

SHS OUTREACH PROGRAM: EM DISCUSSION DOCUMENT

BHRC purpose is successful completion of a well-designed research program.

- SHS Overview: "Purpose: To gain an accurate understanding of the true relationship between benzene exposure and the risk of certain hematopoietic diseases."
- Adaptable Presentation: SHS Purpose: "To gain a quantifiable understanding of the relationship between benzene exposure and potential associated cancer risks."

BHRC needs to agree on and meet two key objectives (as described below along with the "proof points" on how we are meeting those objectives).

- BHRC (SHS sponsors) meet goal of being open and transparent.
 - + SRP and ERP
 - + SHS industry sponsorship is known/understood
 - + User community (other researchers, regulators) is aware of SHS to pursue additional information if interested.
 - + Issues: who is user community; when and how to make aware
- PI's independence is assured.
 - + Structure of SRP and ERP (private web site, limited industry involvement in deliberations). See terms of reference.
 - + Monitor progress in terms of budget, measurable milestones, other process steps.
 - + Release of information determined by PI's (talks, participation in symposiums/conferences, publications).
 - + Issues: outside participation in annual meeting.

In addressing these objectives, BHRC needs to keep two considerations in mind: the overall purpose of the project and the external environment.

- The BHRC's purpose is to further the understanding of benzene, both on the part of the sponsors and of others that use benzene research and science. This puts a priority on successfully completing the research and seeing it accepted. Thus, the second objective above is more important. Outreach to the user community should be to a defined, focused list.
- In the external environment, there are a number of issues that critics can use to question the study. We have good answers to those issues, but the emergence of an external debate could have a negative impact on how the study is perceived. Those issues include: moving research outside the

U.S. meaning outside the reach of U.S. regulations or oversight; using a poorer, less educated population as study cases; and working and exposure conditions in China.

- Evaluate external audiences based on their interest in the issue and their ability to influence opinions/discussions on the published results. (One can envision these audiences as concentric rings around the sponsors, with those closest in the most interested, most engaged, and most willing to accept our input.
- Limit outreach to user community of "benzene thought leaders": researchers and regulatory staff that use/interpret research.
 - + BHRC outreach information to focus on **process** using key messages and project description in the "one page summary".
 - + Refer interested user community to publications, as they become available.
 - + Issue: distribute annual meeting summary outside SHS??
- Limit annual meeting to SHS; limit participation in BHRC meetings (including Technical Committee) to sponsors.
- Oversight Committee should reconsider this outreach approach prior to publication (when case accumulation is completed).
 - + Remind user community publication is approaching.
 - + Consider extending outreach to other interested groups/individuals.

For reference the current Communications Committee objectives and role are provided below.

Communications Committee Objectives:

- contribute to the full acceptance of the published research study results by experts and authorities involved with benzene health impacts and benzene controls or regulations.
- assist in meeting social responsibility standards, in particular international ethics standards where they address community outreach or public interactions.
- ensure any public dialogue on the research project is well informed and presents the research in a positive way.

Communications Committee Role:

- Identify potential issues the consortium may need to address
- Advise on the public impact of consortium actions
- Ensure successful community outreach and information programs
- Facilitate implementation of those Ethics Review Board recommendations that have an external component
- Identify and communicate with audiences that are interested in and/or concerned about this research
- Manage media interactions