

# State Policy for Healthy Communities, Safer Chemicals and a Sustainable Economy



ENVIRONMENTAL  
HEALTH  
STRATEGY CENTER

[www.preventharm.org](http://www.preventharm.org)

# **STRATEGY: Organize Health-Based Constituencies**

## **Alliance for a Clean and Healthy Maine**

40 organizational endorsers, 9 member Steering Committee

### **Health-Affected Groups:**

- Learning Disabilities
- Autism, Dev. Disability
- Cancer, Lung Disease
- Reproductive Health

### **Health-Related Professionals:**

- Physicians
- Nurses, Midwives
- Public Health

**At-Risk Groups: Women, Children, Workers  
Tenants, Farmers, Community, Environment**

# **STRATEGY: Seize Chemical Specific Opportunities**

- **ARSENIC – Phase-Out, Right-to-Know**
- **MERCURY – Phase-Out, RTK, Take-Back**
- **BFRs – Phase-Out, Assess Alternatives**
- **LEAD – Polluter Pays, RTK, Take-Back  
Assess Alternatives**

# **STRATEGY: Leverage Broad Policy Reform**

## **In every communication & campaign:**

- **Build the case for safer chemicals policy**
- **Aim: replace *all* unnecessary dangerous chemicals with safer alternatives**

## **Executive Order campaign resulted in:**

**An Order Promoting Safer Chemicals in  
Consumer Products and Services**

No. 12 FY 06/07, February 22, 2006

# **EXECUTIVE ORDER**

- Elimination of the use of and environmental release and discharge of hazardous chemicals of concern within a generation**
- Consumer Education for Healthy Homes**
- Priorities for Safer Alternatives to Toxics**
- State Purchasing of Safer Alternatives**
- Task Force to Promote Safer Chemicals in Consumer Products**

# GOVERNOR'S TASK FORCE

**Purpose:** to identify and promote the use and development of safer alternatives to hazardous chemicals in consumer goods and services

**Develop recommendations for:**

- **Comprehensive chemicals policy - requires safer substitutes to priority chemicals and creates incentives for safer alternatives**
- **Expanded R&D of safer alternatives - investment in green chemistry and development of bio-based plastics from Maine agricultural & forest products**

# **CAMPAIGN PLAN**

## ***ORGANIZING***

- Grassroots Actions
- Leadership Development

## ***ADVOCACY***

- Inside Strategy: Pitching & Negotiating
- Outside Strategy: Contingency Plan

## ***POLICY***

- Agency Interviews; Policy Research
- Very Broad Definition of Priority Chemicals



**Augusta,  
Maine**

**Feb. 22,  
2006**

**SIGNING the  
EXECUTIVE  
ORDER**





# THANK YOU Ad (Part 1)

Full-page color ad in  
*Bangor Daily News*

- **Strengthen Governor's support**
- **Positive vision**
- **Economic frame - use to expand base**

Credit: SmartMeme &  
Proteus Fund



Who knew that  
**potatoes** could  
build a better  
future?

Safer Plastics From Potatoes Could Reduce  
Unnecessary Dangerous Chemicals In Maine

# THANK YOU Ad (Part 2)

## Safer Plastics From Potatoes Could Reduce Unnecessary Dangerous Chemicals In Maine

Imagine: a healthy future in which plastics are produced from sustainably grown Maine potatoes, or trees, instead of hazardous chemicals.

It's not just a dream but something Maine researchers plan to develop.

Governor Baldacci has signed an Executive Order to promote safer chemicals in consumer products. Many alternatives are already available. In the future natural materials and native smarts should replace toxic chemicals that threaten our health and environment. That's a good investment in Maine families and a stronger economy.

Thanks Governor Baldacci, for working to keep Maine's future growing.



