



Environmental Kitchen Cabinet Meeting Notes

March 4, 2016

Director Sara Pauley welcomed the Environmental Kitchen Cabinet members and introduced special guest, Mark Hague - EPA Region 7 Administrator and Peter Lyskowski – Department of Health and Senior Services Acting Director.

Mark Hague presented on the Environmental Protection Agencies E-Enterprise efforts which is meant to help transform the way federal and state agencies work together to reach our broad goals of environmental and human health. Mark also provided an update on the Supreme Court stay of the Clean Power Plan pending judicial review. Written briefs are due in April and arguments will begin in June. Mark then focused on a joint DNR and EPA effort called the Clean Water Act 4.0. The initial focus is on Total Maximum Daily Load (TMDL) and Clean Water Act Section 319 tools and processes. The available tools associated with these processes have historically not been integrated. However the Clean Water Act 4.0 will help to integrate these processes for the most effective environmental and health benefits for Missourians.

Health and Environment/Nature Connection Discussion

Mark Hague, Peter Lyskowski, and Sara Pauley provided brief descriptions of what their respective organizations are doing to promote the health and natural resource connection in their agencies and collaboratively with each other. There is agreement and a desire to enhance these efforts and to partner with other entities to better message the importance of health and nature, as well as, to develop partnerships for more targeted efforts. Director Pauley then led a discussion with the kitchen cabinet members on the opportunities and key messages for an expanded health and natural resource connection effort.

Expanding our Health and Natural Resource Connection opportunities

- Due to rising health care costs.
- When people enjoy their natural resources they are more likely to want to conserve and take care of them.
- Start with what people are interested in, build and tie that to your message or proposed behavior change.
- Meet people at the local level and address immediate issues that they have.
- Non-profits can help take all the data that government agencies have and communicate it to the locals. They will have connections and outlets that government agencies don't have.
- Many times not-for-profits, local parks, and local health organizations have the stories but need the data to support the need. This would be a good partnership opportunity.

Health Messages

- Healthy homes programs
- How screen time can affect kids and adults.
- Develop very pointed (9 seconds) message and use data and statistics to capture people's attention, then give them action steps once they are interested and start asking questions.
- Use audience specific statistics.
- Combine environment, health and economics wherever possible.
- Target the issues that have the biggest impact.
- Use every opportunity to message – especially at the local level. Use existing opportunities to expand on these messages.
- Clearly message why we have regulations and what the impacts are.
- Leverage all our message opportunities and dollars to reach more people at the right times.
- Find trusted messengers to deliver messages. Examples may be children's hospitals, local churches, etc.
- Use the Energy Star program as an example of a message and marketing program that is effective and second nature to people now.

Potential barriers to work through

- Think through the emerging issues.
- In order to move through "false messages" we need to understand what people's perceptions are for each of our issues and messages.
- Translate the technical information into meaningful messages.
- Help people to change their values and behavior and their minds will follow.
- Determine what the acceptable risk is and help people to understand this and then provide the supporting data.
- People want to know they are safe.
- Government agencies are good at defense; however we need to have a better offensive strategy for communicating our health messages.
- Need to find ways to put dollars back into budgets for these messages and outreach efforts.
- Make sure the regulations we are upholding make sense and listen to those who are affected.

The department is committed to further exploring better ways to make the health and natural resource connection. The department's Strategic Framework 2015-2020 includes the goal to Enhance Human Health, Safety and our Natural Resources and we will work with our current partners to accomplish this goal, as well as, seek new partners for a more holistic, well rounded effort.

Legislative Update

Mary Mulhearn, department Legislative Director provided updates on bills that we are watching closely. If you have questions, please contact Mary at mary.mulhearn@dnr.mo.gov.

Parks, Soils and Water Citizens Committee Report

Brandon Butler, Executive Director for Conservation Federation of Missouri and Marketing Subcommittee chair for the Parks, Soils and Water Citizens Committee provided an update on committee activities. Brandon provided an overview of the support of the tax polling that was recently done. He reported that the tax has an overall 72 - 84% support rate depending on supporting information provided. (For more information go to: <http://dnr.mo.gov/kitchen-cabinet/docs/2016parks-soil-water-sales-tax-survey.pdf>)

Brandon also showed the group examples of educational marketing pieces and encouraged participation in this important effort. You may contact Brandon at bbutler@confedmo.org or 573-634-2322 if you have questions or would like to assist in the committees efforts.

Below is also a link to the department's web site which has informational brochures and videos about the benefits of the Parks, Soils and Water funds.

<http://dnr.mo.gov/env/swcp/history.htm>

Missouri State Parks Update

Bill Bryan, Missouri State Parks Director provided updates on several parks that the department is working on. The new Echo Bluff State Park is under construction and will be opening in summer 2016. For more information go to: <https://mostateparks.com/park/echo-bluff-state-park>.

Bill also provided information on the Rock Island Trail State Park. You can find updated information about the trail progress at <https://mostateparks.com/park/rock-island-trail-state-park>.

MoDNR Youth Education and Interpretation

Andrea Balkenbush provided a brief view of the department's new Youth Education and Interpretation web site. The department will continue to add more content to the web site with a focus on water in 2016. The web address is: <http://dnr.mo.gov/education/index.html>

Water Quality Standards

John Madras, Water Protection Program Director provided a brief update on the department's water quality standards. For more information go to <http://dnr.mo.gov/kitchen-cabinet/docs/2016waterqualitystandards-triennialreview.pdf>

The next All Kitchen Cabinet is scheduled for **September 16, 2016** so mark your calendars now.