

## ***A Communications Strategy for Completion of the Shanghai Health Study***

### **Background:**

- A five-company Benzene Health Research Consortium (BP, Chevron, ConocoPhillips, ExxonMobil, Shell Chemical) has developed and funded a research program on the health effects of benzene - the Shanghai Health Study (SHS). The purpose is to increase understanding of the relationship between benzene and certain blood-related diseases, in particular the dose-response relationship and whether blood diseases (certain lymphomas) could be associated with benzene as has been alleged.
- Key study dates:
  - Data collection and analysis phase will be completed by end 3Q 2007
  - Study results will continue to be published during 2008
  - A 'benzene symposium' is tentatively scheduled for 4Q2008

### **Communications Objectives:**

- Create a clear focal point in time – an end of study milestone – that will provide an opportunity to present the most significant key messages and outcomes from the study.
- Position the Shanghai Health Study as an independent, scientifically rigorous study.
  - Ensure any public dialogue on the research project is well informed and presents the research in a positive way. This will contribute to an environment that maximizes acceptance of the published research study results by experts and authorities involved with benzene health impacts and benzene controls or regulations.
- Fulfill social responsibility requirements by communicating final study information to research participants.

### **Recommended Key Communications Activities:**

- Stakeholder mapping to identify key audiences and construct an outreach matrix to focus communications activities
  - Benzene “thought leaders”, NGOs (e.g. the Leukemia Society of America), regulators, remaining industry, trade media, *etc.* will be the ultimate arbiters of the study’s credibility.
  - Identify allies and interested industry parties to be briefed on the findings (API, NPRA, ACC, CPCIA, CEFIC, *etc.*)
- Study completion milestone markers:
  - China, Europe and the United States
    - Event/s for key stakeholders (researchers, government contacts, study participants, community)
  - Summary non-technical publication - in Chinese and English
- Update existing documentation/procedures:
  - Public/media inquiry guidelines for BHRC, individual company participants and API.
  - Key messages, talking points, Q&A package, backgrounder/leave behind document for stakeholders/media.
  - Media training refresher for key research leads.

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### **Decision required:**

- Endorse the need for a structured communications plan to manage the end of the study.
- Confirm the level of budget to be spent on communicating the findings.
  - Recommendation from Communications Committee is that a minimum funding level of \$200,000 be made available as follows:

|                          |         |                                                                                        |
|--------------------------|---------|----------------------------------------------------------------------------------------|
| Retention of Consultants | 120,000 | Stakeholder mapping; development of materials                                          |
| Literature               | 20,000  | This includes design/print/translation                                                 |
| Online Presence          | 10,000  | Essential for global audiences                                                         |
| Events                   | 30,000  | China, Europe, U.S.                                                                    |
| Contingency              | 20,000  | For additional support in the event the SHS receives hostile reception from NGOs/Media |