# Appendix 7-4:
# Summary of the Partners and Task Force Meeting, April 7-8, 1999, Alexandria, VA

# Consumer Labeling Initiative
# Summary of the Partners and Task Force Meeting
# April 7-8, 1999, Alexandria, VA

## Immediate Action Items

- Revise and distribute final approved text of fliers/brochures (completed; attached).
- ConEd conference call to decide how the logo design will be produced: April 22, 1999, 3:00-5:00pm EST (Call-in number 202 260-8330; Access code 7890 followed by the pound # sign).

## Meeting Conclusions

The main points raised by the Partners and Task Force (P&TF) members regarding each of the topics discussed at the meeting are presented below. The meeting presentations and P&TF discussions are summarized in the sections that follow these meeting conclusions.

### PHASE II REPORT

- The Partners and Task Force strongly stated the importance of EPA quickly completing the Phase II report.
- P&TF decided against preliminarily displaying the Phase II results on the CLI web site.

### MEDIA EVENT

- The presenter of the CLI media message should be chosen based on the content of the media message.
- The media message should accomplish the following goals: consumer awareness, promotion of CLI (e.g. What is the partnership and what is it doing?), promotion of the "Read the Label *First!*" campaign, and promotion of future label changes.
- Messages for the media event were revised.

### OPP IMPLEMENTATION OF LABEL CHANGES

- Suggestions were made to designate a pilot project, in the spirit of reinvention, in which a single or a couple of product managers handle the proposed label changes submitted as a result of the CLI Phase I and II changes.
- It was requested that the issue of ingredient placement be currently considered as a label change requiring discussion with a Project Manager (instead of a change that cannot be made at this time).

### CONSUMER EDUCATION MESSAGE

- The message content of the brochures/fliers was finalized and agreed upon by the P&TF.
- It was decided that the only information that can be added into the brochures/fliers is local contact information and "distributed by" information.
- Stakeholders requested confirmation that they will be able to add their logos onto the brochures/fliers.
- EPA will look into the issue of listing the EPA logo alongside brand-identifying information on the brochures/fliers.
- Disposal instructions have been removed from the outreach brochures/fliers until the storage and

disposal issue is resolved, with the exception that the gardeners brochure will specify that lawn and garden products should never be poured down the drain.

- When the "Read the Label *FIRST!*" logo is ready, it will then be added to the brochures.

MESSAGE PLACEMENT

- There was general agreement to use a public relations firm (possibly doing pro bono work from a P&TF members' company) to help design the placement strategy.
- The placement work will still be done by EPA resources with assistance from the P&TF.
- Marketing people from the P&TF volunteered their expertise to help with placement activities.

LOGO

- A decision on how to create a logo design will be made during the next consumer education conference call on April 22, 1999, 3:00 - 5:00pm EST (Call-in number - 202 260-8330 Access code - 7890 followed by the pound # sign).
- King County, WA Department of Natural Resources will explore using $5,000 - 6,000 of its marketing contract to assist with logo design.
- However the logo designs are achieved, the ConEd group will present the top options to the entire P&TF for a vote, and the majority winner will be adopted by everyone as the *RtLF!* logo.

## Partners and Task Force Members in Attendance

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|---|---|---|---|
| Jennifer Andrews | Abt Associates Inc. (contractor) | Annette Washington | EPA |
| Bob Hamilton | Amway Corporation | Colleen Tressler | Federal Trade Commission |
| Julie Spagnoli | Bayer Corporation | Janice Podell Frankle | Federal Trade Commission |
| Tim Mannchen | Bayer-Pursell LLC | Janet Kreizman | Household & Institutional Products Information Council |
| Laurie Flanagan | D.C. Legislative & Regulatory Services (for Scotts & Pursell) | Jim Hanna | King County, WA |
| John Alter | U.S. Environmental Protection Agency (EPA) | Dennis Ward | Monsanto |
| Amy Breedlove | EPA | Joey Richardson | National Poison Control Center |
| Nicole Christian | EPA | Maureen Howard | Procter and Gamble |
| Jim Downing | EPA | Sandy Simon | Pursell Industries |
| Mary Dominiak | EPA | Heidi Carter | Pursell Industries |
| Jean Frane | EPA | Janet Wengler | Reckitt and Coleman |
| Michael Glikes | EPA | Elizabeth Lawder | Responsible Industry for a Sound Environment |
| Deborah Hartman | EPA | Stuart McArthur | S.C. Johnson and Son, Inc. |
| Judy Nelson | EPA | Therese Adkins | The Clorox Company |
| Julie Winters | EPA | Kathie Tryson | United Industries |

## Topics Covered

Introductions
Phase II Report
Update of CLI Activities
Media Event
OPP Implementation of Label Changes
Storage and Disposal
Proposed Ingredients Activities

Consumer Education
- Message Development
- Message Placement
- Logo Design

**INTRODUCTIONS**
Julie Winters (EPA) welcomed the Partners and Task Force (P&TF) to the meeting. Each of the meeting participants introduced themselves and summarized their involvement with the CLI.

