

December 2013

The National
COMMUNICATIONS PLAN
for Dangerous Chemicals
2014-2020



Photos:
Esa Nikunen (page 5 on left), Lauri Mannermaa (back cover), Saara Sivonen (other photos).

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1 Introduction

Finland first adopted the National Programme on Dangerous Chemicals (KELO) in 2006. The programme includes recommendations for reducing the harmful effects of chemicals on health and the environment.

In October 2012, the Ministry of the Environment set up a working group to evaluate the progress of the National Programme on Dangerous Chemicals. The objective was to evaluate the extent to which the programme had met its targets and assess how effective the measures undertaken had been in achieving these targets. The working group was also asked to propose recommendations for dealing with any newly arisen requirements.

The working group completed its assessment in 2013. According to its report, communications should be used more effectively in the management of risks associated with chemicals. Communications were seen as a key element in all of the recommendations. Attention was also called to communications resources and communications cooperation between different responsible parties.

The working group proposed that key responsible parties produce an action plan for communications concerning chemical-related risks by the end of 2013. The working group wanted the plan to cover at least the following actions, which the working group considered particularly important:

- publishing information about risk management and exposure to chemicals
- paying greater attention to communications resources and expertise in communicating risks
- increasing consumers' and especially young people's awareness of the risks associated with chemicals and how to manage these risks
- increasing the volume of information about chemical risks to consumers
- developing diverse and proactive communications between authorities, stakeholders and other parties in order to increase participation and cooperation

Unlike the National Programme on Dangerous Chemicals, this communications plan takes chemical legislation into consideration in its entirety, including cosmetics legislation and provisions on biocides and plant protection products.

Work on the communications plan began in March 2013 through an extensive partnership network

coordinated by the Finnish Safety and Chemicals Agency (Tukes). In addition to the Finnish Safety and Chemicals Agency, the following took part in preparing the plan: the Ministry of Social Affairs and Health (STM), Ministry of the Environment (YM), Ministry of Forestry and Agriculture (MMM), Ministry of Employment and the Economy (TEM), Finnish Food Safety Authority Evira, Finnish Environment Institute (SYKE), National Institute for Health and Welfare (THL), Finnish Institute of Occupational Health (TTL), and Regional State Administrative Agencies (AVI).

Director Esa Nikunen from the Finnish Safety and Chemicals Agency was chairman of the working group. The members of the working group were: Director of Communications Johanna Salomaa-Valkamo from the Finnish Safety and Chemicals Agency; Senior Inspector Jussi Poutanen, Senior Inspector Kirsi Kyrkkö, Ministerial Advisor Marilla Lahtinen (until 30 September 2013), Ministerial Advisor Hanna Korhonen, Communications Officer Anne Koskela and Communications Officer Katja Sibenberg from the Ministry of Social Affairs and Health; Ministerial Advisor Pirkko Kivelä, Senior Inspector Kati Suomalainen and Communications Expert Ulla Ahonen from the Ministry of the Environment; Senior Agricultural Officer Tove Jern from the Ministry of Forestry and Agriculture; Division Manager Taina Nystén, Communications Officer Saara Reinimäki and Communications Expert Ulla Ala-Ketola from the Finnish Environment Institute; Senior Researcher Hannu Kiviranta, Communications Officer Mervi Pitkänen and Communications Officer Johanna Leinonen from the National Institute for Health and Welfare; Team Leader Tiina Santonen, Team Leader Kristiina Kulha and Project Manager Minna Huuskonen from the Finnish Institute of Occupational Health; and Inspector Tuija Vähänen-Koivuoluoma from the Regional State Administrative Agencies. The working group's secretary was Communications Officer Heta Kylmämaa from the Finnish Safety and Chemicals Agency.

A draft of the communications plan was presented to key stakeholders at a hearing held in Helsinki on 7 November 2013, after which the draft was publicly displayed on the Finnish Safety and Chemicals Agency's website until 30 November 2013.

Like the National Programme on Dangerous Chemicals, this communications plan covers the period up to 2020. Detailed annual plans will be drawn up to implement and, if necessary, also update the plan.

By increasing the effectiveness of chemical-related communications, this plan seeks to improve chemical safety and, in particular, ensure that chemicals are used safely and that all associated risks are communicated at every stage of a chemical's lifecycle.

Consumers, businesses, professional target groups and political decision-makers all require information about the risks associated with chemicals and, in particular, their effects on health and the environment.

