ASTM and ICPHSO Present a First of Its Kind Workshop

HOW EFFECTIVE ARE INFORMATION and EDUCATION CAMPAIGNS?

Mark your calendars for Thursday, October 13, 2016 and prepare to attend a one-day Information and Education (I&E) Workshop. Experts from around the country will convene and discuss research findings and best practices associated with a variety of past and current I&E campaigns for consumer products. The keynote address will be given by the Honorable Elliot F. Kaye, Chairman of the U.S. Consumer Product Safety Commission.

I&E campaigns are commonly used to mitigate risk when it becomes evident that consumers are being injured when using a product. Campaigns are crafted to communicate how to safely use a product to avoid getting hurt. While I&E campaigns are often the quickest way to respond (as compared to redesigning the product, if necessary), they may not necessarily be the most effective. Putting information out does not ensure it is received or heeded. This I&E Workshop is the first of its kind to explore whether or not I&E campaigns are effective and strategies for enhancing their success.

Morning sessions will drill down on whether or not well-known I&E campaigns for consumer products have been effective in modifying consumer behavior and impacting incident rates. Experts from the CPSC, FDA, and other non-governmental organizations will discuss I&E campaigns for swimming pool safety, furniture tip over, window covering strangulation, off-highway vehicles, teen smoking, tire safety, and the abuse of dextromethorphan. Speakers will discuss benefits and limitations of the campaigns, as well as what happens when an I&E campaign is paired with regulatory requirements and/or product design modifications.

In the afternoon, experts in crafting I&E campaigns will offer best practices. Speakers from Google, Facebook, Edelman, Saatchi & Saatchi, the CPSC, and CDC provide guidance in campaign planning and other strategies to yield maximum impact on the target audience.

The day will be capped off by an informal chat and Q&A with two CPSC Commissioners who have direct experience with I&E campaigns, the Honorable Robert Adler and the Honorable Ann Marie Buerkle. Commissioner Adler co-authored an article on the subject of Information and education campaigns and Commissioner Buerkle is the Honorary Chair of the Alliance for Consumer Education (ACE).

The symposium will take place at the offices of Covington & Burling, LLP, 850 Tenth Street, N.W., Washington, D.C. There is no cost to attend the workshop, however, advance registration is required. Go to: meetings@cleaninginstitute.org to sign up. The Workshop will be streamed live for those unable to attend in person. Register for the live streaming at the same email.
Agenda for ASTM-ICPHSO
Information and Education (I & E) Workshop
Offices of Covington & Burling, LLP
850 Tenth Street, N.W.
Washington, D.C. 20001
October 13, 2016 – 8:30 am – 5:00 pm

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October 13, 2016:
8:30 – 9:00 a.m. Registration, Coffee

9:00 – 9:15 a.m. Welcome & Introduction (Workshop Co-Chairs, Kimberly Eberwine, Esq. Procter & Gamble and Rachel Weintraub, Esq. Consumer Federation of America)


✓ Pool Safely & Anchor It Campaign – Scott Wolfson, Communications Director and Senior Advisor to the Chairman, Office of Communications, U.S. Consumer Product Safety Commission
✓ Window Coverings & Strangulation – Rachel Weintraub, Legislative Director and General Counsel, Consumer Federation of America
✓ Off Highway Vehicles (OHVs, ATVs and ROVs)- Dr. Gerene Denning, Ph.D., Research Director, University of Iowa, Carver College of Medicine

10:45 – 11:00 a.m. Break

11:00 – 12:15 p.m. Panel 2: Information & Education Campaigns for Products Regulated by Other Agencies (Moderator – Nancy Cowles, Executive Director, Kids In Danger)

✓ Educating Teens on the Dangers of Smoking - Kathleen Crosby, Director of the Office of Health Communication and Education at the Center for Tobacco Products (CTP), U.S. Food and Drug Administration
✓ Tires- Sean Kane, President, Safety Research and Strategies
✓ Dextromethorphan- Jenni Roberson, Director, Communications and Media Relations, Consumer Healthcare Products Association

12:15 – 1:30 p.m. Lunch (on-site) (Len Morrissey, Director, TCO Division, ASTM International - Introduction)

KEYNOTE: Elliot F. Kaye, Chairman, U.S. Consumer Product Safety Commission
1:30-2:30 p.m. Best Practices, Part 1: Campaign Planning (Moderator, Marc Schoem, Executive Director, ICPHSO)

✓ Tanya Topka, Fast Track Team Lead, Office of Compliance and Field Operations, U.S. Consumer Product Safety Commission
✓ Greg Shuraleff, Partner Lead, Google
✓ Rodney Robinson, Client Partner, Facebook

2:30 – 2:45 p.m. Break

2:45 – 3:45 p.m. Best Practices, Part 2: Campaign Execution (Moderator, Marc Schoem, Executive Director, ICPHSO)

✓ Ryan Cudney, Senior Vice President, Corporate Reputation and Risk Management, Edelman Communications
✓ Ryan Martin, Senior Account Manager, Saatchi & Saatchi
✓ LeShaundra Cordier, Communications Team Lead, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, HHS

3:45 – 4:30 p.m. Commissioner Perspectives on Safety Education: Past, Present & Future (Moderator, Sarah Wilson, Partner, Covington & Burling LLP)

✓ Ann Marie Buerkle, Commissioner, U.S. Consumer Product Safety Commission and Honorary Chair of Alliance for Consumer Education (ACE)

4:30 – 4:45 p.m. Wrap-up (Rachel Weintraub, Esq. Consumer Federation of America and Kimberly Eberwine, Esq. Procter & Gamble)

Thanks to the following:

ASTM International and the International Consumer Product Health and Safety Organization (ICPHSO) for co-sponsoring the workshop;
Covington & Burling, LLP for providing the meeting space;
ICPHSO for coffee breaks and lunch;
American Cleaning Institute for handling registration;
Speakers for contributing your expertise to each panel and Attendees for taking the time to attend the workshop;
ASTM Liquid Laundry Packet Information & Education Task Group: Kimberly Eberwine, Procter & Gamble; Rachel Weintraub, Consumer Federation of America; Nancy Cowles, Kids In Danger; Sarah Wilson, Covington & Burling LLP; Carol Pollack-Nelson, Ph.D., Independent Safety Consulting, for planning today’s workshop.