Carondelet 1996 Community Relations Plan

STLCOPCB4036873

DSW 136913

Goal #1: In conjunction with local organizations, work to preserve the stability of the Carondelet neighborhood identified by community leaders as a top priority.

Objective A: Provide necessary financial support which improves the viability of the neighborhood, emphasizing home upkeep, medical services, and self-help/life skills support.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
community neighbors, and media	Monsanto is committed to being a good neighbor and contributing to the long-term viability of the Carondelet community.	Provide contributions to established organizations with demonstrated achievement. Specific recipients are: Carondelet Community Betterment Federation (CCBFs-House Repair Program) $30,000 (N.A.P.) Family Care Center $4,000 Carondelet Ecumenical Council of Churches $2,000 Grace Hill/PATCH (Carondelet Center) $1,500	Monsanto Fund sponsored donations $30,000 (N.A.P.)(F) $9,000 (F)	Annually (1996, 1997,1998)	Confirm local organization's effectiveness by annually reviewing their accomplishments . Review worth of each organization with community leaders for feedback. Gauge their interest and participation.	$24,000 (F) annually ($15,000 N.A.P.)

STLCOPCB4036874

DSW 136914

Goal #2: Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet-Lemay area.

Objective A: Continue providing science education, emphasizing chemistry and chemical products.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
teachers/students	Chemicals are an integral part of our everyday life.	Present "chemistry lesson" to High School students. Emphasize the importance of the products at Carondelet Plant.	Time of plant personnel Supplies	1996 and beyond	Survey teachers to find out response and top consider expanding next year.	$200 (P)
science teachers		Send four science teachers to the NSTA national conference to expand their science and environmental science education.	$800 annually	1996, 1997, 1998	Talk with teachers to see if beneficial to their science teaching. Determine if should continue.	$800 (P) annually
science teachers/ state legislature		Sponsor two teachers each year to the Teacher, Industry, and Environment workshop. Hold a T.I.E. workshop. Conduct workshop in Jefferson City, MO for state legislators, demonstrating value of plant products.	Time of plant personnel, supplies, and travel Time of plant personnel, supplies, and travel	1996 and beyond 1996 and beyond	Survey teachers to find out response. Listen to legislative concerns and ask for feedback.	$400 (P) $200 (P)

STLCOPCB4036875

DSW 136915

Goal # 2 (con'd): Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet -Lemay area.

Objective A (con'd): Continue providing science education, emphasizing chemistry and chemical products.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Local schools (Lyon Basic, Blow, and Hancock Senior High)	Chemicals are an integral part of our everyday life.	Provide necessary supplies and equipment for science & information technologies. (not provided in school budget)	Monsanto Fund sponsored Program $2,000 annually	1996 and beyond	Talk with teachers, CAP members to see if beneficial to their science teaching.	$2,000 (F) for 1996 and beyond

STLCOPCB4036876

DSW 136916

Goal # 2 (con'd): Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet-Lemay area.

Objective B: Effectively implement and communicate responsible financial support which enhances the community's view of the plant as a good neighbor.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
community neighbors, and media	Monsanto is a real asset to the community.	Align United Way contributions with Fund donations. Specific recipients are: South City YMCA ($5,000) Salvation Army - Carondelet Community Center ($5,000)	Monsanto Fund donations	1996 and beyond	Does gift receive good media coverage and interest from the community? Are key community leaders aware of and appreciative of the donation?	$10,000 (F)

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STLCOPCB4036877

Goal #3: Prepare community for "worst case" scenario information.

