

***Force of Nature***  
***The Whole Truth from an***  
***Independent Perspective***  
***Special Report***

# **The Wisdom of Mains !**

## **Part 1**

28/09/2009

**STOP USING BABIES AS LOBBYISTS**

**COMMUNICATION MUST FOSTER  
COMPREHENSION AND ASSURANCE,  
NOT CONFUSION AND ANXIETY**

September 28<sup>th</sup>, 2009

**Howard Mains**

Co-President of Tactix Government Consulting Inc.

**Financial Post**

***The debate about 2,4-D, arguably the most studied chemical ever, should be put to bed.***

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Today in Ottawa, a select group of academic, government, industry and non-governmental organizations representatives will meet to discuss communications issues around the public portrayal of bisphenol A and **THE URBAN USE OF PESTICIDES**.

Their objective is to build a better framework for “ *risk communications* ” when it comes to chemicals and our health. Having been at the centre of both of these public debates, I offer the following observations so that Canadians can be better informed of the risks chemicals pose, and do not pose, to their health.

To start, **RISK** is defined as “ *the possibility of suffering loss or danger* ”. And this possibility must always be put, and kept, in context. Risk is around us daily, whether it is falling in our morning shower or being struck by a bus on our way home. The difference between these risks and the “ *chemical phobia* ” that is the domain of communications efforts of many **NGOs** [ non-government organizations ] is the perception of what we actually control and fully comprehend.

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This perceived lack of control is compounded by an understandable lack of scientific literacy among Canadians. Technology now allows the measurement of substances at **PARTS PER QUADRILLION**. But what does this mean in communicating actual risk ? Scientific findings, like risk itself, must be put and consistently kept in context. To this end, it is encouraging to see that **HEALTH CANADA** is following this practice in its recent communications under the **CHEMICALS MANAGEMENT PLAN**.

For example, in addressing public concern about *1,4-DIOXANE*, a chemical found in baby shampoo, **HEALTH CANADA** stated :

*“ A person would have to apply shampoo to their hair more than 620 times a day, every day in order to reach potential levels of concern for 1,4-dioxane. ”*

In other words, lather, rinse, and live your life.

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Next, the benefits of a chemical product must be clearly communicated. Here again, **HEALTH CANADA** has improved its approach from the communications paralysis that initially afflicted the department during the **BISPHENOL A** communications debacle in **April of 2008**. A month later, common sense returned to the file with the government stating :

*“ The current scientific evidence indicates that the general public need not be concerned as levels of BPA present in food do not pose a health risk. Epoxy resin can linings containing bisphenol A provide an important safety function by protecting the quality of food and beverages (i.e., prevents corrosion of the can material and prevents reactions between the food and the can material). ”*

Another area for improvement is language. All stakeholders must use clear and simple language. When it comes to communicating risk, language must foster comprehension and assurance, not confusion and anxiety.

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With its decision on 2,4-D, a commonly used lawn pesticide, the federal government was unambiguous in its statement :

*“ Health Canada has determined that 2,4-D meets Canada’s strict health and safety standards, and as such can continue to be sold and used in Canada.”*

With such a definitive statement by our regulator — echoed by other regulators the world over —

**THE DEBATE ABOUT 2,4-D, ARGUABLY THE MOST STUDIED CHEMICAL EVER, SHOULD BE PUT TO BED.**

Media organizations must also be more critical when reporting on studies, especially when **NGOs** [ non-government organizations ] continue to re-hash old studies. Time and time again I see references to old “ *shocking* ” or “ *alarming* ” articles or studies that a government regulator has already assessed and considered in arriving at a product safety decision.

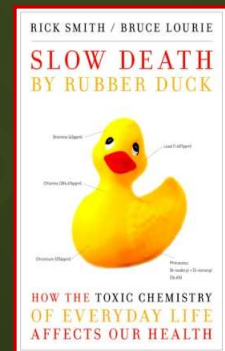
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### AND LET'S STOP USING BABIES AS LOBBYISTS.

