

**From:** [Trevor Russell](#)  
**To:** [undisclosed-recipients:](#)  
**Subject:** Event Invitation: Triclosan & Public Health - Public Perceptions & Educational Recommendations  
**Date:** Wednesday, May 7, 2014 12:44:38 PM

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\*Triclosan & Public Health: Public Perceptions & Educational Recommendations\*

Thursday, May 22nd 2014

Time: 9:00 - 10:30am

Cost: free

Dear friends,

As you know, triclosan is an antimicrobial chemical that is commonly used in soaps, toothpastes, and cleaning products that are often labeled “antibacterial” or “antimicrobial”.

A recent Minnesota Department of Health grant provided funding for research on public beliefs and attitudes about the value and use of triclosan and other antibacterial compounds used in personal care products.

Please join the \*Minnesota Department of Health\*, \*Action Media\*, and \*Friends of the Mississippi River\* for an innovative workshop on the fascinating results of this research, and the education and public outreach recommendations resulting from this work.

This workshop will include:

- Results of new consumer research on public perceptions and attitudes about triclosan;
- Educational messages and strategies that resonate with consumers; and
- Recommendations for successful education and outreach campaigns to provide Minnesotans with the best information to make healthy choices for themselves and their families.

This event will take place at 9:00am on Thursday, May 22nd at the Minnesota Department of Health, 625 Robert Street North, Saint Paul. This event is free, and we'll even have coffee and treats! Directions and Parking: <http://www.health.state.mn.us/about/freeman.html>

Space is limited. Please RSVP to Katie Nyquist at [katie.nyquist@state.mn.us](mailto:katie.nyquist@state.mn.us) <<mailto:katie.nyquist@state.mn.us>>

Thanks and best wishes,

Trevor

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