**PHASE II REPORT**
Julie Winters updated the P&TF on the status of the CLI Phase II Report. The report has been delayed due to funding problems within the Agency. A copy of the report out=line was handed out at the meeting. Most of the report has been written, but there is still a lot of work left to do. The contractor writing the report (Abt Associates) has estimated that it will take two months from when the funding is approved to when the report is ready for distribution.

Some of the characteristics of the report were explained. For example, it will be written to tell the story of Phase II of the CLI. The raw data collected during Phase II will be available in the administrative record and will not be in the report itself. The EPA recommendations to be mentioned in the report will include the recommendations made up to the point of when the report is finalized.

**Discussion**
- The Partners and Task Force strongly stated the importance of EPA quickly completing the Phase II report.
- It was suggested that the Phase II report should include as much as possible.
- The possibility of preliminarily displaying some of the findings from the Phase II research on the CLI EPA web site, while the Phase II report is being completed, was raised for discussion. However, Stakeholders thought that the findings will not make sense if they are offered alone without any larger context and they may create more questions than answers. Stakeholders suggested that it would be better to expend energy and resources on finishing and distributing the report than on displaying it on the web prematurely.

**UPDATE ON CLI ACTIVITIES**
Julie Winters updated the P&TF members on activities that took place after the last P&TF meeting in September, 1998.
- In early February, Mike Hilton (Bayer Corporation) and Bob Hamilton (Amway Corporation) presented CLI findings at an EPA meeting. Susan Wayland and Marcia Mulkey, as well as over 100 people, attended. EPA employees in attendance were generally receptive to the CLI recommendations presented.

**MEDIA EVENT**
Amy Breedlove (EPA) and John Alter (EPA) updated the P&TF on options for the upcoming CLI media event. (See the attached slides to view the presentation on the media event.)

The idea for the media event came out of a meeting that the EPA CLI Team had with Marcia Mulkey (EPA) and others, in which Amy was instructed to prepare a paper outlining potential options for a CLI media event. The timing goal is June 1999 and depends on the interest and availability of the proposed

presenters. Separate options for the event are being proposed for consideration by Vice President Al Gore, Carol Browner (EPA) and Susan Wayland (EPA). EPA staff, P&TF and Stakeholders will also be included. Depending on the presenter, potential event locations include the White House Rose Garden, Arboretum, Observatory, National Press Building, a major Hardware Store, and the EPA. The media event will be the kick-off of the CLI consumer education campaign. The target audience of the media event is the general public, the trade press, community newspapers, and lifestyle magazines. The internal EPA suggestion for major publicity about the CLI (e.g. Al Gore as a potential presenter) indicates strong internal EPA support for CLI.

During the P&TF meeting, the EPA hoped to develop agreed-upon messages for the media event, determine P&TF and Stakeholder level of interest in participating in the event, and determine P&TF willingness to provide "before and after" mockups of the label changes (if these visual aids were deemed necessary).

**Discussion**

Stakeholders provided the following comments on varying aspects of the media event.

*Goals of the Media Event*

The P&TF decided to clarify common goals that the media event should accomplish. Goals suggested by the P&TF included the following:

- Maintaining EPA and manufacturer credibility.
- Gaining continued support for the CLI.
- Letting the world know what the CLI has accomplished.
- Informing the public that labels are changing and what to expect.
- Promoting the consumer education campaign, including the potential "Read the Label *First!*" logo competition.
- Promoting consumer awareness of the importance of reading label information and using products correctly.
- Making consumers aware that industry and government are working together to improve labels for the public.

The P&TF agreed together that the media message should accomplish the following goals:

1. Consumer awareness.
2. Promotion of CLI ( What is the Partnership? What is it doing?).
3. Promotion of the "Read the Label *First!*" campaign.
4. Promotion of future label changes.

*Potential Presenters*

- The following additional people were suggested as potential presenters of the media message: Hilary Clinton, Martha Stewart, Oprah Winfry, Barney, Ron Hazelton, Tom Bosley, and Wilford Brimly.
- The media event presenter should be chosen based on the content of the media message. For example, if the media message focuses on consumer safety, it makes sense to have a spokesperson who is associated with consumer safety issues.
- The large retail chain, Walmart, was brought up as a potential location for the media event.