The authors of “ *Slow Death by Rubber Duck* ” boast how they’ve organized meetings and photo-ops with rent-a-crowd moms, strollers and of course, gurgling, crying and diaper wetting babies to influence politicians. These crass and cynical stunts have resulted in policy pronouncements based upon fear, guilt and the fact that the news cameras were dutifully rolling. And then, as the authors blatantly state :



*“ Content with a good day’s work, the babies went home for their afternoon naps. ”*

Finally, we need to put industry and **NGOs** [ non-government organizations ] on a level playing field when it comes to science. Industry must comply with very precise and demanding standards when it comes to undertaking the scientific research required by government regulatory agencies. Scientific data submitted to **HEALTH CANADA** and other federal regulators must be done by **GOOD LABORATORY PRACTICE (GLP)** qualified laboratories.

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An unintentional **GLP** violation can invalidate the study, requiring the study to be repeated, which is very costly.

Under the *PEST CONTROL PRODUCTS ACT*, intentionally misrepresenting the findings of a **GLP** study is a violation that upon conviction, can lead to a fine up to **\$500,000** or a jail term of up to three years.

**MEANWHILE, ADVOCATES IN THE NGO-WORLD  
[ NON-GOVERNMENT ORGANIZATIONS ] TYPICALLY  
RELY ON STUDIES THAT ARE NOT SUBJECT TO STRIN-  
GENT GLP REQUIREMENTS OR STATUTORY SANCTION.  
IT IS TIME TO END THE DOUBLE STANDARD.**

By following the suggestions above, all stakeholders — industry, government, **NGOs**, academics and others — would contribute to a more rational debate around risk communications for chemicals and our society would be better informed and served.

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**T. Howard Mains**, Co-President of **TACTIX GOVERNMENT CONSULTING INC.**, has two decades of experience with chemicals and pesticides regulatory matters.

Howard Mains draws on more than 20 years of public service, policy analysis and consulting experience to implement effective government relations strategies for private sector clients that result in legislative, policy or regulatory change aligned with his clients' corporate objectives.

Mr. Mains has offered strategic counsel to a diverse range of Canadian and international companies on all facets of health and environment issues as well as the complex fields of government procurement and government support for major research and development programs.

His experience includes directing or leading a variety of public affairs strategies ranging from grassroots lobbying to industry-wide advocacy efforts to media and direct government relations campaigns to build awareness and support for client issues. He has developed and implemented several successful product defence strategies.

Before joining TACTIX in 1998, Mr. Mains was a member of the environmental and public affairs practice groups of Burson-Marsteller and National Public Relations. From 1985 to 1989, he served on the staff of the Minister of Public Works and Government Services.

In addition to earning an MBA from the Richard Ivey School of Business, Mr. Mains holds a B.Sc. from Cornell University and is a graduate of Kemptville College of Agricultural Technology.

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*Sound  
familiar?*

STOP USING CHILDREN  
AS ENVIRO-TERROR  
LOBBYISTS !

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FORCE OF NATURE was launched for continuous transmission on the Internet on January 1st, 2009. It is a series of e-newsletters destined for the GREEN SPACE INDUSTRY, the ENVIRONMENTAL TERROR MOVEMENT, politicians, municipalities, and the media, nation-wide across Canada, and parts of the United States and overseas. Force of Nature is produced in two parts. First. The Media Report itself that reports on the current events affecting the future of the GREEN SPACE INDUSTRY. Second. Independent Perspective, which is a running commentary, sometimes technical in nature. Force of Nature is the WHOLE TRUTH from an INDEPENDENT PERSPECTIVE !

Force of Nature is the brainchild of William H. Gathercole and his entourage. Norah G is actually an acronym for the stable of writers that contribute to this e-newsletter. The opinions expressed in Force of Nature, even though from an INDEPENDENT PERSPECTIVE, may not reflect those of everyone in the GREEN SPACE INDUSTRY, or Mr. Gathercole's many associates. Be warned ! Mr. Gathercole and Norah G may sometimes be very irreverent and fearless with these e-newsletters. DON'T THANK US. IT'S A PUBLIC SERVICE. AND WE ARE GLAD TO DO IT.



