



Multnomah County Health Department | Environmental Health Services
Outreach Plan – Restriction of BPA-containing beverage containers



Target Audience(s): Businesses, store owners/operators, pregnant women, parents and consumers.

Desired Outcome(s):

- To develop awareness of BPA as a public health concern and educate public on how to identify BPA free products.
- To develop community awareness of the restriction of BPA-containing reusable beverage containers.
- Strengthen community understanding of BPA-restriction and the selection BPA-free or *safe* products.
- Inform community members/organizations of the complaint process. Educate business owners and operators on the restriction and compliance.

Outreach Population	Message	Pathway of Communication/Tools	Partner/Contact
Business / Store Owners	<ul style="list-style-type: none">• Inform operators of the BPA restriction• Educate business owners and operators about compliance with the ban	<p><u>WEB</u></p> <ul style="list-style-type: none">• BPA website <p><u>PRINT</u></p> <ul style="list-style-type: none">• Press release(s) , Media Advisory• Mailing in partnership with the City of Portland• Develop FAQ on business impact• Articles / op-ed on ban and compliance• Disseminate through Healthy Retail Initiative <p><u>COMMUNITY</u></p> <ul style="list-style-type: none">• Presentation(s) to the Portland Business Alliance and Neighborhood Business Associations• Community meeting(s) / forum(s)	<ul style="list-style-type: none">• Mult Co Health• City of Portland – BDS• Healthy Retail Initiative

<p>Pregnant Women and Families</p>	<ul style="list-style-type: none"> • Inform pregnant women/families of BPA restriction • Educate on identifying BPA-free products • Educate on process for filing a complaint 	<p><u>WEB</u></p> <ul style="list-style-type: none"> • BPA webpage on MCHD website • Social media (MCHD twitter, OEC, Urban mama, text4baby. etc.) <p><u>PRINT</u></p> <ul style="list-style-type: none"> • Press release(s), Media Advisory • FAQ on BPA for parents/mothers/families <p><u>COMMUNITY</u></p> <ul style="list-style-type: none"> • Presentation(s) to WIC classes, providers, ECS Consortium, Head Start, Healthy Birth Initiative 	<ul style="list-style-type: none"> • MCHD - ECS • MCHD - Maternal Health • MCHD – WIC • OHA – Family Health • Portland Parent • Urban mamas website • Healthy Birth Initiative • Head Start • Community papers • Oregon Environmental Council
<p>Consumers, especially those using reusable sports and beverage containers</p>	<ul style="list-style-type: none"> • Inform consumers of the BPA ban • Educate consumers on the identification and selection of BPA-free products • Raise awareness of the ban and complaint process 	<p><u>WEB</u></p> <ul style="list-style-type: none"> • BPA webpage on MCHD website • Social media (MCHD twitter, MC Facebook, commissioner newsletter) <p><u>PRINT</u></p> <ul style="list-style-type: none"> • Press release(s) • Media Advisory • Feature articles / op-ed on BPA restriction • FAQ on BPA <p><u>COMMUNITY</u></p> <ul style="list-style-type: none"> • Community meetings / forums • Notices up at REI or via e-newsletter, notices up at Next Adventure, Oregon Mountain Community, etc. 	<ul style="list-style-type: none"> • MCHD • Sports/outdoor retailers • Community papers