2.1 General development targets in chemical-related communications

Everyone is exposed to numerous chemicals every day when taking care of personal hygiene, cleaning, eating, and even breathing. Although not all chemicals are dangerous, some are, and exposure to them should be avoided.

Plant protection products are purposefully spread in the environment, yet other chemicals usually end up there at some stage in their lifecycle. Dangerous chemicals in the environment cause a broad variety of hazards.

Finland imports or manufactures more than 31,000 chemicals that are classified as dangerous and which contain over 4,500 substances that are classified as dangerous. Some chemicals are such that their use is not necessary, or they can easily be replaced with less dangerous products or mixtures.

On the other hand, a large proportion of chemicals and their benefits are essential for maintaining a modern lifestyle. Occupational health and safety has long paid attention to chemical-related risks, but minimising the exposure of consumers and the environment to chemicals is a newer target. Adapting the precautionary principle to chemical-related risks is also new. Several different authorities are responsible for chemical-related matters in Finland. There is great variation in the amount of resources the authorities have available for communications in general and, in particular, for chemical-related communications. Each organisation has its own emphasis and perspective on chemical-related matters – no common priorities have previously been agreed on.

This communications plan also seeks to distribute reliable information on legal requirements and what businesses, consumers, and professional users of biocides and plant protection products can do to influence the health and environmental hazards caused by chemicals. Themes relating to chemical

safety can be given wide-ranging public debate through common core messages agreed on between different parties. This can help improve chemical safety in many ways.

Interest in chemicals is increasing and chemicals are also becoming more and more visible in the media. In today's media environment, different kinds of rumours require authorities to react quickly – and in the case of chemical-related matters, this usually means several authorities. This is why an efficient partnership network is vital.

The tone, methods and channels of communication also need to be reconsidered. Traditional communications are no longer sufficient, because factual information about chemicals can become lost in the endless online discussions and experiences shared via social media. Messages from the authorities must be clear, and must also be adapted to each purpose and target group. New social media channels are also opening up many fresh opportunities for distributing information about chemicals. Certain groups, such as immigrants, children and the blind, should be given extra consideration in communications on chemical safety.

Finns' chemical awareness has not really been measured. According to Eurobarometres conducted in EU countries, citizens everywhere exhibit poor basic knowledge: for example, the meaning of the word 'chemical' is unclear and people are not familiar with warning symbols. One of this plan's aims is to conduct surveys to measure how investing in communications affects consumers' awareness. The extensive cooperation carried out between the authorities when drawing up this plan will create new opportunities for directing common communications to where they are most needed and most effective.

CURRENT CHALLENGES

- Information about chemicals is scientific in nature and difficult to grasp
- The dangers associated with chemicals are not visible; their concentrations are not understood
- Chemical-related risks are played down; instructions for use are not read/followed
- Warning symbols are not recognised/heeded
- Unnecessary fears are associated with chemicals
- The authorities responsible for chemical-related matters are scattered; there has been little cooperation in the sphere of communications; communications are inconsistent
- No resources have been allocated to proactive communications/campaigns
- No common core messages/priorities have been defined
- Chemical-related matters are receiving more media attention – different kinds of rumours require fast reactions (= crisis communications) – usually from multiple authorities

OBJECTIVES

- Communications targeted at consumers will provide information about chemicals in a concise and simple manner, and suitable methods of communication will be found (such as infographics, mobile applications, videos)
- Debate on chemicals will be encouraged and steered in accordance with the chosen core messages
- An effective partnership network of relevant authorities will be created to coordinate communications systematically and react quickly to any media situations that may arise
- A common action plan for chemical-related communications will be planned yearly, and resources will be allocated
- Communications will identify the most important risk groups to target and set communications objectives for these target groups
- Core messages will be formulated for common communications from different responsible parties
- Expertise in risk-related communications and special situations will be developed within the network

2.2 Recommendations made in the interim evaluation report on the National Programme on Dangerous Chemicals

The revised National Programme on Dangerous Chemicals includes 31 recommendations, 12 of which were new. The actions laid down in the recommendations are divided into five categories:

1. Achieving the objectives laid down in the REACH and CLP directives and making use of new information
2. Exposure data and monitoring
3. Chemical risk assessments and risk management among businesses and other entrepreneurs
4. Reducing chemical-related risks resulting from products
5. International lobbying

There are communications-related objectives associated with all of these. The appendix

to this plan contains a summary of the most important recommended actions in which, from a communications perspective:

- communications can have a significant impact on reducing chemical-related risks to health and the environment
- there are new and previously untapped target groups
- a particularly high volume or new kinds of communications are required
- the network can add value and increase the effectiveness of communications



Of the recommended actions listed in the appendix, the most important are:

- To promote information flow along the production chain, so that end-product manufacturers and, ultimately, consumers are made aware of and can comply with legislation on chemicals, plant protection products and cosmetics
- To encourage the replacement of dangerous chemicals
- To support SMEs in their risk assessment and management
- To promote the safe use of cosmetics

This communications plan seeks to create guidelines for the authorities when issuing common communications. In addition to these common communications, each organisation will still issue communications on matters in their sphere of responsibility in accordance with their own individual plans.