William H. Gathercole holds a degree in Horticulture from the UNIVERSITY OF GUELPH, and another pure and applied science degree from MCGILL UNIVERSITY. He has worked in virtually all aspects of the GREEN SPACE INDUSTRY, including public affairs, personal safety, and environmental issues. Mr. Gathercole has been a consultant and instructor for decades. He also been an agricultural agronomist. Mr. Gathercole has been following the evolution of ENVIRONMENTAL TERRORISM for over a quarter-century. His involvement in environmental issues reached a fevered pitch in the 1990s, when he orchestrated, with others, legal action against unethical and excessive municipal regulations restricting the use of pest control products. ( i.e. the Town of Hudson. ) Although he can be accused of being ANTI-ENVIRONMENT-

MOVEMENT, he is, in fact, simply a strong advocate FOR the GREEN SPACE INDUSTRY. However, this position has not precluded him from criticizing the Green Space Industry itself. Nonetheless, his vast knowledge of our long journey with environmental issues is UNDENIABLE. ( Hopefully ! ) For many years, Mr. Gathercole has been a contributing columnist for TURF & Recreation Magazine, Canada's Turf and Grounds Maintenance Authority.

All document excerpts and pictures contained in Force of Nature were found somewhere on the Internet. We believe that they are in the public domain, serving one of the following purposes : archive, education, promotion, publicity, or press release.

We believe that environmental terrorism can be BEATEN ! Information presented in Force of Nature has been developed for the education and entertainment of the reader. The events, characters, companies, and organizations, depicted in this document are not always fictitious. Any similarity to actual persons, living or dead, may not be coincidental. The mission of Force of Nature is to respond to those statements and activities originating from culprits that conspire to prohibit FEDERALLY LEGAL, SCIENTIFICALLY SAFE, and TOTALLY IRREPLACEABLE conventional pest control products. Culprits are identified on the basis of their statements, activities, affiliations, and whereabouts. Even though each culprit is a mis-guided adversary, each still deserves our respect. The term « culprit » is not an accusation of any legal wrong-doing. Force of Nature is simply holding culprits accountable for changes in public policy that have terrorized the Green Space Industry. Force of Nature believes that the prohibition policies of the ENVIRONMENTAL TERROR MOVEMENT will lead to UNEMPLOYMENT, BANKRUPTCY, BUSINESS FAILURE, DESPAIR, and DESTITUTION. The actions of the movement is viewed as a form of TERROR against the Green Space Industry.

The following titles are currently available. (Or, will be available in the near future.) • Alberta Prohibition • British Columbia Prohibition • Canadian Association of Physicians for the Environment • Canadian Environmental Law Association • Consequences • David Suzuki Foundation • DDT and Politicized Science • Death and the Environmental Movement • Golf and Landscape Trade Industries • June Irwin, The Clown of Junk Science • Kazimiera Jean Cottam • Kelowna BC Prohibition • New Brunswick Prohibition • Nova Scotia Prohibition • Ontario Prohibition • Organic Fertilizers • Pets and Lawn Care Chemicals • Prince Edward Island Prohibition • Quebec Prohibition • Rachel Carson, The Queen of Junk Science • Randy Hillier, The Next Premier of Ontario • Salmon Arm BC Prohibition • The 9/11 Era of the Green Space Industry • The Failure of Integrated Pest Management • The Industry Strikes Back • The Misconceptions About Cancer • The Wisdom of Drysdale • The Wisdom of Holland • The Wisdom of Mains • The Wisdom of the Solomons • Wisconsin Fertilizer Prohibition • ASK FOR A COPY OF ANY BACK ISSUE OF FORCE OF NATURE TODAY. READ ALL ABOUT ENVIRO-MANIACS AND THEIR ENVIRONMENTAL TERROR ORGANIZATIONS IN FORCE OF NATURE ! THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE !

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Read all about  
ENVIRO-MANIACS  
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TERROR  
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in FORCE OF NATURE !

Pest control  
products are  
FEDERALLY  
LEGAL,  
SCIENTIFICALLY  
SAFE, and  
TOTALLY  
IRREPLACEABLE !

The  
WHOLE TRUTH  
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Environmental  
terrorism  
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Learn all about Enviro-Maniacs and their lies,  
misconceptions, coercions, threats, and terror !