



**Canadian Environmental
Law Association**

**Canadian Partnership for Children's Health and Environment (CPCHE)
Canadian Environmental Law Association (CELA)**

Prevention of Toxic Exposures During Energy Efficiency Retrofits

Job Posting: Contractor for outreach materials on indoor environmental health issues in the context of energy efficiency renovations and retrofit projects

Application Deadline: Noon (12:00 pm EST) Friday, 11 February 2011

Background:

The **Canadian Partnership for Children's Health and Environment (CPCHE)**, with the **Canadian Environmental Law Association (CELA)** serving as the lead CPCHE partner, is at the mid-point in a two-year project funded by the Ontario Trillium Foundation to prevent toxic exposures and ensure indoor air quality during and after energy efficiency retrofits in Ontario, with a particular emphasis on the needs of low-income residents. In the context of the increasing push for energy efficiency in the built environment, the project aims to protect children's environmental health by working with energy efficiency consultants, public interest groups, government departments, landlords, retailers and others to promote awareness of toxic chemical and indoor air quality risks arising from building (including schools) retrofits and home renovations. Phase 1 of the project is nearing completion and includes the development of a baseline report on the degree to which indoor environmental health concerns (e.g., lead, asbestos, VOCs) are currently addressed within energy efficiency programs and professional practices.

Purpose and Accountability:

The Contractor will prepare draft outreach materials on the importance to fetal/child health of addressing potential indoor environmental health risks during and after home energy efficiency upgrades. The focus of the materials will be on practical measures to reduce/prevent exposures to indoor environmental health hazards, such as lead, PCBs, asbestos, radon, moisture/mould and volatile organic compounds (VOCs). The target audiences of the outreach materials will include homeowners/residents, landlords and building managers, and/or energy efficiency auditors and other building professionals. In addition to drafting content, including key messages, action tips and sources of additional information, the Contractor will assist CPCHE/CELA in determining the appropriate medium for the outreach materials, which may include printed and on-line brochure(s), fact sheet(s), poster/flyer, etc. The materials will be produced in English and French, and potentially 2-3 additional languages depending on target audience needs. The Contractor will also assist CPCHE/CELA in liaison and outreach work with relevant stakeholder groups, such as landlord and tenant associations, energy companies, retailers, builders/renovators professional associations, government agencies and others.

The Contractor will work under contract for CELA and will report to Kathleen Cooper, Senior Researcher, CELA and Erica Phipps, CPCHE Partnership Director. Day-to-day supervision will be provided by Erica Phipps, who is serving as the Project Manager for this initiative. The Contractor will work from her/his home or existing office space: no office space will be provided.

Primary Responsibilities:

The Contractor will be responsible for the following tasks:

1. Providing professional advice on the selection and development of communications tools and key messages that will best serve selected target audiences, to inform CPCHE/CELA decision-making in this area.

2. Drafting, revision and finalization of outreach materials for key stakeholder groups. This is anticipated to include:

- o a brief awareness-raising brochure/flyer for homeowners/residents, including practical suggestions and tips on how to ensure indoor environmental health protection during and after home energy upgrade projects;
- o an on-line set of resources (largely based on existing CPCHE fact sheets and materials/links of relevant government departments and other reliable sources) for energy efficiency auditors and other building professionals (e.g., contractors, builders, renovators);
- o development of a fact sheet, set of Q/As or other resource for energy efficiency auditors and other building professionals to be included in the set of on-line resources noted above.

The revision/finalization process of all materials will include addressing feedback from the CPCHE/CELA project team, the Project Advisory Committee and the CPCHE partner organizations. The final materials will need to be fully reviewed and approved by all 12 CPCHE partner organizations. (For a listing of the CPCHE partners, please visit www.healthyenvironmentforkids.ca)

3. Depending on qualifications, the Contractor may also be responsible for the layout and graphic design of the outreach materials (remuneration would be adjusted accordingly).

4. Facilitating outreach and liaison with key stakeholder groups, e.g., tenant and landlord associations, building professional associations, retailers, etc. This will include finding appropriate contacts, researching current relevant efforts of such entities, setting up and participating in meetings along with CPCHE/CELA staff, preparing briefing materials, etc. Some of this liaison support work will relate to the piloting of the draft materials with selected target audiences.

5. Participate in meetings/teleconferences, as needed, including those of the CPCHE/CELA project team (estimated at 10-12 hour-long teleconferences throughout the year) and the Project Advisory Committee (estimated at one 90-minute teleconference and possibly one half-day meeting in Toronto) – dates to be confirmed.

Knowledge, Skills and Experience:

The Contractor should have proven experience and expertise in developing clear-language outreach materials for specific audiences, as well as a basic understanding of environmental health issues, ideally including the potential effects of toxic chemicals on

human (including fetal and child health) health. He/she should have a university degree and at least one year of experience working in one or more of the following areas:

- communications and outreach;
- professional writing or journalism;
- stakeholder relations;
- environmental protection, management and/or policy;
- chemicals management;
- (children's) environmental health;
- clinical or public health;
- social justice; and/or
- built environment, building design/construction/renovation.

Competencies:

- Strong communications skills, including exceptional writing skills (in English: knowledge of French and/or other languages is desirable but not required);
- Proven ability to translate scientific/technical information into lay language and experience with ensuring materials meet specified literacy levels;
- Strong organizational skills and attention to detail;
- Flexibility and receptivity to input/guidance from multiple reviewers (CPCHE/CELA project team and external Advisory Committee members);
- Ability to self-motivate and to function well as part of a team.

Timeframe:

All deliverables under this contract must be completed by 15 December 2011. The draft outreach materials are to be developed in early Spring 2011, with piloting, review and revision occurring over the spring and summer, and final products completed in Fall 2011. Responsibilities associated with outreach and liaison with stakeholders will be ongoing throughout the year. A work schedule with deadlines for all interim deliverables will be developed in consultation with the Contractor and included in the contract.

How to apply:

Interested applicants should submit the following **in electronic format only** to CELA by 12:00 Noon EST, 11 February 2011:

- A cover letter (no more than two pages in length)
- A resume or curriculum vitae (maximum three pages)
- A writing or communications sample (ideally one intended for a lay audience; links to enable on-line viewing of resources prepared by the applicant may be included);
- Three professional references, including contact information.

Please send to:

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Attention: Sharon Fleishman, Clinic Assistant, CELA
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