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Sent: Friday, January 24, 2003 10:04 PM (GMT)
To: BHRC Communications Committee (E-mail) <benzconsort-cc@api.org>; BHRC Oversight Committee (E-mail) <benzconsort-oc@api.org>; BHRC Technical Committee (E-mail) <benzconsort-tc@api.org>
Subject: SHS: Why Join Document
Attach: SHS Why Join.doc

To BHRC Committee Members:

Please review and provide comments on SHS Why Join document by January 30th. The Communications Committee would like to finalize this document in time for the next recruitment conference call. Thanks.

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Shanghai Health Study Recruitment Messages

Joining the Study

In summary, there are four key reasons to join the study: first and foremost to demonstrate commitment to product stewardship and corporate responsibilities. In addition companies participating will gain a firsthand understanding of this cutting edge application of research technology; will be directly engaged with the research; and can participate in project administration. As the study results are published and disseminated, it will be clear which companies took these responsibilities seriously and had the interest and capability to participate.

Study sponsorship will clearly demonstrate to employees, customers and shareholders your commitment to actively study and understand your products. Industry has long been a leader in sponsoring scientific studies about its products; this continues that well-established commitment. Sponsorship is a strong statement of your willingness to both sponsor and act on science that impacts your employees and your business.

This project applies some cutting edge research techniques to the "old issue" of benzene. Sponsorship offers the opportunity to be part of this new approach, to engage rather than observe as these studies move forward. This will prove useful not only in interpreting this study but in considering the utility of these techniques for future work on benzene or other substances.

Sponsorship will help ensure your company has a solid understanding of the project, beyond the summaries presented in the anticipated peer-reviewed publication of the study results. This will position you to actively participate in discussions on any issues that may emerge as the study progresses.

Sponsors can participate in the organizational structure that manages the project and can attend planned annual reviews of study progress by the principal investigators. Sponsoring companies can also participate in three separate committees:

- Oversight – makes budgeting, resource and other major decisions;
- Technical – follows research progress; and
- Communications – helps with external communications about the project.

[If asked]: Your company was involved in designing the project; at this point my company wouldn't have input to the research. So why should we join now?

First, the sponsor companies did not then and do not now control the research design. However, we firmly believe the study makes a sound contribution to the science of benzene health effects and should be funded.

The study was defined and designed by the principle investigators with input from independent reviewers. Drs. Richard Irons and Otto Wong designed the research. Sponsoring companies established an Ethics Review Board and a Scientific Review Panel, both of which had extensive project input. It is possible that the technical infrastructure established for this study may lend itself to other, related research. The researchers and the sponsoring companies are willing to consider such additional work, as long as the protocols for the ongoing studies are not compromised.]

Note: see Key Messages.

Shanghai Health Study Funding Structure

Current SHS funders (as of Jan. 2003): BP, ChevronTexaco, ConocoPhillips, ExxonMobil, and Shell Chemical. API administers the SHS.

\$22.8 million program total for all costs:

- operations for five years estimated to identify case studies;
- staff training, data collection and analysis;
- study revisions recommended by the scientific and ethics panels;
- patient privacy protections;
- constructing a state-of-the-art laboratory at Fudan University in China; and
- laboratory operations for research and clinical tests.

\$16.5 million is currently funded. This sum is sufficient to launch but not complete the study. Current funding runs out in the fall of 2003 (third quarter). We believe this project is of general interest to all companies who produce or handle benzene. We'd like to see them directly involved.

Funding shares are determined by size and sector. Existing funding formula for assigning one to three shares:

- Refiners: 1 – 3 shares based on U.S. capacity
- Chemical companies (outside petroleum sector): 1 share
- Other companies/ organizations: 1 share

One share currently equals \$1.5 million.