When implementing this communications plan, other organisations in addition to authorities will be included as necessary, when it helps to get a message across and does not endanger the credibility of official channels. Industry plays a key role in communicating the risks and dangers associated with chemicals.

Core messages and principles 3

Common communications concerning chemicals have two core messages; one targeted at businesses, which are governed by chemical legislation, and the other at ordinary consumers. Businesses will be reminded of the competitive advantages and financial benefits that can be achieved by replacing harmful chemicals. Communications targeted at citizens

will focus on the importance of personal choices in reducing environmental loading and exposure to chemicals. Citizens will also be encouraged to trust the information issued by the authorities. The precautionary principle will also be highlighted in communications.

Know your chemicals and your obligations!
The management of chemical-related risks is profitable for companies.

• PROFESSIONAL TARGET GROUPS

Consumers can influence their own and the environment's exposure to chemicals through their choices.
Listen to the authorities!

• CONSUMERS/CITIZENS

The core messages will be emphasised in all communications. Common communications will also adhere to the core principles, according to which chemical-related communications should be:

- **clear** – Communications should simplify, popularise, illustrate, visualise or otherwise reformat the message as necessary to reach each different target group. Chemical information tends to be scientific in nature and the associated legislation is difficult to approach. Communications concerning chemicals will focus on those issues that are most important for chemical safety.
- **reassuring** – There are also unfounded fears associated with chemicals. Unreasonable fears can be avoided by providing information on successful and favourable developments and the necessity and benefits of chemicals – not just the associated risks, dangers and problems. The dangers associated with chemicals should not be exaggerated and people should not be made to

feel unnecessarily fearful. Instead, the idea is to increase citizens' faith as much as possible and assure them that the authorities have chemical safety in hand.

- **timely and transparent** – The dangers associated with chemicals are often invisible and also frightening. For example, people are easily alarmed if a danger associated with chemicals surfaces in the media. In such a situation, those in the chemical communications network must be able to provide citizens with reliable, easily understandable information and instructions quickly, transparently and through a variety of channels. This is vital in special situations concerning chemicals.
- **reliable and instructive** – When citizens and businesses are told about the dangers and risks associated with chemicals, advice and instructions for reducing or avoiding these risks must always be given at the same time.

4 Target groups and channels

The key target groups for chemical-related communications include both consumers and businesses that use chemicals. Among consumers, the National Programme on Dangerous Chemicals identifies young people and families as particularly important target groups.

Communications targeted at SMEs in particular can help reduce the risks that chemicals pose to health and the environment. Chemical-related communications will also be targeted at cosmetics professionals, businesses that use nanotechnology,

and those who use plant protection products professionally, such as farmers, gardeners and sports groundskeepers. Information about chemicals will also be communicated to political decision-makers, other authorities in Finland and the EU, and organisations responsible for public procurement.

Table 1 lists communication themes, channels and methods by target group. The parties responsible for coordinating communications for each target group are also given (the primary coordinators are shown in bold).



