

STRATEGIC COMMUNICATIONS ON RESEARCH

- Health Science team (Phil Botham as lead) and Communications team (Sarah Hull as lead, Lisa Navarro as manager) develop the strategy and messages for each pending study.
- Proposed messages are reviewed and finalized by:
 - Phil Botham
 - Jonathan Sullivan
 - Kersten Mewes
- Strategy and messages are reviewed and agreed at the PILT
- Communications, regulatory and product safety teams execute the strategy
- PILT updated on results to reassess strategy

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PQ SWAT TEAM (1/2)

- Purpose
 - To immediately triage the situation triggered by the release of a new study or news article
 - To determine the necessary actions and assign responsibilities to manage the matter short- and near- term
- Core team includes
 - Jonathan Sullivan, legal
 - (back-up?)
 - Sarah Hull, communications
 - Medard Schoenmaeckers, media
 - Richard Brown, stewardship
 - Lisa Navarro, issues management
 - Phil Botham, product safety
 - Andy Cook, technical support

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