



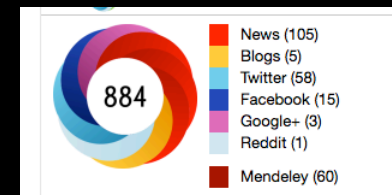
Green Science Policy Institute

Improving Policy & Purchasing: Communicating about Organohalogens

Green Science Policy Institute

Communications strategy for peer-reviewed articles

can increase media coverage and downloads.



Title	Journal	Year	# Downloads	Altmetric Score
UCMR3 PFAS	<i>ES&T Lett.</i>	2016	25,152	902
Fast food PFAS	<i>ES&T Lett.</i>	2017	9,509	892
Never-ending story PFAS	<i>ES&T</i>	2017	3,149	94

← #2 for
ES&T Letters

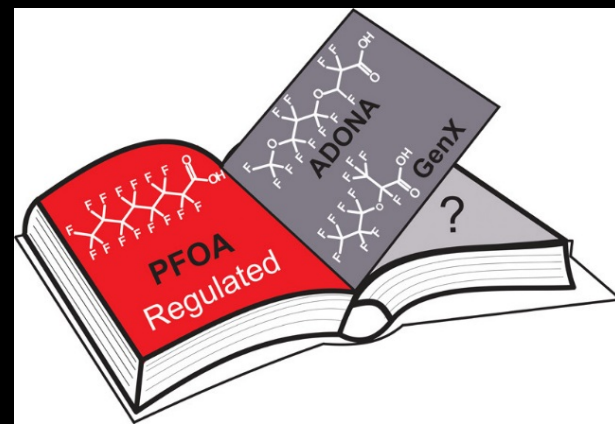
← #3 for
ES&T Letters

Green Science Policy Communications Strategy

- Select research topic to support policy in the public interest.
- Collaborate with authors from multiple institutions.
- After the paper is accepted, select a date for maximum impact for the paper to go on line (2-4 weeks in the future).
- Publish open-access
- Compose press release in accessible language with a “hook”.
- Query journalists & share release & paper with those who respond.
- Educate journalists on the science & establish relationships.
- Hope it is not a big news day.
- Follow up with decision makers.

