hello, I am VERY concerned about an area in San Jose, CA where my father's house is built. He recently died of cancer. Could this be related to mercury exposure?**

***-Kori***

**I appreciate the report, but what do I do with this information? We drive past the plant and I smell the fumes and tell the kids to hold their breath.**

***-Maria***

**I've read the information regarding emissions from the facility, but, not being a scientist, if you could give me any info you can regarding the safety of living in the area, I'd greatly appreciate it.**

***-Eileen***





# Mission

- This project is designed to provide the EPA HQ/Region/State representatives with an actionable plan for addressing the questions of the various TRI user groups and stakeholders, including but not limited to the general public, NGO intermediaries, EJ communities, Tribes, civic groups, academics and the media.



# Goals

- Develop a functional workgroup consisting of HQ/State/Regional representatives that field TRI related questions.
- Develop a mechanism by which commonly asked TRI inquiries are addressed in a standardized way, increasing utility of the response, accuracy of the response and consistency of the response. (FAQ)
- Develop a structured plan by which Regions/States and NGO intermediaries can engage existing TRI tools and outside environmental resources to enable our user groups to make more informed judgments regarding acceptable risk levels. (Companion User Guide)
- Provide the Regions/States/HQ intermediaries with the tools necessary to educate TRI users with regard to “What is Risk and how does it relate to the releases reported by TRI?”



# Goals for the 2010 National Training Conference on the Toxics Release Inventory (TRI) and Environmental Conditions in Communities

- Provide an overview of the TRI Risk Communication project
- Foster the working relationship among Regions/States/HQ
- Feedback on the FAQ
- Discuss the companion User's Guide
- Future directions



# Frequently Asked Questions

- Compiled over 200 user questions from:
  - TRI Explorer questions
  - Regions
  - States
  - Environmental Justice Webinar
  - NGO Concerns
  - Tribal Caucus EPA
  - OMB Watch
  - TRI National Meeting (November 1-4, 2010)



# FAQ Categories

- General
- Release
- Regulat
- Expo
- Chemical Hazard
- Ecological

**Are these adequate?  
Do these cover the questions you receive?  
Should we add any more?**





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**DRAFT**

A TRI User's Guide to Answering Risk Related Questions from the Public



# Part II: Help Shape the Future

November 4, 2010



# What do we need to do next? Proposed New Products

- **Central Repository**
  - Inquiries
  - Success Stories
- **Seminar/Webinar Series (taped for training)**
- **Online Tutorial (ala TRI Explorer)**
- **More on Models and their use**
- **EPA Programs Offices Outreach (OneEPA)**
  - Inquiry resource
  - TRI- Comparative Tool
- **Other – Your ideas**



# Central Repository

- **Deliver single, integrated solution for states, Regions and HQ to serve, support, and engage general public on TRI related questions.**
  - Centrally capture, track, and rank questions.
  - Increase accuracy and quality of answers.
  - Reduce burden on States and Regions
  - Integrate with relevant questions and responses from other EPA programs



# Online Tutorials

- **Multi-media, interactive eLearning**
  - Allow users to interactively customize their learning experience
  - More effective outreach
- **Interactive tutorials**
  - Design tutorials around frequently asked questions
  - Show public 'how to' then allow them to do themselves
  - Stimulate users to think of their own questions and analyses
- **Recorded webinars**
  - Convert popular webinars to interactive eLearning modules
  - Integrate recorded webinars with FQ, tutorials and other resources (similar to google ads)



# Seminar/Webinar Series

- **Increase opportunities to share/teach:**
  - TRI program experience
  - Successful collaboration with other EPA and state programs
  - Best practices for identifying resources and effective work strategies
  - Institutional knowledge
- **Webinars allow for recording and publication of presentations, which are available for viewing 24/7**
- **Who:**
  - Region Experts
  - Pre-retirees
  - Other Offices
  - Basic Communication strategies
- **Possible Topics:**
  - Risk communication for the public
  - Cross-program collaboration opportunities
  - Yours? \_\_\_\_\_



# Models and their Uses

- RSEI uses for TRI Risk Communication
- Media Specific Models (e.g., NATA)
- Other Models



