



# AIHA

Protecting Worker Health  
Alberta Local Section

## 2012 AIHA Alberta Local Section Presents:

### **MARCH 8, 2012 1-DAY PROFESSIONAL DEVELOPMENT COURSE**

#### ***Risk and Crisis Communications: Methods and Messages***

The functional responsibilities of SH&E professionals have expanded over the years and they are more frequently being called upon to assist with the development of messages that help communicate risks to the audiences of their organizations as well as assist with communications during a crisis event. In order to add value to their organizations, SH&E professionals will benefit from acquiring an understanding of risk and crisis communications. This 1-day seminar provides a solid foundation for understanding the process of risk and crisis communications, its applications and practice. Instructed by Pamela (Ferrante) Walaski, CSP, CHMM, President of JC Safety & Environmental, Inc., located in Pittsburgh, Pennsylvania, USA.

### **MARCH 9, 2012 1-DAY SYMPOSIUM AND AIHA – ALBERTA LOCAL SECTION ANNUAL GENERAL MEETING**

#### ***WHAT STINKS? Odour perception, Impact Assessment and Odour Sampling***

Instructed by Mr. Thierry Page, CEO Odotech

#### ***HOW DO WE TAKE OUR WORKERS OUT OF HARM'S WAY?***

Instructed by Marilee Jardin and Joe Richard, Quadra Industrial

#### ***COMMUNITY EXPOSURE ASSESSMENT AND AIR QUALITY TRENDS IN WOOD BUFFALO REGION***

Instructed by Dr. Warren Kindzierski, Associate Professor, University of Alberta

#### ***ALBERTA GOVERNMENT UPDATE - SILICA***

Instructed by Diane Radnoff, Senior Occupational Hygienist Alberta Human Services

**Edmonton, Alberta**  
**March 8<sup>th</sup> and 9th, 2012**

**Symposium/AGM Attendees will have the opportunity to win a number of great prizes\*.**

*\*Winner must be in attendance during draw in order to receive prize.*



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# DAY 1 – PROFESSIONAL DEVELOPMENT COURSE

## Thursday March 8, 201 (8:00 – 5:00) – Registration/Breakfast (7:30 - 8:00 am)

### *Risk and Crisis Communications: Methods and Messages*

#### **ABOUT THE COURSE**

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Risk and crisis communications is the process of communicating information by a public or private organization to an audience; whether they are internal such as its workforce and vendors or external, such as community members and the public at large. The process and the messages require that some level of knowledge be imparted to audiences on how the risk of certain activities will impact them, both positively and negatively. The risk communication process is designed to be a consensus sharing process that involves audiences as partners with a stake in the outcomes. Crisis communications are designed to occur when hazardous situations are already occurring, are about to occur, or being planned for as part of an overall emergency response preparedness process.

This 1-day seminar will provide attendees with an intensive understanding of the fundamental theories and practice of risk and crisis communications and will demonstrate how the acquisition of this skill will help them add value to their organizations. This workshop will feature lectures, group discussions, case studies and hands-on activities that will help attendees understand the foundations of risk and crisis communications; develop a plan for their organization; learn how to craft messages for various situations through the use of various tools like Message Maps; and avoid common pitfalls with both message content and delivery. Case studies of recent events including the BP Deepwater Horizon Oil Spill and the H1N1 Pandemic of 2009-2010 will be used to demonstrate the application of concepts.

#### **Major Seminar Topics**

- History and Definitions of Risk and Crisis Communication
- Risk and Crisis Communication Fundamentals and Theoretical Foundations
- Developing a Crisis Communications Plan
- Crafting and Delivering Risk and Crisis Messages
- Common Mistakes in Message Development and Delivery
- Working with the Media
- Special Risk and Crisis Communication Situations
- Case Studies

#### **ABOUT THE INSTRUCTOR**

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##### **Ms. Pamela Walaski**

Pamela (Ferrante) Walaski, CSP, CHMM is the President of JC Safety & Environmental, Inc., located in Pittsburgh, Pennsylvania, USA. Ms. Walaski is a frequent speaker and seminar presenter on the topic of risk and crisis communications. Ms. Walaski's book entitled *Risk and Crisis Communication: Methods and Messages* was published by John Wiley & Sons August 2011. Her article *Risk and Crisis Communications: Essential Skills for Today's SH&E Professional* was awarded second place by the Editorial Board for the ASSE Professional Paper Award for 2010. She is also a Section Coordinator for Emergency Response for the upcoming 2nd edition of *The Safety Professionals Handbook*, originally published by ASSE in June 2008 and writes frequently for such publications as *Professional Safety* (ASSE), *The Synergist* (AIHA) and *EH&S Today*. Ms. Walaski is a member of the Indianan University of Pennsylvania Safety Sciences Advisory Board and is a safety consultant to Bongarde Media.

