

Environmental Activists: What They Don't Know Can Kill You – Joe Conlon (AMCA)

- a) Environmental movement mindset
 - i) Faith-based (Eden – Gaia)
 - ii) Loss of Grace (Industrialists, etc)
 - iii) A coming doomsday (mosquito control included)
 - iv) Savors (Rachael Carson, etc)
- b) Very vocal minority usually do not base their opinions on scientific facts
- c) Environmentalism has become a pseudo-science
- d) Misconceptions
 - i) You can lead a chemical-free life
 - ii) Man-made chemicals are inherently dangerous
 - iii) Synthetic chemicals cause cancer and other diseases
 - iv) Exposure to chemical mixes is a ticking time-bomb
- e) Strong belief that natural equals safe
- f) Lots of incorrect info on the internet – this puts people at risk
- g) Claims become accepted regardless of scientific validity
- h) Example:
 - i) DDT banned by EPA in 1972
 - ii) Malaria – 50 million people affected since 1972
 - iii) Africa - >\$12 billion lost economic growth annually
- i) What can we do?
 - i) Challenge misinformation
 - (1) Science-based
 - (2) Invite groups to visit district
 - (3) Utilize media outlets
 - (4) Support science education
 - ii) Personalize the issue in public
 - (1) Get inside the opposition decision loop (take offensive)
 - (2) Mobilize survivor groups
 - (3) Put a human face on disease control