



HARVARD CENTER FOR RISK ANALYSIS



September 11, 1997

Gary A. Henderson, Ph.D.
Director International Scientific Relations
Kraft Foods
555 South Broadway
Tarrytown, New York 10591

Dear Dr. Henderson:

As you know, the Harvard Center for Risk Analysis (HCRA) has established a leadership position and the national and international campaigns to promote a more reasoned public response to health, safety, and environmental hazards. We appreciate the contributions that Kraft Foods has made to the Center. The purpose of this letter is to request your continued support in the form of a \$25,000 contribution from Kraft Foods for the HCRA.

As a results-oriented unit, we accomplish our mission through research, training, and communications. Here are a few of our contributions in the last year:

- extensive communications with congressional staff and other actors interested passage of the Regulatory Improvement Act of 1997, a comprehensive regulatory reform bill co-authored by Senators Levin and Thompson that promotes the tools of risk assessment, comparative risk assessment, and cost-benefit analysis;
- lectures on the comparative-risk theme before audiences of journalists, opinion leaders, business leaders, government officials in Europe and Asia as well as the USA;
- interviews with print journalists for a wide range of publications including Parade magazine, Washington Post, Wall Street Journal, New York Times, U.S. News and World Report;
- television interviews on risk-related issues before nationwide audiences including the NBC's "Today Show", CBS's "Good Morning America", and CNN's "World News Tonight";
- testimony at congressional and administrative hearings, such as the National Transportation Safety Board's March 1997 hearing on the risks and benefits of automobile airbags;
- production of 8 issues of our newsletter, Risk in Perspective, addressing topics ranging from automobile airbags to breast cancer prevention for an audience of more than 15,000 professionals and opinion leaders in both the public and private sectors;
- publication of our new book, The Greening of Industry (Harvard University Press), which highlights the pro-environment influences of risk analysis in the steel, chemical, waste management, petroleum and pulp and paper industries;

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--new mid-career course offerings for professionals interested in cost-benefit analysis and quantitative risk assessment; and

--publication of numerous peer-reviewed scientific articles on a wide range of health problems including cancer, heart disease, trauma, alzheimer's disease.

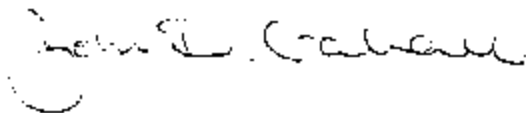
Although HCRA has a unified intellectual perspective based in risk analysis and decision science, it also has well-defined problem areas that serve as priorities for research and communication. They are environmental health protection, trauma prevention, medical technology assessment, and food safety policy. We are open to suggestions of particular activities that can advance HCRA's contribution to nurturing a more reasoned public approach to these issues.

HCRA has grown steadily since it was founded in 1989. Our unrestricted support from private-sector organizations now includes contributions from 60+ Fortune 500 companies as well as several foundations and trade associations. Restricted grants for project support are received from a variety of foundations and government agencies including EPA, DOT, CDC, HHS, NSF, NOAA, and DOE. The Center also has a well-defined conflict of interest policy aimed at eliminating any real and perceived conflicts of interest associated with the sources of its support and the projects it undertakes. This policy is published regularly in the Center's biennial report. We also continue to discuss our progress and future agenda with our external advisory committee, which meets in Boston each June for a day and a half.

Our primary agenda, as you may know, is to uncover and correct serious mismatches between public concern about risk and scientific evidence of risk. There is tremendous opportunity in this area to save both lives and resources through more cost-effective allocation of time, energy, political will, and resources. We are eager to hear your suggestions about how HCRA can make a more meaningful contribution to these ends.

Thank you in advance for your consideration of this request. I am certainly willing to make a visit to Terrytown if that would be appropriate and informative. My assistant, Ellen Patterson, will be contacting 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 and Professor

JDG/meo
Enclosures

HCRA SOURCES OF FINANCIAL SUPPORT

The Harvard Center for Risk Analysis is funded by a combination of industrial, governmental, and foundation funding. Additionally, the Harvard School of Public Health and individual donors contribute to the Center. The Center's Program on the Economic Evaluation of Medical Technology's funding is included in following list of contributors since 1989:

Restricted grants

Alfred P. Sloan Foundation
American Crop Protection Association
American Industrial Health Council
Andrew Mellon Foundation
Bradley Foundation
Brookings Institution
California Avocado Commission
Chemical Manufacturers Association
Congressional Research Service
Electric Power Research Institute
International Life Science Institute/Risk Science Institute
Health and Environmental Sciences Group
National Institute of Justice
Pfizer, Inc.
Society for Risk Analysis
U.S. Centers for Disease Control
U.S. Department of Energy
U.S. Department of Health and Human Services
U.S. Department of Transportation
U.S. Environmental Protection Agency
U.S. National Oceanic Atmospheric Administration
U.S. National Science Foundation

Unrestricted grants

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American Automobile Manufacturers Association
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