*Timing of the Event*

- The message of the media event might not be as effective if the event takes place before the products with labels reflecting CLI label= changes are on the shelves. It was suggested that there be another media event once label changes had been implemented on products. Also, it was suggested that the media event take place sooner rather than later, keeping in mind the availability of the proposed presenters.
- Concern was expressed at the short amount of time between now and the proposed June date.

- The development of the "Read the Label *First!*" logo was discussed as a variable affecting the timing of the event. The importance of linking the logo with the media event was cited as a reason for staging the media event after the logo is developed.

*Stakeholder Participation*

- P&TF members agreed that while they will likely participate in the media event, their level of interest will depend on who the speaker is.

*Messages for the Media Event*

The P&TF discussed potential messages to be conveyed at the proposed media event. Stakeholder comments, listed below, refer to the draft, written by Amy Breedlove, that was handed out to meeting participants.

- Messages should be tailored to the presenter of the message (e.g. if VP Al Gore, then focus on government reinvention).
- Message 1: Voluntary partnership/reinvention/making information available - This message should highlight the point that government and industry are listening to consumers and making changes.
- Message 2: Importance of labels - This message should focus less on the reasons current labels are confusing and more on the information on labels that is important. As it is written, message two is more a statement of the need for label change than of label importance.
- Message 3: Consumer education campaign - This message should not focus on the specific introduction of a logo, since a logo by itself is not a newsworthy event, but should be written more broadly to inform the public about the nationwide campaign.
- Message 4: Label change recommendations - This message should not contain detailed information on the label changes, but instead state that labels have been simplified. A separate document chronicling the exact nature of the label changes could be developed, for people who want more detailed information.
- Message 5: Implementation process for label changes - Although questions arose regarding the importance of this message, it was noted that this message was necessary to inform the public that the CLI is continuing.
- Message 6: Phase II report - It was suggested that the information about the Phase II report be combined with message one (government reinvention process). Additionally, there was discussion on whether or not the resources used during Phase II should be quantified (e.g. money spent, hours spent, number of people interviewed).
- Combine messages four and five.
- Other important highlights to capture in the media message include: the difference in the old and new first aid statements, chemical name changes, and format changes. The media message should also state that the same information will be presented on the new labels, although it will appear in a different form.
- One Stakeholder stated discomfort with the content of the messages since they have not yet been worked on by the consumer education sub-group.
- Amy Breedlove will re-write the media messages, taking the Stakeholder comments into account, and distribute them to the P&TF.

**OPP IMPLEMENTATION OF CLI LABEL RECOMMENDATIONS**

Jean Frane, of the Office of Pesticide Programs (OPP) at EPA, presented the EPA's plan for implementing CLI recommendations and led a discussion on this issue. (To view her presentation, see attached slides.)

- OPP will circulate an internal guidance memo to forewarn EPA product managers about the type of paperwork to expect coming from companies making the label changes recommended by the CLI. The memo will cover label changes that can be approved now, changes that will be considered on a case-by-case basis, and changes that will not be considered at present. While the memo is intended as internal correspondence, it will be available to P&TF members who wish to

see it, after it is circulated.

- The revised First Aid statements have been agreed upon and a draft Pesticide Registration (PR) notice announcing these new statements is currently being reviewed by EPA staff. The PR notice is expected to be issued by April 30, 1999.
- PR Notices for all recommendation topics will be issued after the guidance memo, in May/June 1999. Some PR Notices will be issued as "final" notices without a time period allotted for public comment, while others will be issued "for comment."
- Label changes will apply to all regulated products, not just pesticides and household cleaners.
- Sometime in the future, all of the PR notices will be incorporated into EPA regulation.
- Companies should submit requests for label changes now.

**Discussion/Proposals**

- Stakeholders proposed the consideration of designating a pilot project, in the spirit of reinvention, in which a single or couple of product managers handle the proposed label changes submitted as a result of the CLI Phase I and II changes.
- Some stakeholders argued that the ingredients should be listed on the back of the label and requested that the issue of ingredient placement be currently considered as a label change requiring discussion with a Project Manager (instead of a change that cannot be made at this time).

**STORAGE AND DISPOSAL INSTRUCTIONS ON LABELS**

Jean Frane briefly summarized recent OPP activities relating to storage and disposal instructions on product labels, specifically addressing the impasse reached by the sub-group on storage and disposal (i.e. the conflict between stated storage and disposal instructions and local/state regulations, policies, or practices). OPP has met with North American Hazardous Materials Management Association (NAHMMA) and Chemical Specialties Manufacturers Association (CSMA) and hopes to have a proposal by early summer 1999. A draft of the proposal will be shared with the P&TF, once it is developed.

