

## Harvard Center for Risk Analysis



August 31, 1995

Gary A. Henderson, Ph.D.  
Director Scientific Relations  
Kraft General Foods, Inc.  
250 North Street  
White Plains, New York 10625

Dear Dr. Henderson:

As you know, the mission of the Harvard Center for Risk Analysis is to promote a reasoned public response to health, safety, and environmental hazards. We accomplish this mission by bringing a "risk analysis" perspective to public policy debates, scientific research, and education/communications activities. We appreciate the previous contributions that Kraft General Foods, Inc. has made to HCRA. Looking to the coming year, we are requesting a contribution of \$20,000 from Kraft General Foods, Inc. that will allow us to expand our activities.

For HCRA, the past year has been exciting and satisfying. On public policy issues, HCRA faculty and staff testified before six congressional committees in Washington, DC on the need for regulatory reform legislation. In the process, we have built useful working relationships with members of the new Congress and their staffs.

Our message has been that better use of analytic tools by agencies can provide the public with more protection against genuine hazards at less cost to the private and public sectors than is being accomplished under current laws. This same message was also delivered in selected state capitals (including Albany, New York and Harrisburg, Pennsylvania) where reform coalitions are building. The enclosed publication, "Reform of Risk Regulation: Achieving More Protection at Less Cost," provides an excellent overview of HCRA's perspective on these issues. While it is not yet clear what new laws, if any, will emerge from this Congress on these issues, we believe that our efforts have begun to legitimize risk analysis in the eyes of key policymakers from both political parties.

In the scholarly arena, we are working with a longer time horizon to advance the analytic tools of risk analysis. Our scholarly book, Risk Versus Risk: Tradeoffs in Health and Environmental Protection (Harvard University Press, Cambridge, MA, 1995), proposes a new analytic approach to identifying and weighing hazards that are caused by well-intentioned efforts to reduce risks. Case studies in the book address topics ranging from drug approval at FDA to toxic chemical regulation at EPA.

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HCRA's longterm methodologic research program is balanced by shorter-term projects on specific hazards and/or technologies of current concern. The following topics are currently research priorities at HCRA: environmental estrogens, violence, electric and magnetic fields, drinking and driving, chemical carcinogens, automobile airbags, environmental equity, medical devices, and prescription drugs. We are interested in your suggestions about which subjects should (or should not) be a HCRA priority.

On the education and communications front, HCRA's activities go far beyond new and revised course offerings for Harvard degree students. We participate regularly in continuing education programs aimed at journalists (e.g., those risk-oriented courses designed by the Foundation for American Communications) and disseminate our bi-monthly newsletter, Risk in Perspective, to over 12,000 professionals in government, business, the mass media, and non-profit advocacy organizations. We have been particularly effective in building relationships with TV and newspaper reporters that have led our message to appear in prominent stories run by the major television networks and the New York Times, Washington Post, Los Angeles Times, and numerous trade publications.

We recognize that philanthropic resources are limited and that HCRA is competing against other worthy causes. We are proud to report that HCRA, which was established in 1989, now receives financial support from over 35 Fortune 500 companies, several trade associations, various agencies of the federal government, and several private foundations. Our objectivity is strengthened by this diversity of funding sources, the caliber of our advisory committee, and our reputation for recruiting faculty, staff, and students on the basis of intellectual merit. For your information, I have taken the liberty of enclosing a copy of HCRA's 1994 Annual Report.

Thank you very much in advance for your consideration of this request. I am certainly willing to make a visit to White Plains if that would be informative. My assistant, Mary Esther Otts, will contact you in the weeks ahead to determine if you might desire any additional information to support this request.

Sincerely,



John D. Graham, Ph.D.  
Director

JDG/meo

Enclosures

HARVARD CENTER FOR RISK ANALYSIS 1993-1995 CORPORATE  
CONTRIBUTORS

|  |   |
|--|---|
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