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CANADA

Quebec Asbestos Mining Association

550 EST, GRANDE-ALLÉE - SUITE 320

February 15th, 1974.

Mr. J.H. Marsh, President - AIA/NA
c/o Raybestos-Manhattan
205 Middle Street
Bridgeport, Conn. 06603

Dear Mr. Marsh:

Please find attached a copy of the Minutes of the Joint Meeting of the AIC/UK, ARC/UK, AIA/NA and QAMA held on January 24th, 1974, in Montreal, Quebec.

Sincerely yours,

PAF/vl

Paul-A. Filteau,
General Manager

IHW

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AIA/AIC/QAMA

ASBESTOS INFORMATION ASSOCIATION

February 25, 1974

Messrs. T. A. Dougherty - Certain-teed
A. H. Fay - National Gypsum
J. G. Hall - GAF
R. H. Mereness - AIA/NA
F. J. Solon - Johns-Manville
J. K. Whittaker - Nicolet

Attached is a copy of the minutes of the Joint Meeting of the AIC/UK, AIA/NA and QAMA held on January 24 in Montreal.

John H. Marsh

Attachment
BCC: Messrs. W. S. Simpson
I. H. Weaver

10111

MINUTES OF THE JOINT MEETING OF THE

AIC/UK, AIA/NA AND QAMA

HELD ON JANUARY 24, 1974, IN MONTREAL, CANADA

There were present:

Messrs.:	C.M. Fenton	Chairman, A.R.C.
	D.W. Hills	Member, A.R.C.
	M.F. Howe	Deputy Chairman - A.I.C.
	J.H. Marsh	President, AIA/NA
	R.H. Mereness	Executive Secretary, AIA/NA.
	M.J. Messel	President, QAMA
	I.C. Campbell	Chairman, QAMA PR Committee
	R. Michon	Director, QAMA Information Services
	Dr. P.V. Pelnar	Scientific Secretary, I.O.E.H.
	P.A. Filteau	General Manager, QAMA

INTRODUCTORY REMARKS

In his opening statement, Mr. Messel extended a most cordial welcome to all participants, and expressed the hope that the meeting would be a fruitful one.

"How can we get the most truthful and accurate information to the public?", he emphasized, was the object of the meeting. It is desirable to this end to coordinate our efforts towards dealing more effectively with the media and gaining their support in believing what industry says. There lies the major problem.

Mr. Messel then invited Mr. Campbell, Chairman of the QAMA P.R. Committee to chair the meeting.

IHW

The Chairman called on each association delegate to review the important areas of concern.

REVIEW OF SITUATION IN U.K.

Mr. Howe explained that there were two active bodies in the U.K., namely the Asbestosis Research Council (A.R.C.) and Asbestos Information Committee (A.I.C.) and that every attempt was made to keep the two bodies apart in the public eye. The ARC has a high repute as being independent, although financed by the Industry. As regards "Asbestos & Health", the public image in U.K. has been relatively quiet in the recent past. There are occasional sensational articles in the press and T.V. programs, but not to the extent of creating a national impact. To counter such adverse publicity, the AIC has a policy of releasing, whenever deemed advisable, letters to the Editor of important newspapers; it is a standard practice in U.K. to publish these letters; same are read extensively. The AIC is fortunate in having Mr. W. Howard who is an expert in preparing letters very much to the point.

This year the AIC has doubled its budget for advertising in policy forming newspapers. In the past, the Committee has received a large number of inquiries in connection with the ads, which shows their impact on people. In every case reference is made to health risks and precautions. The new advertising campaign adopts a childish approach. The theme is concentrated on "fire", by reason of the great many fires in England in recent years. An attitude survey is presently being conducted which should tell the effectiveness of the program.

The AIC is, however, worried about Doctor Selikoff attacking the U.K. standard of 2 fpcc. Indeed it was felt most timely to hold the present joint meeting of the three groups, since our countries endure the brunt of the attack because of the common language. It

seems that the experience in the U.K. is that nothing happens when statements are made in countries with different languages.

The ARC has just completed a film on "Asbestos at Work", which shows how best to deal with health hazards. Copies will be given to the factory inspectorate and this should improve the relations with this Government Department. The film is a pictorial presentation of basic factory regulations. It was produced by Sorel Films, with three sponsors, at a cost of £10,000. 200 prints have been sold in U.K.