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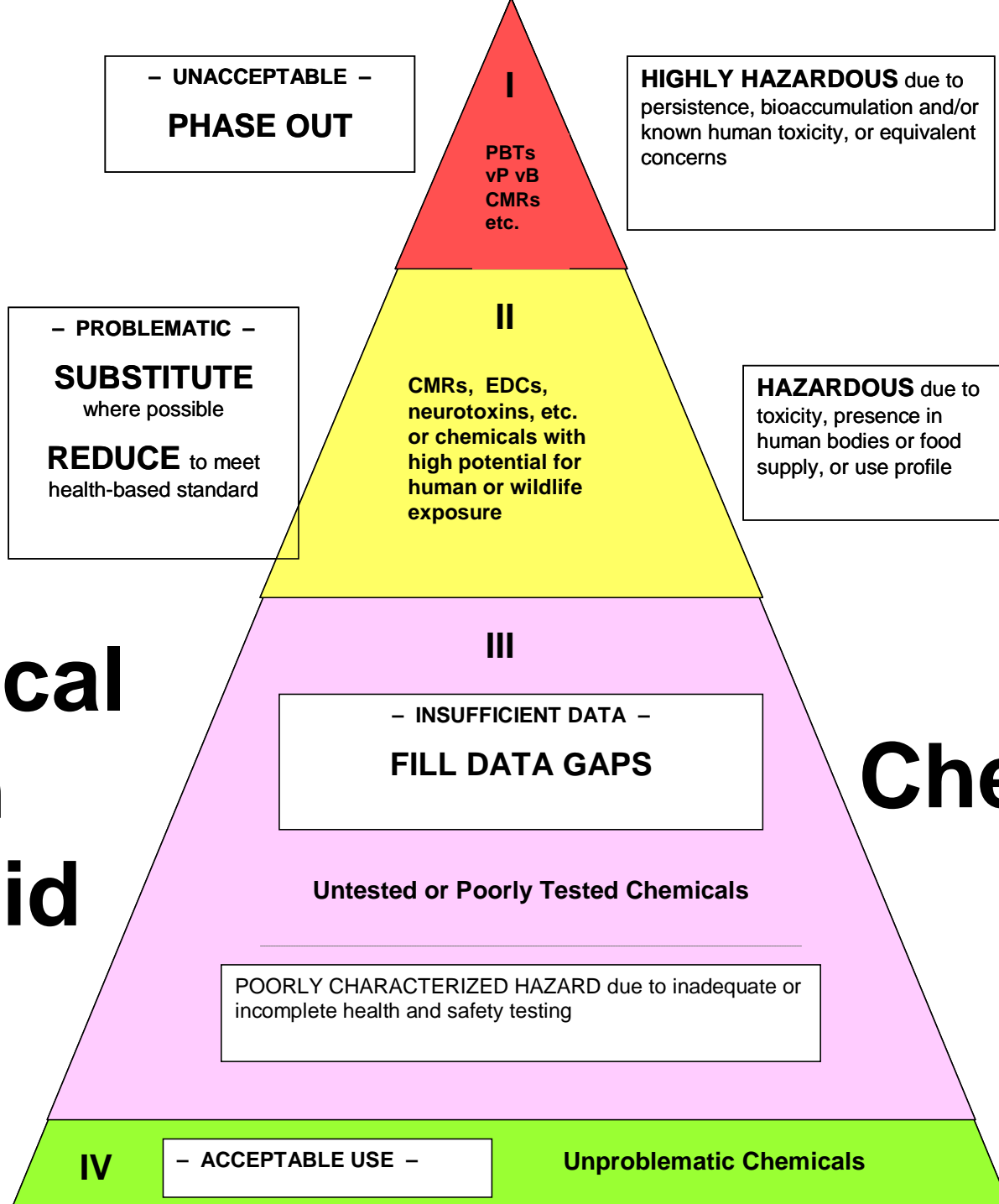
PREVENTING HARM WHERE WE LIVE, WORK & PLAY

The Environmental Health Strategy Center, a Maine-based public health organization, coordinates the Alliance for a Clean & Healthy Maine, a coalition that includes Learning Disabilities Association of Maine, Maine Labor Group on Health, Maine Organic Farmers and Gardeners Association, Maine People's Alliance, Maine Public Health Association, Maine State Nurses Association, Natural Resources Council of Maine, Physicians for Social Responsibility and Toxics Action Center.

To join the Alliance and learn more about safer alternatives and clean products, visit:

[www.preventharm.org](http://www.preventharm.org)

# Chemical Action Pyramid



# Safer Chemicals Policy

# **POLICY: Phase-Out High Hazard Chemicals**

- **Hazard-based, *not* risk-based**
- **Shift burden of proof on to industry**
- **Eliminate worst chemicals by date certain:**
  - ✓ **PBTs; very persistent & bioaccumulative**
  - ✓ **Carcinogens & reproductive toxins**
  - ✓ **Endocrine disruptors & equivalent concerns**
- **Provide for temporary exemptions if safer alternatives are not yet available**

# **POLICY: Require & Promote Safer Substitutes**

- **Build government capacity to assess & promote safer alternatives**
- **Require substitution planning by major chemical user industries**
- **Require chemical industry to submit hazard data on potential alternatives**
- **Create incentives for safer alternatives**
  - **money, information, tech. assistance**

# **POLICY: Expand Right-to-Know and Close Data Gaps**

- **Require industry data on chemical use**  
**Example: Mercury use (5 states)**
- **Require *hazard*-based warnings**  
**Example: an enhanced Prop. 65 (CA)**
- **Require labeling for *untested* chemicals**
- **Authorize states to require hazard data**
- **Create accessible, linkable databases**  
**Example: UPC bar code link to hazards**

# Building a Sustainable Economy - Green Chemistry Solutions e.g.

## Bio-Based Plastics

- Petroleum-free
- Non-toxic \*
- Compostable \*
- Sustainable \*

\* *realizable potential*



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Safer Plastics From Potatoes Could Reduce Unnecessary Dangerous Chemicals In Maine

# Green Chemistry: STRATEGIES

- Hired a Green Chemistry & Economic Development Coordinator; Alliance for a Clean & Healthy Maine
- **Encourage Maine companies to use available bio-based plastics such as corn-based PLA to increase market demand**
- **Develop in-state capacity to produce bio-based plastics from Maine potatoes and ag wastes; Encourage Maine companies to source locally**
- **Use economic development potential to broaden support for safer chemicals policy**



# **Green Chemistry: ORGANIZING**

## **Potential new partners & allies:**

- Economic development practitioners**
- Economic policy & labor advocates**
- Socially responsible businesses**
- Farmers & sustainable ag advocates**
- University researchers**
- State government & policy makers**
- Entrepreneurs & investors**

# **Green Chemistry: ACTION STEPs**

- **Develop Task Force recommendations**
- **Convene green chemistry summit on bio-based plastics in Maine**
- **Leverage grants to assess feasibility-bio-refinery run on potato/ag feedstock**
- **Build broad coalition to campaign for state bond funding for green chem R&D**
- **Harness new political support for safer chemicals policy reform**

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