# EPA Programs Offices Outreach (OneEPA)

- Form a Risk Communication Workgroup or Forum
  - Compare experience
  - Provide speakers
- Plan a Risk Communication Colloquy
  - Meeting of Experts and learners
  - Share best practices, lessons learned and case studies





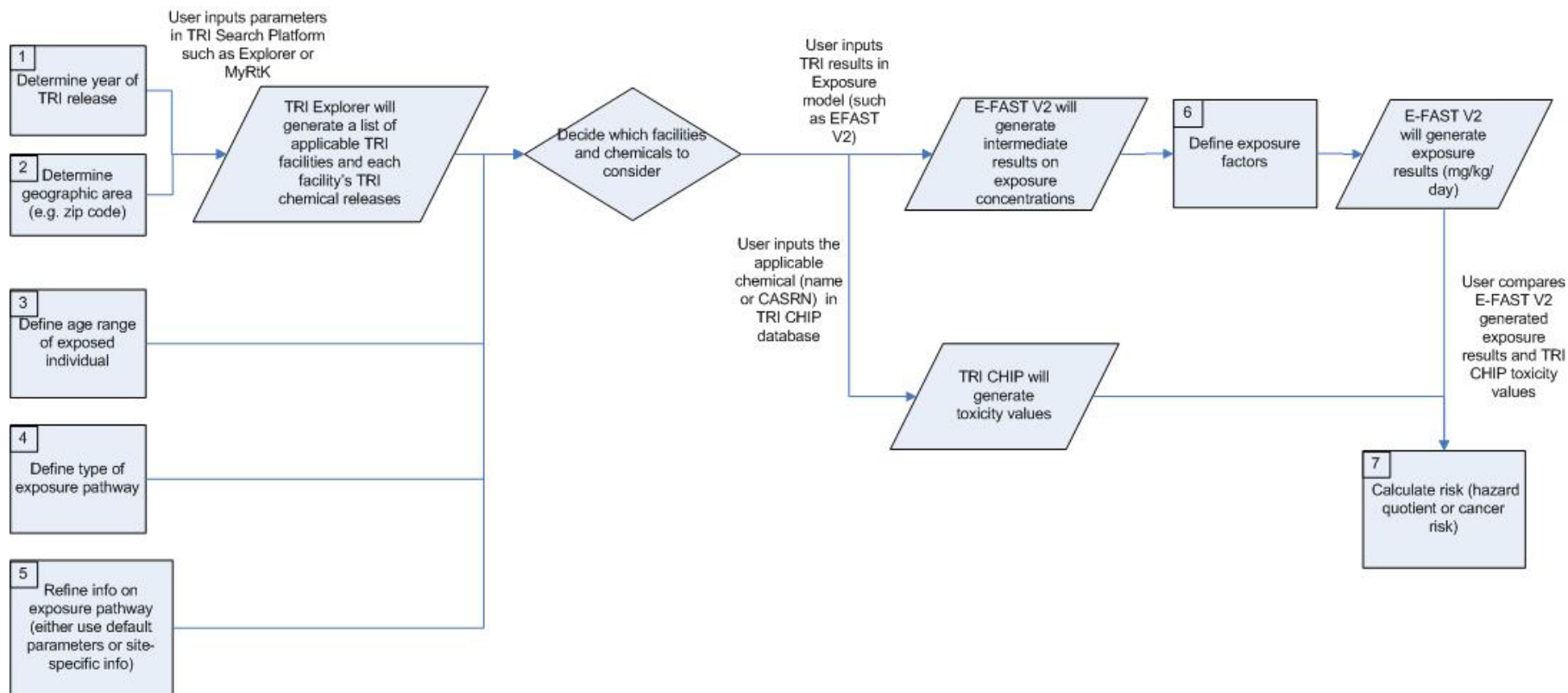
## Contacts:

Mark Miller  
EAD/ASB  
miller.mark@epa.gov  
202 566-0454

Pamela Russell  
EAD/ASB  
Russell.pamela@epa.gov  
202 566-0645



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