**Discussion**

- States have expressed dissatisfaction with advancing the "Read the Label *FIRST!"* campaign while there are still outstanding unresolved issues concerning the storage and disposal section of the label.

**PROPOSED INGREDIENT ACTIVITIES**

Jean Frane also discussed recent activities regarding the listing of ingredient information on labels. The issue of disclosure of inert ingredients will be worked through by a sub-committee of the Pesticide Program Dialogue Committee (PPDC). While entirely separate from CLI, P&TF members who are interested in following the activities of this group may be able to attend the sub-committee meetings as public observers.

**CONSUMER EDUCATION**

Mary Dominiak (EPA) updated the Stakeholders on current CLI activities relating to Consumer Education (ConEd). (To view her presentation, see attached copy of the slides used.)
The goals of the consumer education presentation were to approve the flier/brochure messages, to approve message placement strategy, to obtain individual commitments to undertake specific "placement actions" and to determine the direction in which to proceed with logo design.
As recommended at the last P&TF meeting, the ConEd group has been expanded into three working groups that coordinate with the larger ConEd group.

**<u>Message Development</u>**

Activities relating to the development of outreach fliers/brochures promoting the "Read the Label *First!*" campaign were summarized for the P&TF:

- Two layouts (one-page fliers and tri-fold brochures) were developed to present the content of the outreach brochures (these brochures were drafted last year and have been updated with comments from the last P&TF meeting and ConEd conference calls). Graphics for the outreach materials still need to be developed.
- State and local programs have expressed concern with the "Read the Label *First!*" campaign because it directs consumers to follow storage and disposal information that conflicts with some state and local regulations. The ConEd group has responded by pointing out that groups can customize the brochure/flier to include contact information.

**Discussion**

*Restriction of Flexibility to Change the Brochures*

- The issue of restricting the changes that people are allowed to make on the proposed brochures/fliers was raised. It was decided by the P&TF that the only information that can be added into the brochures/fliers is local contact information and "distributed by" information.
- Stakeholders requested confirmation from EPA that they will be allowed to add their logos onto the brochures/fliers, stating that industry would be more willing to fund the brochures if individual company logos are on them.
- EPA will look into the issue of listing the EPA logo alongside brand-identifying information and logos.

*Disposal*

- It was pointed out that many state and local governments are currently deciding whether or not they will participate in the consumer education campaign. This decision will be based upon how the disposal issue is resolved.
- In response to this, the P&TF decided to remove all mention of disposal instructions from the outreach brochures/fliers until the issue has been resolved, with the exception that the gardeners brochure will continue to include the statement that lawn and garden products should never be poured down the drain.

*Stakeholder Comments on Wording of the Brochures/fliers*

- Current versions of the fliers/brochures were submitted for input to the P&TF members at the meeting. Stakeholders made a variety of comments on the wording of the documents.
- The message content of the brochures/fliers was finalized and agreed upon by the P&TF.
- The newly revised, now FINAL versions of the brochure texts are attached.

**<u>Message Placement</u>**

Julie Winters (EPA), Annette Washington (EPA) and Nicole Christian (EPA) presented information on the activities of the message placement group. The goal of the message placement group is to identify and implement the best ways to distribute ConEd products and messages in order to publicize the "Read the Label *First!*" campaign. The presenters described group participants and activities, such as matrix of placement activities, EPA database, Web site link project, calendar of strategic events, and evaluation. (See attached copy of presentation slides.)

**Discussion**
Stakeholders made the following comments:

- Timing of Distribution - The placement (of promotional material) in retail distribution outlets has already been done for this year. Planning for next year is beginning now and promotional materials for next year should be ready by this December/January.
- Stakeholders reiterated that the ability to put their companies' logos on the outreach brochures/fliers would make it easier to promote the brochures to retail outlets.
- The Garden Writers of America, the Home & Garden Cable Network (HGTV), and the National Poison Prevention Meeting (in March) were mentioned as potential vehicles through which to broadcast the consumer education message.
- Stakeholders were asked to specify ways in which they could help with message placement. Stakeholders volunteered to assist with obtaining a list of lawn and garden shows (Bayer-Pursell LLC) and contacting the National School Board Association (RISE).
- It was suggested that the CLI have a public relations firm draft a strategy and calendar for the message placement activities. A few Stakeholders volunteered to look into the possibility of their companies' public relations firms working pro bono on strategy development.