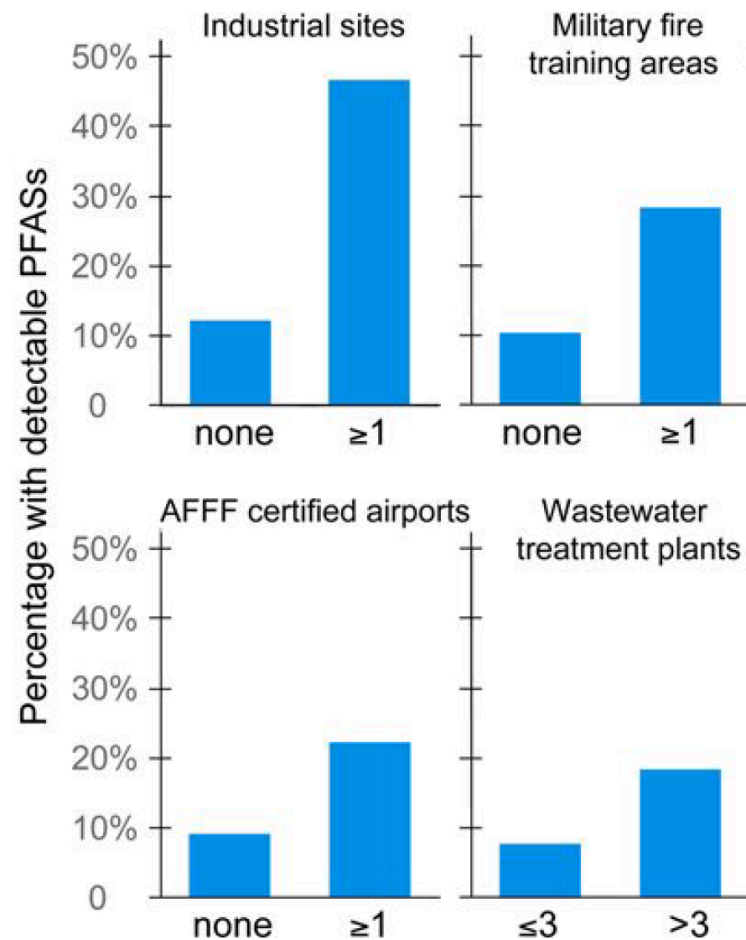
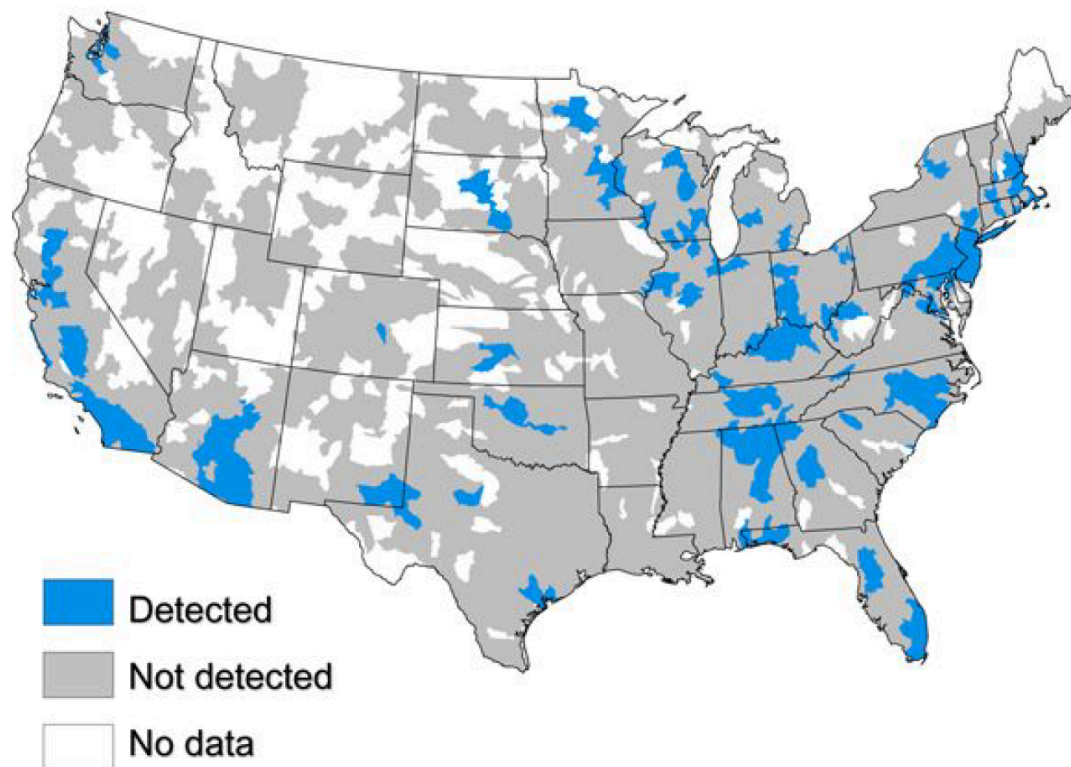
A Never Ending Story of PFASs