Table 1

Professional target groups			
Target group	Objective	Examples of channels and methods	Coordinator
Business enterprises and SMEs	<p>Businesses will comply with legislation.</p> <p>Managing the risks associated with chemicals makes sense and is often financially profitable.</p> <p>Businesses will benefit and issue safety leaflets for users.</p>	<p>multi-channelled, proactive communications between the parties responsible for implementing the National Programme on Dangerous Chemicals</p> <p>brochures, newsletters, events, KemikaaliVihi (a chemical information network), Stoffenmanager, kemikaalineuvonta.fi, occupational healthcare, guides, check-lists, calculators, social media communities (LinkedIn)</p>	<p>Finnish Institute of Occupational Health, Finnish Safety and Chemicals Agency, Ministry of Social Affairs and Health, Regional State Administrative Agencies, Centres for Economic Development, Transport and the Environment, Finnish Environment Institute</p>
Young employees	<p>Young employees will understand the importance of chemical safety.</p>	<p>advice, campaigns, training materials</p>	<p>Finnish Institute of Occupational Health, Finnish Safety and Chemicals Agency, Ministry of Social Affairs and Health, Regional State Administrative Agencies</p>
Cosmetics professionals	<p>Cosmetics will be used correctly and hazardous preparations have been replaced.</p>	<p>guides, advice, cooperation with the Finnish Cosmetic, Toiletry and Detergent Association, hairdressers' inspections/supervision</p>	<p>Finnish Institute of Occupational Health, Finnish Safety and Chemicals Agency, Ministry of Social Affairs and Health</p>
Plant protection professionals	<p>Plant protection products will be used sustainably.</p> <p>Point source pollution will decline.</p>	<p>advice, training, training materials, bulletins</p>	<p>Finnish Safety and Chemicals Agency, Ministry of Forestry and Agriculture, Finnish Institute of Occupational Health, Finnish Environment Institute</p>
Companies that use nanotechnology	<p>The use of nano-ingredients in a safe way will be promoted. Information on nano research will be published.</p>	<p>advice, guides, events, bulletins</p>	<p>Finnish Institute of Occupational Health, Ministry of Social Affairs and Health, National Institute for Health and Welfare, Finnish Safety and Chemicals Agency, Finnish Environment Institute</p>

Consumers/Citizens

Target group	Objective	Examples of channels and methods	Coordinator
Consumers/citizens in general	Chemical warning symbols will be recognised and chemicals used correctly. Instructions for use will be followed and chemicals waste will be disposed of correctly.	leaflets, chat forums, social media campaigns, videos, infographics, competitions, surveys	Finnish Safety and Chemicals Agency, National Institute for Health and Welfare, Finnish Environment Institute
	The results of inspections will be available to consumers.	cooperation with interior decoration and similar magazines, magazine supplements	
	The population's exposure to chemicals will reduce.	search engine optimisation	
	Increased awareness of the general impact of chemicals.		
	The environmental impact of dangerous substances will decline.		
	The importance of following cosmetics instructions will be better understood.		
Schools, educational establishments, teachers	The chemicals employed in construction and renovation will be used correctly.		Finnish Safety and Chemicals Agency, National Institute for Health and Welfare, Ministry of Social Affairs and Health, Ministry of the Environment, Finnish Institute of Occupational Health, Finnish Environment Institute, Ministry of Education and Culture
	Teaching will provide sufficient information about chemicals, their benefits and disadvantages, and any associated environmental and health-related risks.	teaching materials, teacher training, social media, KemikaaliVihi (a chemical information network)	
Young people	Safety considerations will also be factored into teaching.		Finnish Safety and Chemicals Agency, National Institute for Health and Welfare, Ministry of Social Affairs and Health
	Instructions for using cosmetics will be adhered to (for example, hair dyes, artificial nails, false eyelashes).	social media, campaigns, websites, Q&A and advice columns, surveys, textbooks	
	Young people will be aware of the chemical-related risks associated with tattoos.	increasing information on Google, Wikipedia	
	Zero tolerance of chemical intoxicants.		
	Young people will be able to compare the risks associated with different cosmetic products.		

Target group	Objective	Examples of channels and methods	Coordinator
Families	Household chemicals will be used safely. A reduction in children's exposure to chemicals. Expectant mothers will know the risks associated with using chemicals	social media, campaigns, websites, Q&A and advice columns, surveys, cooperation with child welfare clinics	Finnish Safety and Chemicals Agency , Finnish Institute of Occupational Health (with regard to pregnancy and exposure at work), Finnish Environment Institute
Those responsible for public procurement	The minimisation of dangerous substances will become a procurement criteria. Sufficient information will be available on the use of chemicals during renovations and during mould removal in particular	guides, Hometalkoot.fi	Finnish Safety and Chemicals Agency , Finnish Institute of Occupational Health, National Institute for Health and Welfare, Ministry of Employment and the Economy, Ministry of the Environment, Finnish Environment Institute
Political decision-makers	Information will be provided on the national priorities and development requirements of chemical legislation.	lobbying, events, brochures	Ministry of Social Affairs and Health, Ministry of Agriculture and Forestry, Ministry of the Environment , Finnish Safety and Chemicals Agency
Other organisations (not chemical authorities) in Finland and Europe	Information about strategic policies will be provided.	events, meetings	All
Media representatives and media students	An overall improvement in media representatives' and media students' understanding of chemical issues.	training courses for media representatives, media events, seminars, cooperation with students	All



5 Responsibilities and roles

The Finnish Safety and Chemicals Agency will coordinate the chemical-related communications network, which will include representatives from the Ministry of Social Affairs and Health, Ministry of Forestry and Agriculture, Ministry of the Environment, Ministry of Employment and the Economy, Regional State Administrative Agencies, Finnish Environment Institute, National Institute for Health and Welfare, Finnish Institute of Occupational Health, and Finnish Food Safety Authority Evira.

