

Contents

- 1. Communications Plan**
- 2. Public Inquiry Guidelines**
- 3. Main Technical Messages**
- 4. Frequently Asked Questions**
- 5. Study Timeline**
- 6. Backgrounder: Science and the Shanghai Health Study**
- 7. Principal Investigator Contact Information**
- 8. Study Expert Reviewers**

SHANGHAI HEALTH STUDY

COMMUNICATIONS PLAN --- 2009

OBJECTIVES:

- Ensure Public Understanding of the Transparency/Independence of Project
- Convey Consistent Messages
- Respond to comments on or interest in the Study

POTENTIAL MEDIA INTEREST:

- Trade Press
- Medical/Science Writers
- Media in China, US, and other countries
- Industry Association Journals

NOTE: Peer-reviewed science journals are not included in this plan. There is potential for substantial media interest in this study.

STRATEGIES:

- Provide media responses, briefings or interviews to media as appropriate for the project.
 - Active internal effort planning for interacting with media
 - Respond to external issues, comments, interest in a reactive fashion.
- There is potential for media interest to be generated regarding this study due to presentations by the Principal investigators at the 2009 Benzene Symposium in Munich (September 7-11).

Shanghai Health Study

Public Inquiry Guidelines

The following is the process to provide timely, efficient and effective responses to information requests regarding the Shanghai Health Study.

General Guidelines

- Questions on the conduct of and results from the study and the science related to the health effects of benzene shall be referred to the Principal Investigators.
- API, through its Media Relations Department, is the primary avenue for handling general information requests about the process and broad goals of the SHS, either directly (see attached communications materials) or by referrals to the Principal Investigators.
- Consortium companies are responsible for information about their company, its role in the SHS, and its practices with regard to benzene.
- Member companies who receive inquiries should inform API, including the responses provided.
- All general media inquiries will be handled by API.

Technical/Scientific Inquiries

- Requests for technical information and/or research details will be referred, as appropriate, to Principal Investigators who are the appropriate contacts for briefings on the research program, status, or other subjects regarding protocol implementation.

Inquiry Implementation Guidelines

Anticipated Inquiries: Unsolicited requests from third parties, media, NGO's, or other interested groups. In general, approaches from governments will be addressed by API as the consortium administrator or by companies.

API

- API (Media Relations Department) are "first responders" -- primary avenue for handling general information requests about the SHS, either directly (see attached communications materials and questions and answers) or by referrals to appropriate experts or spokespeople.
- Maintains log of inquiries to facilitate responses and to help identify areas of concern and gauge necessity of additional materials. Shares details of media inquiries and responses with consortium members in an expedited manner.
- API staff attending the Munich Benzene Symposium will be available to address media inquiries at that location. API staff will respond to inquiries from the materials in this Communications Package.

Consortium Members

- Responsible for information about their company, its role in the SHS, and its practices with regard to benzene.
- *Report inquiries or contacts to API.*

Principal Investigators

- The appropriate contacts for briefings on the research program and results and the health effects of benzene.

See page 12 for Principal Investigator contact info.

API Media Relations contact info

API Media Relation's "must-answer" line during normal business hours is **1.202.682.8114**. On weekday evenings, weekends and holidays, please call **1.202.682.8038** for the media relations duty officer. You can also contact API Media Relations via e-mail at mediacenter@api.org.