Wang, et al. ES&T 2017, © 2017 ACS



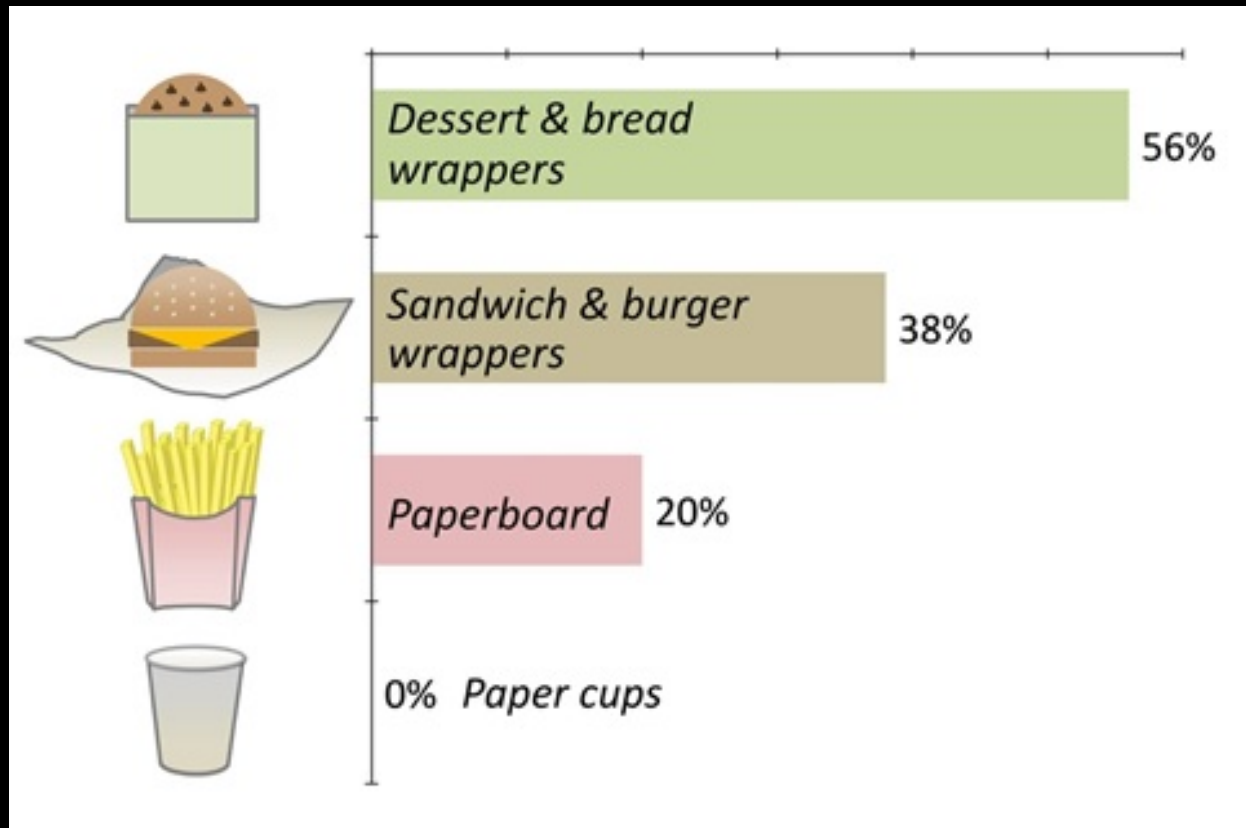
Watersheds with point sources have higher detection frequencies for PFASs

Hydrological units with detectable PFASs



Fluorine in U.S. fast food packaging paper

(percent positive; 400 products sampled)



Adopted from Schaider L. 2016 *Fluorinated compounds in U.S. fast food packaging*.

Should these products be considered compostable?

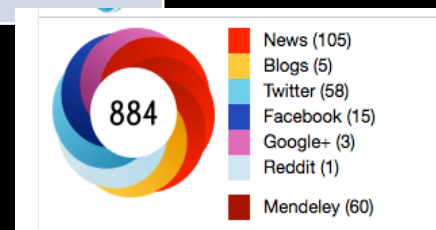
Communications strategy for peer-reviewed articles

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Title	Journal	Year	# Citations (per Google Scholar)	# of Downloads	Altmetric Attention Score
Never-ending story PFAS	<i>Environ. Sci. Technol.</i>	2017	0	3,149	94
Fast food PFAS	<i>Environ. Sci. Technol. Lett.</i>	2017	0	9,509	892
UCMR3 PFAS	<i>Environ. Sci. Technol. Lett.</i>	2016	14	25,152	902
Flame retardant couch study	<i>Environ. Sci. Technol.</i>	2012	161	5,190	96
Flame retardants baby products	<i>Environ. Sci. Technol.</i>	2011	210	20,672	62

#2 for
ES&T Letters

#3 for
ES&T Letters



Six Classes Videos

An innovative approach to reducing toxics

1

Highly
Fluorinated

2

Antimicrobials

3

Flame
Retardants

4

Bisphenols
+ Phthalates

5

Some
Solvents

6

Certain Metals



VIEW and SHARE: www.SixClasses.org

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