

## **Appendix L**

### ***Medical Monitoring Program Communication Plan***

**Rocky Mountain Arsenal Medical Monitoring Program**  
***Communication Program Recommendation***

- I. Objectives:** To identify and recommend strategies to promote public awareness and assure opportunities for community involvement in the medical monitoring program. The recommendations of the Public Involvement and Education (PIE) subcommittee were developed to inform the communities that surround the Rocky Mountain Arsenal (RMA) and general public of the existence of the medical monitoring program. The PIE subcommittee recommendations are designed to accomplish the following objectives:
- Objective 1: Inform the surrounding communities about the Medical Monitoring Program at the RMA. This education program will provide a general understanding of how and why the program was established and pertinent information as appropriate.
- Objective 2: Integrate MMAG approved subcommittee recommendations into a communication program designed to inform the general public about the full scope of the MMAG efforts.
- Objective 3: Use various communication tools including ones identified by the RMA parties and community members to avoid duplication of efforts and messages.
- Objective 4: Continuously evaluate and reassess the communication tools and program components to determine effectiveness and need for modifications.
- II. Population to be served:** People living in the communities surrounding the Arsenal. This includes Commerce City, Montbello, Henderson, and Green Valley Ranch. The geographic boundaries for distribution purposes include:  
Northern-136th Ave,  
Eastern-Gun Club Rd.,  
Southern-I-70 and 270  
Western-South Platte River.
- III. Expertise Required:** Health education and community involvement professionals with production (desktop publishing, web-page development and maintenance, graphics) and preparation (translating complex technical information for the layperson) skills for a variety of written materials including a news bulletin, web-page, and press releases or feature stories. The medical monitoring communication program should be a collaborative effort among the CDPHE, EPA, Tri-County Health Department, Denver Department of Environmental Health, the Army, U.S. Fish and Wildlife Service, Shell and community representatives of the Community Advisory Board or interested residents.

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### IV. Strategy

#### A. General Background

One subcommittee of the Medical Monitoring Program is the Public Involvement and Education. This committee's task is to ensure that the public is informed of: the existence of the medical monitoring program, its purpose and how to access the medical monitoring program. The goal is to identify and recommend strategies to promote public awareness and assure opportunities for community involvement in the medical monitoring program. The recommendations of the Public Involvement and Education Subcommittee will integrate the recommendations of the various subcommittees of the Medical Monitoring Advisory Group into a comprehensive program.

#### B. Description of the Objectives

**Objective 1:** Inform the surrounding communities on the purpose and opportunities to access the Medical Monitoring Program at the Rocky Mountain Arsenal using a variety of communication tools (Refer to Attachment 1 for the matrix of techniques and audiences). Following are several recommendations to reach our target audiences:

##### Newsletter

The primary tool recommended for dissemination of information is a four-page newsletter produced by the Colorado Department of Public Health and Environment (CDPHE). Additional resources and expertise may be provided by other RMA parties. This includes all of the Public Affairs Subcommittee representatives: the Army, the EPA, Shell, Fish and Wildlife Service and Tri-county Health Department.

An initial newsletter will be sent out to introduce the Medical Monitoring Program. Information will be provided to the communities twice a year or as pertinent information permits. An end-of-year summary/report and an extended look at the year ahead will be produced annually, in addition to the regular newsletters. The newsletter will be coordinated with the RVO so information will not be duplicated and will be sent out in intervals. A mail back card will be part of the newsletter to help establish a database of interested recipients. This will identify our target audience and reduce the number of newsletters that are frequently discarded. This will be done at least once a year.

*Regular Features:* Each publication will identify why this information is important to the community members (what does this information mean to them, how will this information affect their well being), the frequency of the

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publication, references and/or contact names for additional information. This will include information lines for the Rocky Mountain Poison and Drug Center and the Tri-County Health Department RMA information line, agency contact names, numbers, addresses, E-mail addresses, and web-sites. Other regular features *may include* a Question & Answer column, an informative article on a selected “technical” topic and a profile of individual members of the Community Advisory Board.

*Data Presentation:* Presenting technical data with easy to understand graphics should be a priority along with explanations of what the data means to the community. Information may include examples of what actions are being taken to prevent dust and odors from leaving the site. For additional recommendations, refer to the Environmental Monitoring Data Presentation and Technique Recommendation.

### **Public Meetings**

A public meeting should be held by CDPHE after the submittal of the MMAG recommendations to present the Medical Monitoring Program. Other public meetings also may be held to address circumstances not foreseen at this time.

### **Open Houses**

Open houses will be held once the Medical Monitoring Program recommendations have been approved by CDPHE. This will provide an opportunity for the community to receive information in a casual atmosphere. This also gives the community members an opportunity to talk with the participants on an individual basis.

### **Briefings**

Briefings will be provided for the audience specified in Attachment A on an as needed basis.