The chemical-related communications network will produce annual action plans for chemical communications. These plans will include any campaigns and themes that require special, joint efforts from the authorities. The action plan will specify a coordinator for each communications action. This coordinator will be responsible for leading and implementing the campaign and sourcing funding. If necessary, the coordinator can purchase external communications know-how or ask other members of the communications network to contribute to the campaign's implementation.

An e-mail group will be set up for the communications network's activities. Member organisations will be able to send seminar

invitations, share materials concerning chemical-related communications, and distribute other ready materials. A closed Facebook group will be set up to provide a more informal channel for the chemical-related communications network. Here, parties can quickly exchange their thoughts on chemical-related communications. Both channels will facilitate communications in the case of special circumstances concerning chemicals.

The chemical-related communications network will convene once a year. Each member organisation's annual priorities for chemical-related communications will also be discussed at these meetings. A new action plan for the following year's common communications will also be drawn up. These annual meetings will also be an opportunity to revise this communications plan if necessary.

Member organisations will keep each other up to date with any useful experiences in chemical-related communications.

The Advisory Committee on Chemicals (KENK) will follow the activities of the chemical-related communications network. The Committee will receive the annual action plans, on which it may comment and suggest amendments.

6 Resources

Chemical-related communications will primarily be implemented and funded as part of each member organisation's core activities.

Separate project-based funding can be sought for the most extensive and most expensive joint campaigns. In some cases, campaigns can also be organised in cooperation with businesses and other stakeholders, in which case project partners can contribute to the costs. Suitable partners include central organisations in different sectors and trade. Particular attention must be paid to the independence of the authorities' activities.

The chemical-related communications network will monitor international work on the topic and, where possible, will also participate in chemical-related communications cooperation and joint communications campaigns within the Nordic Countries and the EU. Ready materials should always be used when appropriate.

The aim is to run one or two extensive campaigns on topical subjects each year. The themes will ideally be topics on which high-quality scientific information is available. The chemical-related communications network will review the budgets and outcomes of communications campaigns at its annual meetings, and will also report on these outcomes to the Advisory Committee on Chemicals.

The chemical-related communications network will convene once a year to agree on an action plan for the following year and to review the success of both common communications activities and member organisations' own communications activities during the previous year. The Finnish Safety and Chemicals Agency will coordinate the network and invite it to convene.

The effectiveness and impact of communications campaigns will be monitored by means of surveys. The results will be reviewed at the annual meetings and will be taken into consideration when drawing up the following year's action plan. In addition to actions, the action plan will aim to include benchmarks against which success can be measured.

Glossary

Advisory Committee on Chemicals

The Advisory Committee on Chemicals (KENK) works under the auspices of the Ministry of Social Affairs and Health. The Committee monitors and promotes chemical supervision and its implementation, cross-administrative cooperation between the authorities, and research into the health-related and environmental impacts of chemicals. In addition to representatives from all the key chemical supervisory authorities, the Advisory Committee on Chemicals contains representatives from trade, industry, research institutions, personnel, and various civic organisations. www.kemikaalineuvottelukunta.fi

Biocide

Biocides are chemical substances, preparations or micro-organisms intended to destroy, deter, render harmless or control harmful organisms in order to prevent or limit their action. Biocides include skin and surface disinfectants, pesticides, industrial preservatives, wood protection products and antifouling products used on vessels. Biocidal products are divided into 22 product categories based on their use.

Chemical

Elements, their compounds, and different mixtures of compounds. A chemical is classified as dangerous if even a small quantity of the substance can cause harm to the body or environment.

CLP

CLP is an EU decree that came into force in 2010. It seeks to standardise the chemical warning symbols used both in Europe and globally. (CLP = Classification, Labelling and Packaging)

Kemikaalivihi

Kemikaalivihi is a free-form network that promotes the safe use of chemicals in the workplace. www.ttl.fi/kemikaalivihi

National Programme on Dangerous Chemicals

The National Programme on Dangerous Chemicals (KELO) seeks to minimise the hazardous effects caused by chemicals in Finland and forms part of efforts to achieve the goals of the United Nations' Johannesburg Summit. The programme was approved by the Government in 2003, was updated in 2012, and will run until 2020.

