OEHHA Perspective on draft “Safe to Eat Portal”
April 2 MC Revisited

- BOG is a qualified expert group
- Add relevant organizations

**Others need a reason to work on portal**
- Potential loss of control of message
- Potential for portal to over-reach presentation
- Web products ≠ evaluation
- More web sites ≠ efficiency

- Beyond portal
  - Coordination of monitoring
Portal Issues: Testing

- Four other staff tested portal & commented
- Tested at work and at home (public access)
- Problems with links, and loading & understanding map assessments
- MC “test/fix” as you go approach different from standard agency approach
- OEHHA briefing: Jon & Karen
  - OEHHA’s Director asked that comments be addressed before portal released
Portal Issues: Audience

- Public is the primary audience for advisories
- Portal audience?: unclear, skewed towards agencies, not public
  - Map assessments not accessible to general public
- Showing multiple approaches, problems, inconsistencies, issues is not a good way to get positive public response
Portal Issues: MC goals

- Highlighting work vs raising issues
- MC Disclaimer: goals & responsibility
- New assessments:
  - Is creating new assessments an MC goal?
  - Who is directing these?
  - Are new assessments supporting states’ work (efficiency)?
Portal Issues: Confusion

- OEHHA not only reviewer to note confusion
- DON’T CREATE ASSESSMENTS THAT LOOK LIKE ADVISORIES
  - “Advisories” associate a fish and water body with a consumption level, but there is no formula
    » ATLs just one step
  - Every presentation doesn’t have to address the safe to eat question
    » Some questions are about the data
- DON’T CONFUSE THE PUBLIC
- Is it wise to ask questions and not have information that answers them?
OEHHA’s goal is a comprehensive approach to public health.

Balanced message about fish consumption.

Public health message: fish are good for you, people should eat them. Choose wisely.

Challenge: studies have shown that advisory messages have scared people. Stopped eating fish. Not good.

Some presentations using “health thresholds” can give the wrong message.

Over-reach: try to be all things. Don’t over-steer headlights of expertise and data.
Sum of Portal Issues

- Focus on creating working foundation
- Why should OEHHA support the portal if it is going to confuse the public about advisory messages?
- Why would people return to a portal that does not work well and doesn’t answer their questions?
- Is raising issues worth frustrating the public?