Mr. Hills added that, in general, people in U.K. are more tolerant towards unfavorable publicity. As one would expect, the U.K. reproduces occasionally syndicated articles from the U.S.A. such as stories by Dr. Selikoff.

T&N conducted in 1973 a series of seminars for the benefit of industrial medical officers in U.K. (Approx. a dozen meetings). A valuable relationship has thus been established.

SITUATION IN U.S.A.

Speaking for AIA/NA, Mr. Marsh stressed that the "Asbestos & Health" problem in the U.S. is a very serious one, and that in many quarters it had not been recognized until fairly recently.

Many in industry simply don't understand the situation. There is one exception, namely, Johns-Manville Corporation which has attempted to place the problem in its proper perspective. The Company soon realized, however, that alone it could not effectively represent an entire industry in dealing with the press and Government officials.

In the first place, there are no comparable studies to refute the mortality studies of Dr. Selikoff. He often extrapolates his findings on the insulation workers (death from asbestos exposure - 35%)

to encompass the entire industry, which the reporters are happy to emphasize in the media.

Secondly the press relations battle has yet to be won. One could refer to the attack on Johns-Manville in a New York Times article a year ago and another story later in the Wall Street Journal. In another instance, the AIA/NA was successful in stopping the publication of an article in the Newsweek Magazine, but what about the recent article of Paul Brodeur in the New Yorker. Lately a new series of three hour T.V. educational programs on lung diseases called "The Killers" has been introduced in the U.S.; a very expensive undertaking indeed.

In the third place, the problem is with pressure groups - unions, environmental groups, etc. These various bodies essentially demand the banning of asbestos. Yet when the Association undertook a public awareness survey on the health issue a year ago under the direction of the Opinion Research Corporation. The results indicated that only 3% of the people interviewed considered asbestos as a health hazard to the general public.

The relations of the Association with OSHA are excellent. The Association was asked to select four industry representatives on the Advisory Committee established to revise the standards on asbestos. Next to OSHA, the Environmental Protection Agency (EPA) - an enormous organization - is responsible for assessing the economic impact of regulations on industry. The Association is presently working with EPA on the development of asbestos content standards in water effluents.

Over the past year the Food and Drug Administration has been very active as regard asbestos and health hazards. Fortunately, as a result of appropriate information supplied by the Association, as well as the excellent supporting evidence by Dr. Holmes, the FDA changed its attitude on the question of banning filter pads in the beverage and drug industries.

The AIA/NA is also sponsoring some medical research namely the project on chest sounds conducted by Dr. R. Murphy of the Harvard School of Public Health.

As regards the news media the Association prepared an Asbestos and Health information kit which was mailed to some 3,000 newspapers, magazines, trade publications, radio & T.V. stations, science writers, etc., across the United States.

The all important problem, however, is how to deal with Selikoff. There is no such organization as the ARC in the USA. Within the Industry, Johns-Manville is the only Company with sound and acknowledged expertise. Mr. Marsh suggested at this point by way of two illustrations - the cases of Union Carbide Co. and the spotted use of asbestos for modeling in schools - that it was possible and preferable to meet and discuss these situations directly with Selikoff. The battle is still continuing and Industry needs help; the assistance of other groups concerned with the problem in U.K. and Canada is always appreciated.

Following Mr. Marsh, Mr. Mereness commented briefly on some of the attacks by the media, such as the article in Times Magazine entitled "Death from Dust (Tyler Plant)" and in Newsweek under the title "Living Dangerously". As a result the number of queries received by the Association increases every week. Obviously, the asbestos and health problem is a good topic for journalists and thus considerably overdone.

To strengthen its action, the Association, although representing major interests of the Asbestos Manufacturing Industry in the United States, is presently endeavouring to expand its membership. Companies like Armstrong Cork, U.S. Gypsum, Jim Walter, etc., are still not members of AIA/NA.

