

BOARD PUBLIC PERCEPTION COMMITTEE
AGENDA

CMA Board Conference Room
2501 M Street, NW
Washington, D.C.

Tuesday
May 3, 1988
2:00 p.m. - 4:15 p.m.

- | | |
|---|---|
| (1) Chairman's Comments | Paul Oreffice |
| (2) Status of Waste Site Cleanup | J. Winston Porter *
EPA |
| (3) Base-Line Study on
Chemical Risk | David McCallum
Institute for Health
Policy Analysis |
| (4) <u>Task Group Status Reports</u> | |
| Responsible Care | Bob Kennedy |
| Education | Earnie Deavenport |
| Audience Surveys | Ben Woodhouse |

* Representatives of the Superfund Task Group have been invited to sit in.

Revised Draft
Confidential

PROPOSAL FOR A BASELINE STUDY AND ANALYSIS OF
PUBLIC KNOWLEDGE AND PERCEPTIONS OF CHEMICAL RISKS

Introduction and Overall Objectives

The Center for Risk Communication (CRC) at Columbia University and the Institute for Health Policy Analysis (IHPA) at Georgetown University propose to conduct a comprehensive baseline study and analysis of public knowledge and perceptions of chemicals and chemical risks. The collection and analysis of this information will provide a basis for qualitatively and quantitatively evaluating (1) informational, educational, and other risk communication efforts related to SARA Title III; (2) informational, educational, and other risk communication efforts related to EPA's Superfund and RCRA programs; and (3) specific EPA risk communication efforts related to issues such as pesticides, toxic chemicals in drinking water, air toxic emissions, emergency response programs, hazardous waste sites, corrective action sites, and future siting of waste management facilities.

The project will begin in April 1988 and will end in April 1991. In the first year of the project, two studies will be conducted.

(1) National Opinion Study: a study of public knowledge, perceptions, attitudes, and understanding of chemicals and chemical risks will be conducted. A set of questions will be added to the sample survey of the U.S. population conducted by the Roper Organization.

(2) Community Studies: an in-depth study of public knowledge and perceptions of chemicals and chemical risks will be conducted based on interviews with a sample of individuals in up to six selected communities. Approximately 300-500 people will be interviewed for 1 hour in each of the six communities.

These national and community studies will supplement focus group studies and in-depth interviews currently being conducted by IHPA with qualitative profiles of certain risk issues. Focus group studies provide qualitative understanding of specific issues related to the communication of information about chemical risks, but give no information about how issues and concerns are distributed among population sub-groups.

In years two and three, follow-up studies--including the second and third wave of the Six Community Study--will be conducted in order to evaluate the effectiveness of educational, informational, and risk communication efforts nationally and in communities receiving special interventions compared to at least one control community.

CMA 083703