Precautionary principle

At the 1992 United Nations Conference on Environment and Development, the precautionary principle was defined as the right to act in the absence of scientific consensus if the consequences of a particular phenomenon are serious or irreversible.

REACH

REACH is an EU decree that came into force in 2007. It seeks to improve human health and environmental protection by reducing the dangers caused by chemicals. The decree requires companies to register chemicals, collate basic information about them, and evaluate their risks. The directive also provides guidelines on authorisation procedures and restrictions for chemicals. The European Chemicals Agency (ECHA) was established by this decree. (REACH = Registration, Evaluation, Authorisation and Restriction of Chemicals)

Stoffenmanager

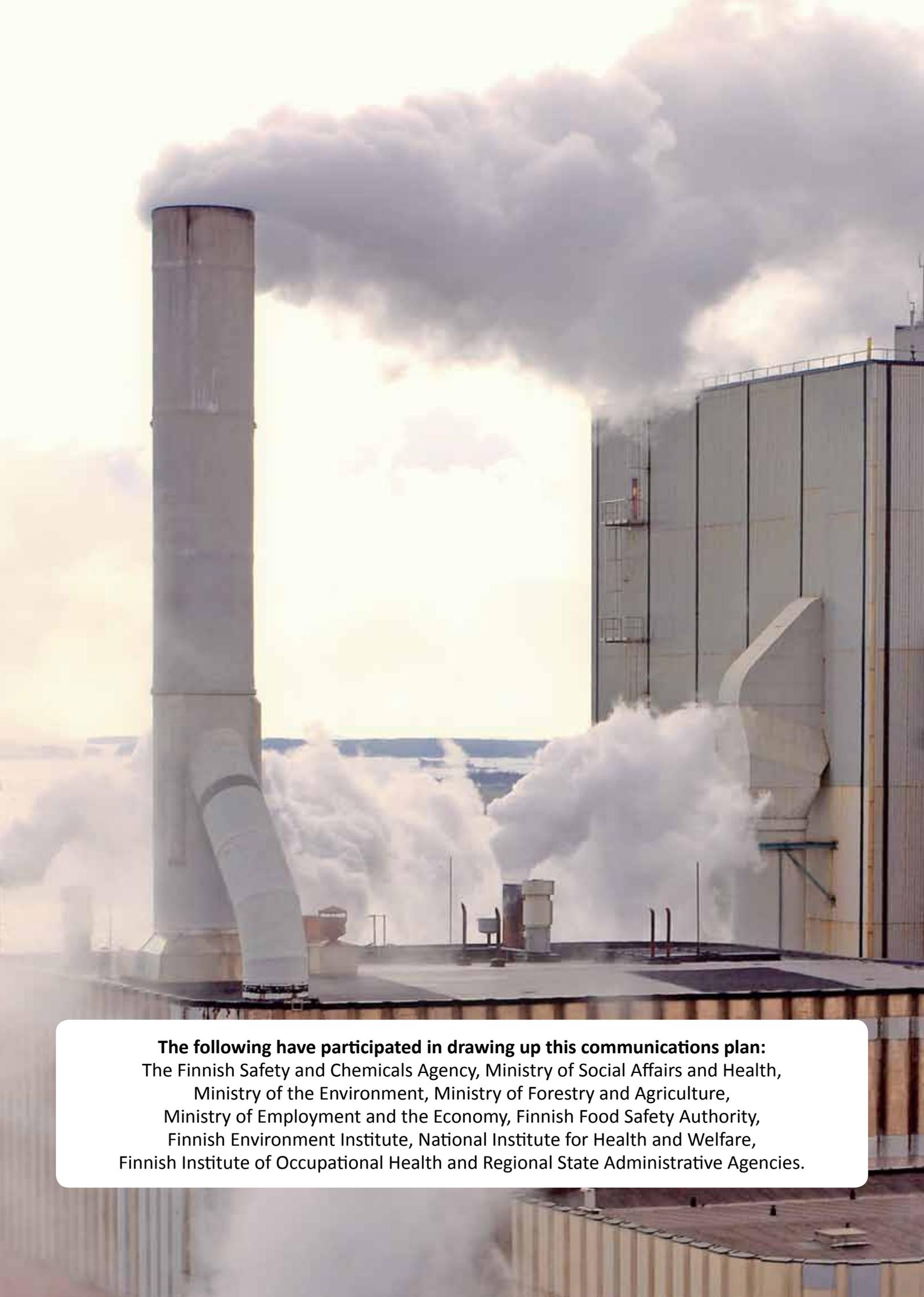
An online tool for chemical risk management that has been used in many European countries for over ten years. The Finnish Institute of Occupational Health, Technical Research Centre of Finland (VTT) and University of Eastern Finland contributed to the creation of the Finnish-language version using financing from the Finnish Work Environment Fund. Stoffenmanager offers assistance with, for example, meeting the workplace chemical risk management obligations laid down in the Finnish Occupational Health and Safety Act, complying with REACH, managing risks associated with nanomaterials, and issuing communications about risks in the workplace

