



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

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