

P.E. Robinson

October 12, 1973

J.F. Cole

Dear Phil:

As I promised, I am outlining in this memo the recommended expenditures in Environmental Health for 1974. You already have our management and operations budget which is proposed for next year. You will note that there is some increase from last year. The only addition of any consequence is that we are requesting another half secretary which would give Dr. Lynam a full-time secretary. We think this is essential for him to achieve full productiveness.

In addition, of course, there will be the Hill & Knowlton funds which will be required. As you know, the Lead Environmental Health Committee recommended that in addition to the normal Hill & Knowlton activities, that funds be included for the preparation and printing of a document delineating facts and fallacies about lead in the environment. Frankly, it is a guess to me at this time as to how much such a thing would cost, but I would think that we could produce a reasonably good document for about \$5,000. This would include preparation and printing. Also, within the Hill & Knowlton budget, they should include the cost of revising the Facts About Lead and Pediatrics booklet. This also was endorsed by the Lead Environmental Health Committee, as you know.

The LIA Environmental Health Committee recommended approval for a continuation of the Katterring Lead Abstracts for 1974. The ILZRO Lead Environmental Health Committee also approved the portion which ILZRO will supply. The total amount for Katterring for next year will be \$28,613, of which ILZRO will supply \$11,443 and LIA \$17,168. We anticipate a subscription income of \$3,000. In addition to the LIA amount, the costs of printing and distribution should be added and this can probably be supplied by Ray Assadi.

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The Lead Environmental Health Committee also recommended that a film be prepared on occupational health aspects of lead. This was approved by a vote of 8 in favor, 0 against, and 2 abstentions. There was some concern about the group "Bull Frog Films" since they are closely associated with the Rodale Press. This group tends to be a food faddist organization, but my own view is that if they produce the film we want and if the price is right - - let them do it. The amount suggested by Bull Frog was \$12,500.

We have also discussed the need for an occupational health symposium to be held in 1974, and I recommend that an amount of \$7,500 be set aside for this purpose. The occupational health symposium would be aimed at the critique of the NIOSH criteria document on lead.

You also wanted to give consideration to the possibility of adding another member to the staff. This would be a literature reviewer/writer with expertise in environmental health. As I explained, I think that we have a serious deficiency in this area, mainly because of the press of other activities. In reality, LIA/ZI should be continuously producing documents, articles and speeches; but this does not seem to be possible with the current staffing. I would suggest that we either look into the possibility of taking on another employee for this job or expanding Hill & Knowlton's activities so as to include this service.

On the zinc film which was proposed by Bull Frog, I have some serious reservations. I think that we should promote the concept of zinc in nutrition, but I feel that Bull Frog looks upon this as another one of their food faddist operations. I am not sure that the image of the Zinc Institute, nor its credibility would be served by the type of film proposed by Bull Frog. Zinc is certainly a beneficial element, but there are questions which can only be answered by research. I do not think that the Zinc Institute should be a pressure group to overcome what I feel are legitimate concerns about zinc or any other food additive which supposedly are of great benefit in nutrition.

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One only has to look at the nonsense which has been spread about by the Rodale Press and organizations like Bull Frog on massive doses of vitamins to know that this is an area in which we should not become involved.

Don Lynam will be available to attend any budget meetings that you have and I suggest that you contact him to advise him of dates of the meetings.

J.F. Cole

cc: Dr. D.R. Lynam

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