The key communications-related actions recommended by the National Programme on Dangerous Chemicals

Recommendation	Key communications-related objective	Examples of themes and content
<p>To promote the flow of information along the production chain, so that end-product manufacturers and, ultimately, consumers are aware of and can comply with the REACH and CLP directives (this communications plan covers all chemical, plant protection product and cosmetics legislation)</p>	<p>Know your chemicals and your obligations! – Entrepreneurs will be familiar with chemical legislation and comply with it.</p> <p>Personnel will know the risks associated with chemicals and how to avoid them.</p> <p>Businesses will know which chemicals they can use and for which purposes (= identified use).</p> <p>Consumers will recognise warning symbols and act in accordance with them and the instructions for use.</p>	<p>“Instructions for use” covering chemical legislation for businesses. The aim is to acquaint people with the requirements of chemical legislation and make it easy to obtain further information.</p> <p>Writing product safety data sheets in layman’s terms/providing instructions: ‘How should product safety data sheets be read and used?’</p> <p>The importance of warning labels and instructions for consumer chemicals.</p> <p>The Advisory Committee on Chemicals will update its brochure on chemicals legislation.</p>
<p>To encourage the replacement of harmful chemicals</p>	<p>Consumers will recognise dangerous chemicals, and chemicals will not be used unnecessarily or incorrectly.</p> <p>Businesses will understand that replacing dangerous chemicals can be profitable and that caring for the environment and ensuring chemical safety can provide a competitive edge.</p> <p>People will have faith in chemical legislation and feel assured that dangerous chemicals will be removed from the market.</p>	<p>Publish information about the best practices for replacing dangerous chemicals.</p> <p>Household chemicals. Advice; how can each individual reduce their own and the environment’s exposure to chemicals.</p> <p>Guidelines for companies that carry out mould removal: the goal is to control chemical use during mould removal.</p> <p>Provide information on the sustainable use of plant protection products using the National Action Plan (NAP).</p> <p>Good examples of how the successful management of workplace and environmental issues have promoted companies’ activities and vice versa.</p> <p>Provide information on chemical prohibitions, limitations and permit procedures.</p>
<p>To analyse the population’s exposure to chemicals</p>	<p>Consumers will recognise dangerous chemicals and how they may be exposed to them.</p> <p>Members of risk groups will be aware of belonging to that risk group.</p> <p>Consumers will know the correct quantities of chemicals to use from a health perspective, and will act accordingly.</p>	<p>A ‘Dos and don’ts of chemical use’ campaign. Highlight the typical hazardous applications of dangerous chemicals among risk groups. Provide information on how to do things differently.</p> <p>Convey the importance of warning symbols and instructions for use. Campaigns for people identified as being at high risk.</p> <p>Inform people about successful legislation. For example, how dangerous heavy metals/substances were successfully removed from chemicals sold to consumers, or how exposure to a certain substance has been reduced.</p> <p>Distribute information on different modes of exposure.</p>