SITUATION IN CANADA

Mr. Campbell pointed out that the question of asbestos & health was not as big a problem in Canada as in the U.S.A. Besides, the audience is mostly confined to Quebec and more in the English than in the French Press. It seems that the French media have never tackle too strongly the asbestos & health problem. It should be pointed out, however, that the release of the McDonald report received excellent press coverage. Yet the blue leaflet "Asbestos and Your Health" campaign through the Canadian week-end press, some two years ago, resulted in only 3,200 enquiries from an estimated circulation of 3,700,000.

During the last Provincial election, the new member of Parliament for Frontenac (Thetford Mines, Black Lake, etc.), Dr. Lecours, campaigned for the protection and adequate compensation of workers and people affected by asbestos related diseases. Recently Doctor Nicholson, of Mount Sinai Hospital, came to Thetford Mines, and met with the union officers in an apparent effort to undertake a research project on asbestos mine workers. The question is: "Was it Dr. Lecours who invited him or is Dr. Selikoff trying through such a study to discredit Dr. McDonald's report?" The Association will look into the implications of such practice.

As is well-known, the contribution of QAMA to the asbestos and health problem is the funding of the IOEH activities. Under the guidance and recommendation of its Scientific Committee presided by Dr. G.W. Wright, it has so far granted financial support to some nineteen (19) research projects. Naturally our P.R. efforts are somewhat limited geographically, yet if QAMA can be of further help, i.e. as with customers, kindly let it be known.

For instance, should a campaign on the useful applications of asbestos be conducted in other Provinces than Quebec? Actually this type of information is disseminated through "Le Producteur", the monthly

newspaper of the Association. Do Unions think there is a problem in the asbestos mines? So far the situation has been fairly well managed. It seems that the area where Industry has to protect itself is with the uses of asbestos-based products.

Is there adequate liaison between AIC/UK, AIA/NA and QAMA? Certain documents, for instance, could be circulated for accuracy before publication. No doubt the service would be welcome.

As compared to U.K., advertising in U.S.A. and Canada is different and truly expensive. The only economical way, according to Messrs. Marsh and Mereness, is to have articles published in the trade press. Such a means in U.K. reaches the opinion formers and this is where the AIC is comparatively more effective.

How about advertising by AIA/NA rather than by individual companies? The efforts of the Association at the moment are placed on informing members of the medical problem. To this end, AIA/NA would like to produce with the help of a good science writer a digest of articles on the health problem.

It remains that in Canada as in U.S.A. the problem lies with Dr. Selikoff, who has all the facilities to deal and treat with people. The only way to manage effectively and combat the situation is to seek a broader and closer industry involvement both in time and money.

INDUSTRY SPOKESMAN

The consensus is that the assignment would require a medical man capable of standing off Dr. Selikoff; possibly, one man in North America and one in Europe. Such a person should preferably not be employed by Industry. He could act as an adviser to AIA/NA and IOEH and attend the many scientific conferences held on this continent and abroad. The position calls for a strong convincing speaker

with persuasive power, to stop irrational statements from various sources. All agreed that this was a priority matter.

CLOSER COLLABORATION IN RESEARCH MATTERS

This item refers to the exchange of views and information on research projects between the groups concerned with the asbestos and health issue in Europe and North America. It was noted that there was no U.K. representative on the IOEH Scientific Committee. The suggestion was made and unanimously approved that someone from ARC/UK be appointed on this Committee. This recommendation will be processed through the normal channels and should be placed on the agenda of the next meeting of the IOEH Scientific Committee.

IOEH MEDICAL DATA BANK

Dr. Pelnar reviewed briefly the operations of his medical data collecting system.

All published scientific and general information on the question of asbestos and health is collected for filing in a library. When such is published in another language, English abstracts are prepared by Dr. Pelnar. A network of mediators located in various countries has been organized and a mechanical retrieval system is used to obtain information promptly. Documents received are circulated to scientific people. It should be mentioned that the amount of material thus collected increases exponentially.

In addition, based on the information gleaned and the views expressed by the members of the Scientific Committee, volumes one and two on the biological effects of asbestos were prepared showing the ongoing studies and the areas of adequate and inadequate action. From this analysis, recommendations were submitted as regards further studies pertinent to a solution of the health problem.

To what extent is this information used by other groups such as AIA/NA and AIC/UK? So far, the McDonald studies have been extremely useful, especially in the case of exposure to pure chrysotile asbestos. The findings of Dr. McDonald were confirmed by a similar study in Italy (Dr. Vigliani). His study of mesothelioma in Canada was also confirmed by a group of authors in Italy, showing that mesothelioma is not necessarily the result of exposure to asbestos.