### **Information Packages**

An information package will be produced to distribute at all community events and for citizen or media requests. *This package may be tailored to specific audiences.*

The information package may contain:

- 1) Uncomplicated fact sheets explaining the approved recommendations.
- 2) A current medical monitoring newsletter (If available).
- 3) Remediation activity and/or remedy fact sheet.
- 4) Current air and odor monitoring data.
- 5) Annual statistics for birth defects and cancer registry.

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### **Medical Monitoring Program Home Page**

An RMA Medical Monitoring home page should be developed by CDPHE to allow community members to access air monitoring data, odor monitoring data, cancer incidence reports and birth defects registry data at any time. Additionally, the home page could be used to transmit more detailed information that would not be available in the newsletter. It also will allow readers to E-mail questions or concerns. This home page should provide links to related sites such as RMA, CDPHE, and EPA. This communication tool also will serve as an update of involvement activities and educational opportunities for medical monitoring. For those who do not possess a home computer for access to the above home page and links, computers are available at all public libraries.

**Objective 2:** Integrate other MMAG approved recommendations to inform the communities on how to access the medical monitoring program.

### **Baseline Sub-Committee Medical Referral System and Health Professional Education Program:**

This recommendation is currently being implemented by CDPHE and can provide an additional source of information of the medical monitoring program for the community members. Physicians and personal health care providers will be contacted initially for interest of the medical monitoring program. They will identify their interest in receiving more information, whether their practice is close to the Arsenal and if they currently treat patients who live around the Arsenal. This allows these health professionals to be an additional source of information for the community members. With this recommendation, the Rocky Mountain Poison and Drug Center (RMPDC) has been contracted by the state Health Department to provide support services including telephone triage, counseling, and education. The Poison Center will serve as the primary contact for health-related information for the public and health care community. They will provide 24-hour access to nurses, toxicologists, physicians and support personnel.

The RMPDC has extensive knowledge and background in public information and displays. The Poison Center *will be invited to* participate in community outreach events *where their knowledge of the program specifics will enhance community knowledge*. CDPHE, with the assistance of RMPDC, will develop a public display that includes information pertaining to the medical monitoring program, the RMPDC, and the information line.

CDPHE will provide up-to-date and continuous information on the medical monitoring program to health professionals and the Poison Center. This will include all components of the Medical Referral System & Health Professional

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### **Education Recommendation.**

#### **Environmental Monitoring Data Presentation**

The Environmental Monitoring Subcommittee is developing a recommendation on how to present air and odor monitoring data. CDPHE should implement this recommendation to ensure the community understands how *these data* relate to the medical monitoring *program and community health*.

**Objective 3:** Use various communication tools including ones identified by the RMA parties and community members to avoid duplication of efforts and messages. Avoid duplication unless it enhances communication of important information.

#### **Community Events**

CDPHE should use currently planned community events and publications to disseminate information about the medical monitoring program. These events include but are not limited to:

- Refuge Week
- Eagle Fest
- Speak Out Presentations
- Commerce City Picnics
- Neighborhood Association Meetings
- 9News Health Fairs located in affected communities
- Community Resource Fairs (i.e., Rose Hill Elementary School)
- Cable channel 8
- Quarterly RVO Community Report, as appropriate
- Montbello Science Fairs

This information should be in the form of a traveling display and should accompany an information package. (Refer to Information Packages in Objective 1 for additional information.)

#### **Local and High School Newspapers**

This resource will serve as an additional inexpensive and effective information vehicle to the community. This approach can be used to target a select audience for information of interest. *Attachment 1* identifies specific audiences and the appropriate communication tool suggested to disseminate information.

**Objective 4:** Continuously evaluate and reassess the communication tools and program components to determine effectiveness and need for modifications.

The PIE subcommittee recommends using the CDPHE Health Statistics Section Survey Research Unit to create and perform a community survey to assess if

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information needs of the community are being met by the above recommended communication program. This will include evaluating the program and information tools to determine their effectiveness and communication value. If the above recommendations are not meeting the information needs of the community, CDPHE staff specializing in public health should identify those needs and implement the appropriate modifications. The public health staff should also review outreach strategies periodically to ensure the communication is effective.

## **Attachment 1**

### ***Matrix of Techniques and Audiences***

	news release	cable news	bulletins	comm. mtgs	events	web	speak outs	into line	prof. article	school progs	briefings	post cards	fact shts	visitor cntr/ jardf	hmo news
Elected officials	2		2	2		2		2			P				
Schools			P			2		2							
PTA/PTO			P			2		2							
nurses			P			2		2							
students						2		2							
teachers			P			2		2							
residents		2	P	2		2		2							
senior cntrs			2			2		2			P				
day care fac.			2			2		2			P				
churches			P	2		2		2							
service clubs								2	2						
home assoc.								2	2						
media	P			2		2		2	2		2				
hlth depts			2			2		2			P				
gov. econ.devel.d ept.			P			2		2							
library/comm cntr			P	2		2		2							
businesses			P			2		2							
pharmacies	2		P					2							

2-Additional Communication Techniques

P-Primary Communication Technique