**<u>Logo Design</u>**
Mary Dominiak (EPA) updated the P&TF on logo design activities for the "Read the Label *First!*" campaign. The goal of the P&TF meeting with regard to logo design was to obtain P&TF input on logo development and select an option for designing it. The desire to find an option that included the input of all P&TF members has made the decision of logo selection method difficult. A list of desirable logo design criteria was presented (see the attached slides used in the presentation). The goal for logo completion is August, so that companies have the logo in time to plan promotion for the following spring.

The following options for funding logo design were presented to the P&TF:

- *EPA Cooperative Agreement/Grant* - The EPA could arrange a cooperative agreement with a not-for-profit group. The EPA has compiled a list of potential not-for-profit groups.
  - Pro: The time-line would be relatively short. The decision would be made by a third party.
  - Con: The decision would be made by a third party. The P&TF would have to be comfortable with this process.
- *Non- EPA Agreement* - An outside group, such as some/all CLI Partners, excluding EPA, could fund it.
  - Pro: Outside groups do not have the restrictions on contracting that apply to the Federal government, would be free to set up any type of arrangement that would work for the group, and would potentially have access to any desired design group.
  - Con: A group other than the existing EPA core team would have to be organized to oversee and coordinate the process.
- *EPA Contract* - The EPA could fund it through a government contract.
  - Pro: Quick if done under small purchase.
  - Con: Limited access to the types of design groups most likely to produce high quality, high profile work; extremely difficult to build in opportunities for non-government groups to influence decision; decision must be made by EPA.

**Discussion**
*Method of Logo Design*
The idea of holding a design competition was presented to the P&TF. Stakeholder comments on the logo competition were as follows:

- Students from design and art colleges were recommended as good candidates for logo design. It

was pointed out that college classes are almost done for the year, which would affect the timing of a potential logo competition.

- Stakeholders discussed the advantages and drawbacks of a design competition, weighing the logistical problems of administering such a competition, guaranteeing the quality of submissions, and timing the contest to be assured of having a final logo by August against the opportunity to gain additional publicity and fresh ideas.
- Some Stakeholders advocated for a design- firm to design the logo. A few Stakeholders volunteered to think of names of potential firms for pro- bono work.
- The matter will be decided upon by the ConEd sub-group in the next conference call on April 22, 1999, 3:00 - 5:00pm EST (Call-in number - 202 260-8330 Access code - 7890 followed by the pound # sign).
- King County, WA, Department of Natural Resources, will explore using $5,000 - 6,000 of its marketing contract to assist with logo design.

*Other Comments*

- There was discussion about whether the logo should be tested by a focus group before it is approved. Comments ranged from advising to use focus group information for directional—not final—guidance, to pointing out that focus group research on a potential logo design could highlight aspects of the logo design that the P&TF might not see (e.g. if the logo was scary for consumers).
- A recommendation was made for setting up criteria to define how the logo will be used.
- P&TF members at the meeting agreed that, however the logo designs were achieved, the ConEd group would present the top handful of options to the entire P&TF for a vote, and the design winning the majority of votes would be adopted as the *RtLF!* logo which everyone would use.

**OTHER INFORMATION**

- EPA Administrator Carol Browner will be conducting a national town meeting in the near future, at which she will mention the CLI.
- The CLI has been cited as a possible candidate for the Plain English, “no gobbledy-gook award,” a monthly award given by the Office of the Vice President for efforts that simplify government language for the public. CLI will likely apply for the award after the media event, when it has something tangible to show (e.g. brochures, media message).

**BACKGROUND DOCUMENTS (Available upon request)**

- Slides of EPA Presentation at CLI P&TF Meeting, April 7-8, 1999 **(Enclosed)**
- Proposed Agenda - CLI P&TF Meeting, April 7-8, 1999
- Recommended First Aid Statements for Pesticide Products (DRAFT- April 7, 1999)
- Older Version/Preferred Statement (CLI label changes)
- CLI Media Event Options Paper (DRAFT - April 2, 1999)
- CLI Phase II Report Outline
- Matrix of Placement Actions (for April CLI P&TF Meeting)
- Draft of Messages for CLI Media Event (April 2, 1999)
- EPA Fact Sheet, Consumer Labeling Initiative, December 1998
- “Read the Label *First!*” Flier - Household Products
- “Read the Label *First!*” Tri-Fold - Household Products
- “Read the Label *First!*” Flier - Children’s Health
- “Read the Label *First!*” Tri-Fold -Children’s Health
- “Read the Label *First!*” Flier - Gardeners
- “Read the Label *First!*” Tri-Fold - Gardeners

- “Read the Label *First!*” Flier - Pet Protection
- “Read the Label *First!*” Tri-Fold - Pet Protection