The question of attendance to the large number of Scientific Conferences was raised. In order that these meetings be well covered, it was suggested to set up a clearing house; Dr. Pelnar could circulate the appropriate information.

AIA/NA appreciates the facts that it can call on IOEH for medical information. The former is contemplating the publication of a brochure on work practices in the asbestos manufacturing plants in U.S.A.

ILO MEETING IN GENEVA - DECEMBER 1973

Mr. A.A. Cross, Chairman - ARC Environmental Control Committee, represented the U.K. Doctor Pelnar attended as an observer for the Permanent Commission and International Association on Occupational Health. It seems that the meeting offered a very reasonable and practical discussion. The British view was strongly represented by the expertise of a team of seven members. During the debate, two points of interest were made: first that the term "asbestos cancer" be replaced by "asbestos related cancer" and, second, that "there were other causes of mesothelioma than exposure to asbestos". It is possible that a draft of recommendations and proposals approved by the meeting may serve eventually in the elaboration of national regulations. The ILO, however, may not have time to consider these proposals until 1976.

CONFERENCE ON THE BIOLOGICAL EFFECTS OF ASBESTOS IN NEW YORK, IN OCTOBER 1974 (Dr. I.J. SELIKOFF)

No one apparently has had any correspondence lately nor any word from Dr. Selikoff concerning this Conference. Mr. Marsh has agreed to enquire.

A Conference on Mesothelioma is to be held in Vienna, Austria, in May 1974. The papers and discussion will be in German.

Plans are being made for a public health conference in Brighton, England, in September 1975; a session will be devoted to asbestos problems.

ASBESTOS MARKETING BOARD & FURTHER PROCESSING OF ASBESTOS IN CANADA

Information and co-operation from U.S.A. and U.K. may be required in order to properly set forth the economic facts pertinent to these two issues. Comments from the Industry to be submitted to the Provincial Government.

PLACE AND DATE OF NEXT MEETING

The British delegation suggested that another conference be held in North America in a year or so for the benefit of QAMA, AIA/NA, AIC/UK and ARC/UK and possibly other bodies. Brief papers on public relations and asbestos regulations could be given to bring people up-to-date on recent developments. It would be a wonderful opportunity to inform and advise people from all sectors of the Industry. The matter was left for the consideration of all parties concerned.

ADJOURNMENT

There being no further business, the meeting then adjourned.

Paul-A. Filteau

JOINT MEETING OF THE AIC/UK, AIA/NA AND QAMA

HELD ON JANUARY 24, 1974, IN MONTREAL, CANADA

PARTICIPANTS

Mr. C.M. Fenton
c/o Scandura Limited
P.O. Box 19
Cleckheaton
Yorkshire (England).

Mr. D.W. Hills
c/o Turner & Newall Limited
77 Fountain Street
Manchester M2 2EA (England).

Mr. M.F. Howe,
c/o Turners Asbestos Fibres Limited
Faulkner House
Faulkner Street
Manchester M1 4DX (England).

Mr. J.H. Marsh
c/o Raybestos-Manhattan
205 Middle Street
Bridgeport, Conn.
06603 - U.S.A.

Mr. R.H. Mereness
Asbestos Information Assoc./North America
1660 "L" Street N.W.
Washington, D.C. 20036 - U.S.A.

Mr. M.J. Messel
Lake Asbestos of Quebec, Limited
P.O. Box 608
Black Lake, Quebec G0N 1A0

Mr. I.C. Campbell
Asbestos Corporation Ltd.
1940 Sun Life Bldg.
1155 Metcalfe St.
Montreal, Canada H3B 2X6

Mr. R. Michon
Quebec Asbestos Mining Asso
412 IBM Bldg.
5 Place Ville-Marie
Montreal, Canada H3B 2G2

Dr. P.V. Pelnar
I.O.E.H.
412 IBM Bldg.
5 Place Ville-Marie
Montreal, Canada H3B 2G2

Mr. P.A. Filteau
Q.A.M.A.
580 est, Grande-Allée
Suite 320
Quebec, Que. G1R 2K2