

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 featured in numerous 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, 18 policy briefs have been produced, one for each priority substance

WHY

NON-SCIENTIFIC TRADITIONAL MEDIA

- Accessing new audiences
- Multiplying messages



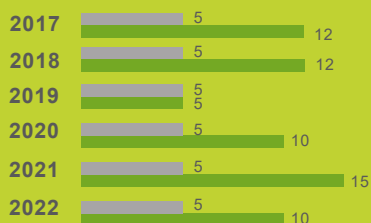
POLICY BRIEFS

- 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 NON-SCIENTIFIC COMMUNICATION

- 21 videos
- 18 policy briefs
- 20+ newsletters
- 18 factsheets and infographics





ON TRACK • The number of reports in non-scientific media reaches the targeted value and we're expecting more mentions as the project concludes.

METHODOLOGY



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

