

*Awareness and Recognition****Awareness Through Media Coverage***

Newspapers, magazines, radio and television stations, newsletters, bulletin boards, and school papers are just a few media sources which may be used to spread the word about Multiple Chemical Sensitivity Awareness Month. Good utilization of the media can grab the public's attention for your awareness events and activities.

Ten Tips to Maximize Media Coverage

1. Provide facts, including the dangers of toxic substances and prevalence of MCS. See the fact sheet on the next page of this newsletter for ideas.
2. Compile a list of possible national and local media sources. Your list should be accurate and include contacts that are likely to publish your material.
3. Contact reporters, editors, radio personalities, and writers to introduce yourself.
4. Small newspapers can reach many people too, especially if they are targeted towards your specific audience.
5. Call ahead and find out who would be assigned your project and how that individual prefers to receive your press.
6. Include a well-written cover letter that explains why they should cover multiple chemical sensitivity. Keep it professional, factual, and unemotional.
7. Have a packet of materials ready for your contact, including a press release, fact sheet, event schedule, brochures, proclamation, photo opportunities, short video clips, your contact information and website, and other relevant materials that cover the who, what, when, where, why, and how.
8. After your contact has had time to review the material, follow up with a brief phone call to ask if they have any questions and request coverage of multiple chemical sensitivity.
9. Respect your contacts busy schedule by keeping all communications short, brief, and to the point.
10. Remember to contact the media for any and all events, talks, meetings, rallies, seminars, and special occasions such as the signing of a proclamation by your state governor.



Multiple Chemical Sensitivity Fact Sheet

Major Public Health Concern

- At least 45 million people in the US report sensitivity to various chemicals.¹
- About 3 million Americans are diagnosed with MCS.¹
- MCS affects people of all ages, economic status, race, and both genders.¹
- Chemicals that people with MCS react to are toxic and affect everyone to some extent.

Medical Findings

- Brain scans show reduced blood flow to the brain when people with MCS are under chemical exposure.²⁻⁷
- Physical variances identified in MCS include brain inflammation, oxidative stress, excitotoxicity, cardiac and airway disease, and auto-immune disorders.⁸⁻¹⁴
- Mast cell activation and disorders of porphyrin metabolism have been linked to MCS.¹⁵
- Genetic variations relating to detoxification processes have been linked to MCS.¹⁶

The Cost of Environmental Illnesses

- Annual expenditures for healthcare and lost productivity due to MCS are estimated at \$71.8 billion dollars per year.¹⁸

Environmental Factors

- Indoor and outdoor environmental exposures can trigger reactions: perfumes and fragrances, cleaning solutions, scented laundry products, pesticides, herbicides, paint and building materials, gasoline and petroleum based products, artificial flavors, colors, and preservatives.¹²

MCS Can be Controlled

- With a plan that includes avoidance and control of environmental triggers, many people with MCS can lead normal, healthy, and active lives.¹⁸

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This fact sheet may be downloaded from <http://mcs-america.org/mcsfactsheet.pdf>