Recommendation	Key communications-related objective	Examples of themes and content
<p>To increase the efficiency of monitoring dangerous substances</p>	<p>Consumers and businesses will know how chemicals they use will end up in the environment and how these chemicals will affect both health and the environment.</p>	<p>Legislative successes. How legislative amendments such as prohibitions and limitations have improved our living environment.</p> <p>Publish information about trends in environmental concentrations.</p> <p>Convey the requirements for follow-up data.</p>
<p>To analyse chemical exposure in the workplace and enhance risk management</p>	<p>Businesses and authorities will recognise the types of chemical exposure that pose the most serious danger.</p>	<p>Know your chemicals – avoid danger! Make Finnish workplaces aware of which chemicals pose the most serious dangers and how to manage the associated risks.</p>
<p>To support risk assessment and management at SMEs in particular</p>	<p>SMEs will understand and manage the risks caused by chemicals.</p> <p>Occupational healthcare will recognise the risks associated with dangerous chemicals (exposure, accidents).</p> <p>SMEs will make use of existing information, tools and experts in their risk assessment and management.</p> <p>Businesses will be favourably inclined to the safe use of chemicals and will recognise the associated benefits.</p>	<p>Replace dangerous chemicals – improve your image and save money! Motivate businesses to use chemicals safely (a calculator showing how much businesses can save if they avoid a certain occupational disease).</p> <p>Stoffenmanager as a tool for chemical risk management in the workplace.</p> <p>Occupational healthcare as support for personnel.</p> <p>Occupational healthcare personnel should also recognise the risks associated with dangerous chemicals (exposure, accidents). In the future, Stoffenmanager will offer support for this.</p> <p>Help from the Kemikaalivihi network. (The network provides information about the safe use of chemicals in the workplace.)</p>
<p>To develop risk assessment and management procedures for the combined effects of chemicals</p>	<p>People will know how the combined effects of chemicals are being studied.</p> <p>Consumers will see the authorities as open communicators even when there is little definite information. People will be openly informed about what is known and what is not yet known.</p>	<p>Communicate progress in research and legislation, as well as the importance of combined effects in the natural environment and human body.</p> <p>Inform people how combined effects are evaluated in the workplace (targeted at occupational healthcare and other experts).</p>

Recommendation	Key communications-related objective	Examples of themes and content
<p>To further research into the health-related and environmental impact of nanomaterials; and to promote risk assessment and management during production, use, and waste management</p> <p>To promote the evaluation and reduction of risks caused by substances that are known to affect hormonal functions</p>	<p>People will know that nanomaterials and substances that disrupt hormonal functions are being studied.</p> <p>People will know that nanomaterials are a heterogeneous group – not all of them are dangerous, but some are.</p> <p>Businesses that use nanomaterials will know how to use nanomaterials safely.</p> <p>Citizens and businesses will remain up to date on how substances that disrupt hormonal functions are being identified and regulated.</p>	<p>What is a nanomaterial? Which chemicals disrupt hormonal functions?</p> <p>The clearest signs of the dangers of hormonal disruption have been observed in nature. On the other hand, contraceptive pills and hormone replacement therapy are widely used – the situation will need to be explained through communications.</p> <p>The safe use of nanomaterials by businesses.</p> <p>Inform people of research results and new regulations.</p>
<p>To minimise the health-related and environmental risks caused by chemicals in the public procurements</p>	<p>Those responsible for public procurement will know that contracts can be awarded on criteria other than price.</p> <p>Procurement criteria may be, for example, environmental friendliness and safety.</p> <p>Companies that supply public administration will understand that safety and environmental friendliness can provide a competitive edge.</p>	<p>Seek to ensure that dangerous substances are considered when drawing up procurement criteria.</p> <p>Increase awareness of procurement criteria among those responsible for public procurement</p>
<p>To promote the safe use of cosmetics</p>	<p>Cosmetics professionals will know the safe ways of using cosmetics.</p> <p>Cosmetics professionals will be able to choose and will demand less harmful chemicals. They will be aware of the risks associated with the most dangerous substances.</p> <p>Consumers will be able to use cosmetics safely.</p>	<p>A safe hair dye? Hair dyes and other cosmetics listed in accordance with the risks they entail.</p> <p>How to dye your hair safely.</p> <p>Natural cosmetics are not necessarily safer than others.</p>
<p>Authority cooperation on monitoring and other projects</p>	<p>Businesses and consumers will be aware of the monitoring projects carried out by the authorities, and also of their outcomes.</p>	<p>Themes will arise from both the priorities identified by the authorities and their findings.</p>
<p>To define national priorities for the authorities implementing chemical legislation.</p>	<p>People will know how and why some chemical issues have been considered by the authorities to be the most important ones.</p>	<p>Publish information about national priorities</p>
<p>To create strategic guidelines for Finland's international cooperation in chemical-related matters in order to achieve the best possible impact on chemical management</p>	<p>Officials representing Finland abroad will communicate the commonly agreed core messages concerning Finland's chemical policies.</p>	<p>Proactively publish information and produce easily approachable materials.</p>



The following have participated in drawing up this communications plan:
The Finnish Safety and Chemicals Agency, Ministry of Social Affairs and Health,
Ministry of the Environment, Ministry of Forestry and Agriculture,
Ministry of Employment and the Economy, Finnish Food Safety Authority,
Finnish Environment Institute, National Institute for Health and Welfare,
Finnish Institute of Occupational Health and Regional State Administrative Agencies.