Mercury Call Notes  
10/11/18 at 11am

**Background**

* Start calling MATS the Mercury standard (looking for other ideas too)
* Also includes other toxics such as soot, smog, arsenic, lead
* Need to come up with some different branding than MATS

**Strategy**

* CAC has been working on draft community plan
* Initial goal was to keep at OMB but it seems now that it will come out anytime between tomorrow and 2 months, will have 60 day comment period and 1 public hearing
* Secondary goal is to raise public awareness
* Sean NRDC: due to the initial press coverage (negative) there is more pressure at OMB to push through quickly
* Should we assume we should all request meetings? Should we try and keep it there longer and call for more public hearings? Is there a strategic and collective move beyond traditional rule making process?

**Tactics**

* Health groups sent letter to EPA
* Suggested we send more constituency specific language
  + EDF/NRDC working on template language that can be adapted
  + CAC will to do outreach to constituency groups
  + EEN doesn’t have a letter drafted but did do it about MATS before; would love to collaborate on that
  + MCAF would love to work with them on a specific faith plan
* CAC State Operations is working on grasstops and news stories in the states as well as Reporter/Ed bd education
* MCAF is hosting in district house meetings with 55 MOC/House members to encourage them to speak out; keeping an internal scorecard that they will in the long term make public; doing drops on the hill and around DC; pushing the drumbeat that this is not a partisan issue
* MCAF released an ad that will be released on their digital media channels running AZ MN OH DC, <http://www.momscleanairforce.org/wp-content/uploads/2018/10/moms_group_fights_trump_wheeler_plan_to_allow_more_mercury_pollution_10_11_2018.pdf>
* MCAF having conversations internally about a telepresser in the days before we think this leaves OMB, between now and the next few weeks may be good to get a scientist, mom, GOP member etc to prepare, CAC will reach out to MCAF about collaborating on this idea
* Climate Hawks Vote started a petition, would like to connect with other people (MCAF also has a petition directed at Wheeler...right now their number 1 target)
* MCAF is requesting meeting with Wheeler in DC to discuss standards

**Messaging**

* CAC guidance attached below
* Making sure we're talking about this as a first step of sabotaging the standards
* Talking about the impact of pregnant women and fetuses
* Other point is that not even industry is interested in rolling back these standards, they've spent a lot of money to comply
* Posing the question why are Wheeler and Trump doing this if no one is in favor of it?
* Working to highlight with utilities that they do not want this to happen
* If you have people with good stories to speak out please let us know and we will connect with the communications team for amplification
* There was a letter that already went around from a group of utilities saying that this is not necessary

**Legislative Play**

* Should we put pressure on Senate targets or ask champs to speak out?
* Carper put out a public statement but no one else has really weighed in at this point
* Checking with CAC lobby team to see how we should proceed
* MCAF doing in district House meetings, may also do Senate now they are in recess

**Health Groups Call**

* No one who joins these calls were on, CAC will check in with ALA
* Planning on doing a telepresser with health voices, don't believe it has happened yet

**State Impact Materials**

* MCAF is working on some for target states, MT and PA coming
* SELC working on some as well
* CAP is doing an overall analysis of top polluters in 2016 and comparing to before regulations went into place
* SC is working with professor at UVA around impacts in the Southern Ohio River Valley, 538 and Bloomberg are also interested in writing on this
* Please share with lists once you have final products

**Next Call**

* Thursday, 10/25 at 11am ET
* CAC War Room
* (866) 774-1290; 929 008 3027#

**Message Guidance**

**BACKGROUND**

The Trump administration is preparing to move forward with [an attack on the Mercury and Air Toxic Standards](https://www.reuters.com/article/us-usa-epa-coal/trump-administration-reconsiders-rule-on-coals-mercury-pollution-idUSKCN1LE2TV) by sending a proposal to the Office of Management and Budget (OMB) that takes the first steps to roll back these lifesaving reductions in dangerous mercury, soot, and other toxic air pollutants released from coal- and oil-burning power plants. The EPA’s scheme to increase toxic pollution that threatens our air, land, water, and wildlife is even opposed by industry – which is complying with the standards already.

