

What's in the Water?

Pharmaceuticals and Personal Care Products in Municipal Water

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Canadian Pollution Prevention Roundtable

What are these chemicals?

- Used on humans and animals



- Humans: ie. drugs and shampoos

- Animals: ie. antibiotics, grooming chemicals

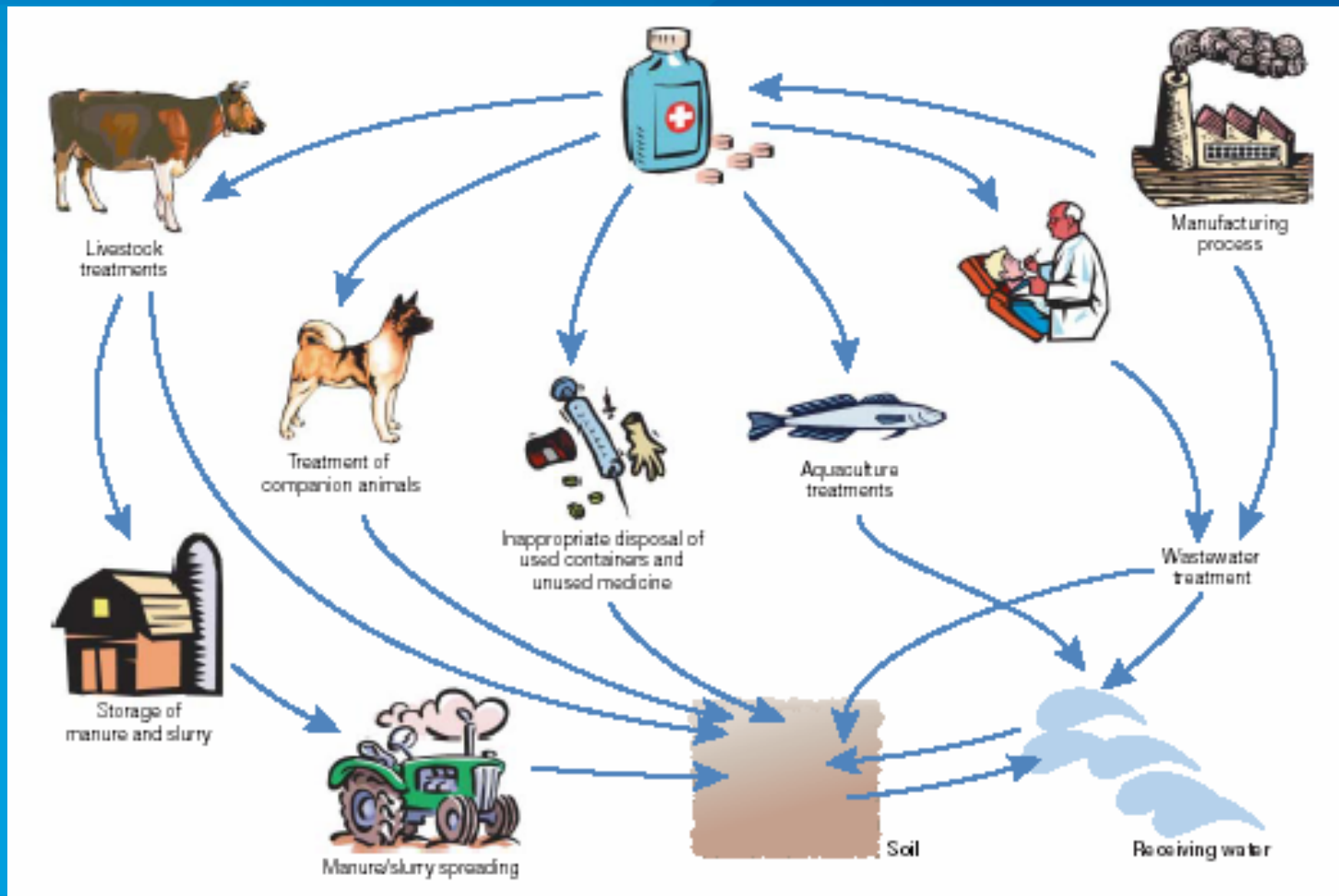


Background Question

- What are the known public health and environmental effects of PPCPs in municipal water?