## DAY 2 – SYMPOSIUM AND AGM

### Friday March 9, 2012 (7:30 – 4:30)

#### SYMPOSIUM SCHEDULE

7:30 am – 8:00 am		Continental Breakfast and Registration
8:00 am – 8:15 am	Exhibits Open	Welcome and Opening Remarks
8:30 am – 10:00 am		<b>What Stinks? Odour perception, Impact assessment, Odour sampling</b>
10:00 am – 10:30 am		Morning Break
10:30 am – 11:00 am		<b>What Stinks? Odour perception, Impact assessment, Odour sampling</b>
11:00 am – 12:00 pm		<b>How do we take our workers out of harm's way?</b>
12:00 pm – 1:00 pm		Lunch
1:00 pm – 2:00 pm		<b>Annual General Meeting</b>
2:00 pm – 3:00 pm		<b>Community Exposure Assessment and Air Quality Trends in Wood Buffalo</b>
3:00 pm – 3:15 pm		Afternoon Break
3:15 pm – 4:15 pm		<b>Dangerous Dust: Exposure to Crystalline Silica in Alberta</b>
4:15 pm – 4:30 pm		Closing Comments

#### WHAT STINKS? ODOUR PERCEPTION, IMPACT ASSESSMENT, ODOUR SAMPLING

Current knowledge and assessment methods in the area of odour perception, assessment and detection.

#### ABOUT THE INSTRUCTOR

**Thierry Pagé, P. Eng., M.Sc.A., CEO Odotech** - A Chemical Engineering graduate of École Polytechnique de Montréal, Thierry Pagé specializes in Odor Management during his Master's Degree at Université Catholique de Louvain (Belgium) and in Entrepreneurial Management at the MIT Sloan School (Boston). International senior odor expert, Thierry Pagé is active for 15 years in many industrial sectors. He leads technical and scientific projects, development of technologies for odor management and standards & protocols. At École Polytechnique, teaches courses in air pollution treatment and the health risks associated with industrial activities.

#### HOW DO WE TAKE OUR WORKERS OUT OF HARM'S WAY?

An introduction to industrial methods used by Quadra Industrial to avoid exposing workers to harmful chemicals/environments.

#### ABOUT THE INSTRUCTORS

**Marilee Jardine, Quadra Industrial** - Senior Health and Safety manager, Western Canada - Prior to joining Quadra Industrial Services, Marilee Jardine was the Corporate Health and Safety Director for one of North America's largest and most diverse industrial service contractors – a career that spanned over 19 years.

**Joe Richards, Quadra Industrial** - Industrial Services Manager, Western Canada - With over 24 years experience in the petrochemical and environmental services industries Joe has played many positions including Supervisor, and Division Manager. Over this time he has become well versed in all aspects of this business such as sales, procedure development and project management.

## **COMMUNITY EXPOSURE ASSESSMENT AND AIR QUALITY TRENDS IN THE WOOD BUFFALO REGION**

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Review of community exposure assessment program and resulting air quality trends in Wood Buffalo Region (Fort McMurray Area)

### **ABOUT THE INSTRUCTOR**

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**Dr. Warren Kindzierski, Associate Professor University of Alberta** – Dr. Kindzierski is interested in evidence and methods for understanding factors contributing to environmental contaminant exposure in the population. This includes investigation and analysis of environmental contaminant data and of people behaviors and exposures of environmental contaminants. His work has the opportunity to provide public health decision makers with key information, including: human exposure and risk models that better reflect the realities and complexities of environmental contaminant exposure situations; providing a better basis for informing people about the importance of environmental contamination; and an improved ability to make decisions about the need to manage environmental contamination from human and industrial activities for enhanced public health protection. His current projects include Residential indoor air quality exposure study in Edmonton, Alberta, Evaluation of COTAG system for measurement of dry Deposition flux in the Oil-sands Region of Alberta and Wood Buffalo Environmental Association ambient air quality data: Summary and trend analysis

### **DANGEROUS DUST: EXPOSURE TO CRYSTALLINE SILICA IN ALBERTA**

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Silica is one of the most common minerals in the world, found in both crystalline and non-crystalline forms. Crystalline silica particles that are small enough to be inhaled into the lungs can cause silicosis, lung cancer, chronic obstructive pulmonary disease and emphysema. Crystalline silica can be found in many products and dust containing crystalline silica can be generated from many activities at the work site.

In 2010, Alberta Human Services initiated a project to investigate the hazard related to crystalline silica exposure at Alberta work sites. The project involved the collaboration of Alberta Human Services, Alberta Health and Wellness, Alberta Health Services, Worker's Compensation Board of Alberta and a variety of stakeholder groups. The purpose of the project was to identify, evaluate and address a number of issues related to silica exposure, including the rate of occupational disease from exposure, the types of occupations and workplaces where workers may be exposed, the level of exposure at Alberta work sites, level of awareness of the hazard and compliance with occupational health and safety legislation as well as technical issues associated to exposure measurement and adjustment of the occupational exposure limit for work shifts longer than 8 hours. This project included exposure assessments conducted at a variety of work sites. This presentation will provide an overview of the silica project and the progress made as well as the results of exposure measurements collected at Alberta work sites.