Objective A: Engage in an open dialogue with the Carondelet-Lemay Community Advisory Panel on "worst case" scenarios.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Community Advisory Panel Members	Monsanto Carondelet is a very safe and environmentally sound plant. Our "worst case" scenario is not our most likely scenario. There is only one highly hazardous material in the plant - phosphorus. (No ammonia or chlorine is used in the plant.)	Select key personnel to discuss "worst case" scenario issues with CAP. Discuss best way to communicate with community.	$16,000/year for facilitator time, travel, and supplies. Time of plant personnel	Throughout 1996 and continuing well after EPA deadlines.	Feedback from CAP members and community sentiment once "worst case" scenario announcement is made.	$16,000 (P)

Objective B: Maintain and enhance relationships with emergency responders and health care professionals.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Emergency responders (firefighters, ambulance, police)	It is in the community's and Monsanto's best interests to have thoroughly trained and prepared emergency responders.	Provide emergency response training to local fire dept. incident commanders, including hazardous materials response training. Continue providing emergency response training to Carondelet Emergency Response Team members. Send 3 responders to hazardous materials response training.	Monsanto Fund sponsored Program $2,000/year for 3 years Local Budget $2,000/year for 3 years	St. Louis City Fire Dept. '96 - 1 responder '97 - 1 responder '98 - 1 responder Carondelet Emergency Responders '96 - 1 responder '97 - 1 responder '98 - 1 responder	Feedback and level of preparedness by emergency responders	$2,000/yr (F) for 3 years $2,000/yr (P) for 3 years

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DSW 136918

Goal #3: (con'd): Prepare community for "worst case" scenario information.

Objective B (con'd): Maintain and enhance relationships with emergency responders and health care professionals.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Emergency responders (firefighters, ambulance, police)	It is in the community's and Monsanto's best interests to have thoroughly trained and prepared emergency responders.	Conduct annual emergency response drill. In conjunction with training, invite on plant tour.	Plant salary cost Time of plant personnel	Fall 1996 and beyond	Feedback from emergency responders	$5,000 (P) approximately
Physicians and health care professionals	The community's health care professionals are knowledgeable about Carondelet Plant's products and raw materials as well as our safety and health practices.	Provide risk management talks to physicians at Family Care Center and other health care groups in Carondelet and Lemay neighborhoods. After talks, invite them on a tour of the plant.	Time of plant personnel Supplies	Throughout 1996 and beyond	Feedback from physicians and health care professionals	$500 (P)
Physicians and health care professionals	The local health and medical services are capable of providing treatment for possible chemical exposure.	Provide annual funding supporting chemical exposure treatment, medical and educational services. Specific recipient: Family Care Center $1,000 (F)	Monsanto Fund sponsored Program $1,000 annually	Throughout 1996 and beyond	Feedback from physicians and health care professionals	$1,000 (F) for 1996 and beyond

STLCOPCB4036879

DSW 136919

Goal #4: Enhance dialogue with local community.

Objective A: Community Advisory Panel meetings agenda will address a variety of topics.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Community Advisory Panel (CAP) Members	Monsanto Carondelet is committed to the community panel process. This encourages open dialogue and will address issues of concern to the CAP membership.	Support CAP's ability to fulfill its charter. Provide open forum for community concerns and issues. Provide information on multiple aspects of the plant through tours, visits, key speakers, and written information.	$$ for facilitator time, travel and supplies Time of plant personnel	Continuing in 1996 and ongoing	(Facilitator costs in Goal #3)	

STLCOPCB4036880

DSW 136920

Goal #4 (con'd): Enhance dialogue with local community.

Objective B: Increase awareness about Carondelet Plant and its valuable products through educational visits.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Neighbors/ community	The Carondelet Plant is a safe, secure neighbor and a valuable asset to the community.	Send invitations as a follow up to those who responded to plant's 1994 mailing of a question & answer brochure. Preselected dates will be offered as tour dates.	Time of plant personnel	1996 and fbeyond	Level of response. Questions asked.	
Junior High/ High School students		Provide tours for school groups, especially science classes.	Time of plant personnel	Spring/Fall	Level of inquiry.	
Community leaders		Invite on tours whenever appropriate.	Time of plant personnel	anytime		
Emergency Responders/ Health Care Professionals		Emergency Responders: Host tours in conjunction with fire training. Health Care Professionals: Extend tours after risk management talks.	Time of plant personnel	Fall 1996 and beyond anytime		
Community Advisory Panel		Host a tour whenever appropriate.	Time of plant personnel	anytime		