Pathways for PPCP Entry in Water



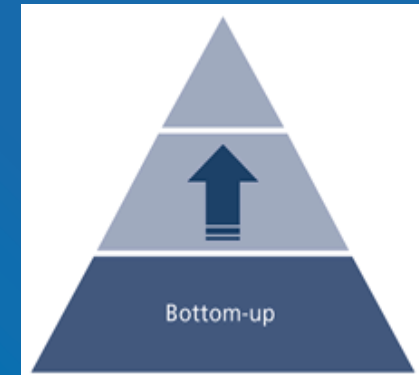
Environmental Concerns

- Feminization of fish
- Threats on survival of organisms
- Creation of antibiotic resistant bacteria



Research Approach and Questions

- Bottom up vs. top down approach: taking the pulse on the issue



- What is the level of civic engagement?
- What are the immediately available options for action?
- What criteria can be used to evaluate the options?

Focus on Consumer Use in Toronto



Why Toronto? Why Consumers?

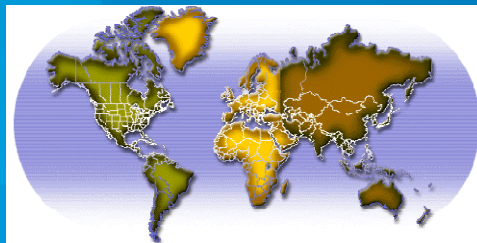
- Current filter testing with Environment Canada
- Model for other large Canadian cities



- More detailed information needed to target specific industries

What's Happening in Other Jurisdictions?

- European Union: New Chemicals Policy and Cosmetics Directive - Legislation
- US: San Francisco and Chicago – Public Awareness
- Canada: Alberta, British Columbia and Saskatchewan – Take-Back Programs



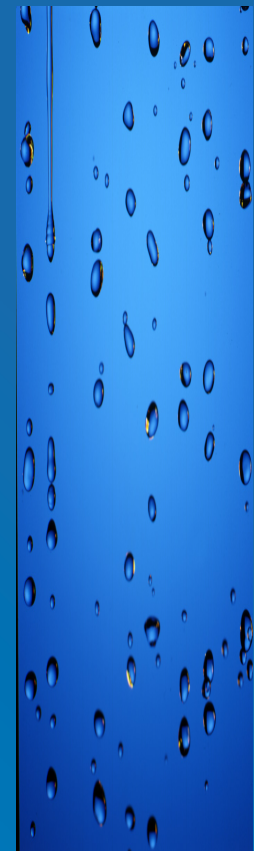
Policy Options For Toronto

- Create an awareness campaign
- Institute better filtering technology
- Promote existing pharmacy take-back programs
- Wait for more evidence of harm



Evaluation Criteria

1. What is the policy message?
2. Who would initiate the policy?
3. What is the role of scientific evidence?
4. What is the level of government recognition of the issue?
5. How does the public perceive the risk?
6. Will the public accept these initiatives?
7. Does it require voluntary action or mandatory legislation?
8. What funding is available?



Create an Awareness Campaign



1. **What is the policy message?**
 - Consumer action can reduce PPCP load
2. **Who would initiate the policy?**
 - Local citizens' groups with some public health support
3. **What is the role of scientific evidence?**
 - It is enough to take action

5. What is the level of government recognition of the issue?
 - No specific comments at this time
6. How does the public perceive the risk?
 - Anecdotal evidence –low risk
7. Will the public accept these initiatives?
 - If campaigns well designed
8. Does it require voluntary action or mandatory legislation?
 - Voluntary
9. What funding is available?
 - Mostly provincial and municipal government



Three Groups: Government, Scientists, Citizens Groups

- Relations with the media
- Who will take the lead?
- Policy creation through multi-stakeholder groups



Recommendations

City

- Public Health should institute awareness programs with citizens groups



Recommendations

Provincial/Federal Government

- Initially voluntary strategies given as options for cities and later should become mandatory
- Support and enhance take-back programs
- Funding support from upper levels of government

Recommendations

Citizens groups

- Lobby for a voice in upper level government discussions and policies

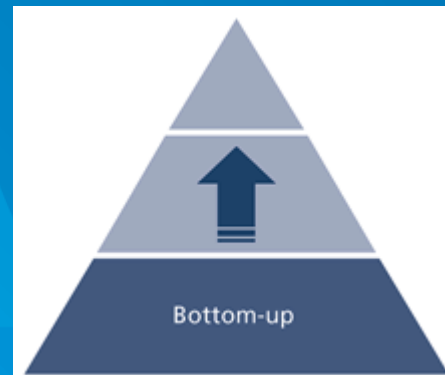
All Stakeholder Groups

- Flexible but aware agenda



Taking the pulse...Next Steps

- Research defines the current climate for action and where efforts could be directed – taking the pulse
- Toronto and other Canadian cities can take the lead in North America based on activities in more proactive jurisdictions such as Europe



QUESTIONS?

