

**Communicating Air Pollution and Health Research to Stakeholders
Aphekom Symposium for the 21st ISEE Conference in Dublin, Ireland
Wednesday, 26 August 2009, 4pm to 5.30pm**

Sylvia Medina, Hanns Moshhammer and Bertil Forsberg for the Aphekom network

Key words: Air pollution, health-impact assessments, risk communication

Summary

Aphekom is a European public-health project co-funded under EC Grant Agreement 2007105 that brings together scientific institutions in 12 European countries to investigate air pollution and its impact on health. Aphekom's main goal is to improve knowledge on air pollution and health in Europe and to communicate this knowledge effectively to policy makers, environment and health professionals, and the general public. Aphekom thus acts at the intersection of environmental epidemiology and communication to contribute to informed policy making.

At Aphekom we recognize that communicating the findings of HIAs (health-impact assessments) can be difficult given the complex questions surrounding the subject. In addition, little consensus exists in the scientific community on the best way to express the findings. As a result, we believe that effective communication requires close co-operation between the many groups who have a stake in the results of our work.

For these reasons, the Aphekom symposium will bring together epidemiologists, public-health experts, policy makers, NGOs and communication experts to discuss first how best to express HIA findings, both on global and local scales; and then how best to frame them to meet the needs of stakeholders.

Format

The symposium will open with two keynote speeches followed by a general discussion.

The first keynote speech will discuss the pros and cons of different ways of expressing HIA findings, e.g., number of attributable cases (NAC) and gain in life expectancy (GLE). NAC is easily understood by non-specialists and allows easy calculation of related costs, but caution must be taken in the way it is expressed. GLE might better reflect total health impacts, but it is more difficult to communicate.

The second keynote speech will analyse barriers that separate solid data on air pollution and its health and economic impacts produced by scientists from action by public authorities.

Distinguished experts from the fields of epidemiology, public health, communication and policy will then discuss all of these issues with attendees.

Co-chairs

Hanns Moshhammer (Medical University of Vienna, MuW) and **Sylvia Medina** (French Institute for Public Health Surveillance, InVS)

Keynote speeches (30 minutes)

“Deriving and Communicating Risks: Strengths, Needs, Opportunities” by **Nino Künzli**, Professor of Social and Preventive Medicine / Public Health University of Basel, Institute for Social and Preventive Medicine (ISPM), Swiss Tropical Institute (STI), Basel; Research Centre in Environmental Epidemiology (CREAL), Barcelona

“Hong Kong’s Air Quality Crisis: Understanding connections among visibility, pollutants, and health costs in pursuit of accountability and environmental justice” by **Anthony J Hedley**, Professor of Community Medicine, School of Public Health, University of Hong Kong

Discussion panel with 10 experts (60 minutes)

Epidemiology

Joel Schwartz, Harvard School of Public Health

Bert Brunekreef, Utrecht University

Christophe Declercq, French Institute for Public Health Surveillance (InVS)

Public health

Aaron Cohen, Health Effects Institute (HEI)

Fintan Hurley, Institute of Occupational Medicine, Edinburgh – HEIMTSA project

Policy making

Andrej Kobe, DG ENV, European Commission

Micheal Young, Department of the Environment, Heritage and Local Government, Ireland

NGOs

Genon Jensen, Health & Environment Alliance (HEAL)

Communications

Marco Martuzzi, WHO European Centre for Environment and Health

Yorghos Remvikos, Versailles-Saint Quentin-en-Yvelines University (UVSQ)