### **ABOUT THE INSTRUCTOR**

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**Diane Radnoff, P.Eng., M.Eng., CIH** Senior Occupational Hygienist OHS Policy and Program Development Branch Alberta Human Services - Diane is a Chemical Engineer and Industrial Hygienist. She obtained her Bachelor of Science in Chemical Engineering from Queen's University in Kingston, Ontario and her Masters of Engineering in Industrial Hygiene from the University of Toronto.

Ms. Radnoff has had extensive experience in both the environmental and occupational health and safety fields. Her first position was with Environment Canada, developing and testing innovative environmental remediation technology for spill clean-up. She worked for over 15 years in the consulting field, specializing in assessment of environmental and health and safety issues and the development and implementation of environmental remediation at industrial, residential, commercial and First Nation sites.

Ms. Radnoff has been with Alberta Human Services since 1999. She is responsible for technical support to the department and external stakeholders regarding industrial hygiene issues. She also develops policy and interpretations related to the Alberta legislation.

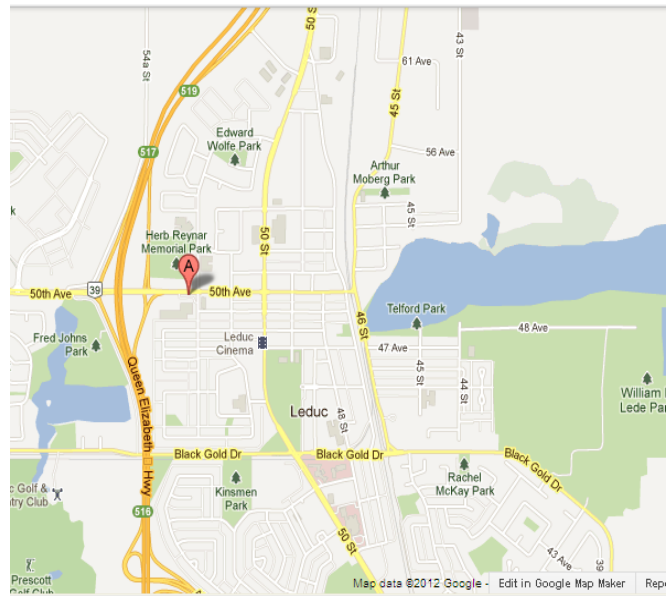
## **FACILITY AND HOTEL INFORMATION**

### **Best Western Plus Denham Inn and Suites**

5207 50th Avenue,  
Leduc, Alberta T9E6V3  
Phone: 780/986-2241  
Fax: 780/986-1511

<http://bestwesternalberta.com/hotels/best-western-plus-denham-inn-and-suites>

The hotel is offering a discounted room rate of \$129.99-\$134.99 for conference attendees. Please refer to Alberta AIHA conference when booking. Please call the hotel directly.  
**Free Airport Shuttle Service Available**



Food (breakfast, lunch and snacks) and beverages (coffee, tea, juice, pop) are included in the registration fee.

## REGISTRATION AND PAYMENT

<b>Name:</b>		<b>Title:</b>	
<b>Organization:</b>			
<b>Address:</b>			
<b>Phone:</b>		<b>Fax:</b>	
<b>E-mail:</b>			

Check applicable boxes.

PDC (Thursday March 8, 2012)	Symposium and AGM (Friday March 9, 2012)	Attend Both Days (Discounted Rate)
<input type="checkbox"/> Local Section Member (\$ 175.00)	<input type="checkbox"/> Local Section Member (\$ 125.00)	<input type="checkbox"/> Local Section Member (\$ 250.00)
<input type="checkbox"/> Non-member (\$ 200.00)	<input type="checkbox"/> Non-member (\$ 150.00)	<input type="checkbox"/> Non-member (\$ 300.00)
<input type="checkbox"/> Student (\$150.00)	<input type="checkbox"/> Student (\$100.00)	<input type="checkbox"/> Student (\$200.00)

<b>If paying by Cheque: Send Completed Registration Form and Cheque payable to:</b>	<b>AIHA – Alberta Section</b> C/O Tracey MacDonald, Shell Canada PO Box 100 Station M, Calgary, AB T2P 2H5 Tel. (403) 691-2137 E-mail: <a href="mailto:tracey.macdonald@shell.com">tracey.macdonald@shell.com</a>
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To Register and Pay On-line visit <http://www.aiha-ab.com/>  
 You will be charged an additional processing fee of 5% for online payments.

**REGISTRATION DEADLINE: February 27, 2012**

**THANKS TO OUR SPONSORS – SEE YOU THERE!**