**CORE MESSAGE**

President Trump and Acting EPA Administrator Andrew Wheeler are targeting restrictions on dangerous mercury and toxic pollution from power plants, threatening to boost levels of mercury, soot and other hazardous pollution into our air, water, food, and communities. Mercury pollution is particularly hazardous, endangering pregnant women and their babies and causing severe brain damage to those exposed to it. Even the power industry, which has already invested $18 billion dollars in cleaning up these dangerous and deadly pollutants, opposes this reckless plan. Wheeler’s plan jeopardizes their multi-billion-dollar investments and threatens to force American to breathe more toxic air pollution. Wheeler is paying off big time for the big coal companies he once lobbied for, at a significant cost to public health.

**TALKING POINTS**

* Trump’s EPA will be taking a first step to sabotage the Mercury and Air Toxic Standards, which are aimed at reducing dangerous levels of mercury, heavy metals, and other toxic air pollutants released from coal- and oil-burning power plants, a move that would have devastating health consequences for communities across the country, especially pregnant women and communities of color.
* Rolling back these lifesaving protections would be particularly detrimental to the health of pregnant women, infants, and children, as mercury pollution has been linked with damage to the brain, to the nervous system, and to fetal development.
* The reality is that this rollback has no benefits for anyone and it will only harm Americans’ health and pocketbooks. The Mercury and Air Toxics Standards were projected by EPA to annually avoid:
  + up to 11,000 premature deaths;
  + nearly 5,000 heart attacks;
  + 130,000 asthma attacks; and
  + 5,700 hospital and emergency room visits.
* Industry IS OPPOSED to rolling back the mercury pollution protections. The power industry has invested $18 billion in cleaning up these dangerous and deadly pollutants and is already meeting the standards. Any additional costs associated with rolling back these standards will be passed onto consumers, according to an industry letter to EPA air chief Bill Wehrum urging the Trump administration to leave these health protections in place.
* If undermining mercury and toxic pollution protections is bad for our health and bad for business, then who does it benefit? Wheeler, Wehrum, and Trump must come clean and explain to the American people how and why this attack is being mounted.

**Social Guidance and Graphics**

Some social guidance below; high res graphics [HERE](http://materials.actonclimate.com/search/?q=mercury&search_folder=&tags_include=4&extensions_include=&extensions_exclude=&published_start=2018-09-01&published_end=).

**Health impacts of mercury**

TWITTER:

* “Mercury is a potent neurotoxin that can cause brain damage in young children.” @EPAAWheeler is taking steps to weaken safeguards that limit it. #StopEPARollbacks #MATS (via @HuffPost) <https://bit.ly/2QmgaCA>
* READ: @EPAAWheeler is attacking mercury pollution standards that help protect our children from brain damage. #StopEPARollbacks #MATS <https://bit.ly/2QmgaCA>
* Mercury pollution puts our children at risk. @EPAAWheeler doesn’t seem to care. #StopEPARollbacks #MATS <https://bit.ly/2QmgaCA>
* [.@EPAAWheeler’s](mailto:.@EPAAWheeler's) first step to weaken mercury pollution safeguards makes it clear he cares more about polluter profits than protecting our kids. #StopEPARollbacks #MATS <https://bit.ly/2QmgaCA>
* [.@EPAAWheeler’s](mailto:.@EPAAWheeler's) attack on mercury pollution safeguards may cost our children their health. #StopEPARollbacks #MATS <https://bit.ly/2QmgaCA>
* READ: @EPAAWheeler is taking the first step to put our kids at increased risk of mercury pollution – a toxin “considered by the World Health Organization to be one of the Top 10 chemicals of major public health concern.” #StopEPARollbacks #MATS (via @HuffPost)  <https://bit.ly/2QmgaCA>

FACEBOOK:

* READ: [TAG] Andrew Wheeler is attacking mercury pollution standards that protect our children from brain damage. #StopEPARollbacks #MATS <https://bit.ly/2QmgaCA>
* Mercury pollution puts our children at risk. [TAG] Andrew Wheeler doesn’t seem to care. #StopEPARollbacks #MATS <https://bit.ly/2QmgaCA>