




EUROPEAN HUMAN BIOMONITORING INITIATIVE (HBM4EU) INDICATOR LEAFLETS

NON-SCIENTIFIC COMMUNICATION

Indicator 11.9 Number of reports in non-scientific traditional media

Indicator 11.10 Number of published policy briefs

 **SPECIFIC GOAL 11:** Engaging with stakeholders, including the general public, throughout the programme to ensure the credibility, accountability and legitimacy of activities and results.

 **RESPONSIBLE:** European Environment Agency (EEA)  **WORK PACKAGE:** 2 (EEA)

KEY MESSAGES

- HBM4EU has already reached out to a **broad audience** through a significant number of articles, newsletter and blogs within the first 2 years and will continue these activities
- HBM4EU has featured in newsletters or guest blogs of trusted organisations such as Research Centre for Toxic Compounds in the Environment (RECETOX), European Chemicals Agency (ECHA), and Health and Environment Alliance (HEAL)
- During the lifetime of HBM4EU policy briefs will be produced for the 18 prioritised substances worked on
- 7 policy briefs have been produced for the 1st list of priority substances, but are not published yet

WHY

NON-SCIENTIFIC TRADITIONAL MEDIA

- Accessing new audiences
- Multiplying messages



POLICY BRIEFS

- Address current policy questions and provide targeted communication for chemical risk assessors and risk managers
- Timed to target specific policy processes at the European level and within Member States

RESULTS

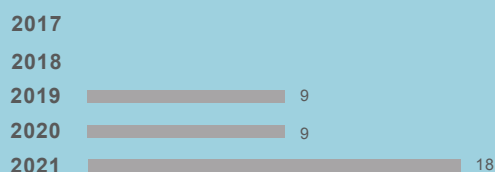
REPORTS IN NON-SCIENTIFIC COMMUNICATION

■ TARGET ■ REPORTS IN NON-SCIENTIFIC MEDIA PER YEAR





PUBLISHED POLICY BRIEFS

■ TARGET ■ PUBLISHED POLICY BRIEFS PER YEAR





 **ON TRACK** • The number of reports in non-scientific media reaches the targeted value.

 **WORK IN PROGRESS** • 7 policy briefs have been produced for the first list of priority substances (excluding PFAS and bisphenols), but are not published yet.

METHODOLOGY



Number of reports in non-scientific traditional media



Number of published policy briefs



Keeps tracks of the information on the HBM4EU website:
Reports in non-scientific traditional social media can be found in section: "Other articles, Newsletters and Videos"
Policy Briefs can be found in section: "Results"



Other articles, **newsletters** and **videos**, Policy Briefs

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