



International Medical Crisis Response Alliance

800 3rd Ave. 22nd Floor. New York, NY 10022
50 Washington St. 7th Floor. Norwalk CT 06854
Main: 203-956-4875

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Mr. Chairman and Distinguished Representatives,

Thank you for the invitation to address this body. I am Dr. Thomas G. Hedberg, representing the International Medical Crisis Response Alliance (IMCRA) whose mission is to provide online native-language medical education globally.

Regarding the INC-1 Plenary Session discussions on operations and measures that will have bearing on national action plans and budgets, our organization would like to propose that the following be considered key elements of the treaty:

- 1) That a long-term goal should be intensive individual, community and national education on the medical and environmental importance of limited plastic use and plastic recycling. Strengthened by a review of the global health consequences in the absence of same.
- 2) Since it is unlikely that plastic production can be rapidly reduced and chemical modification of deleterious plastics can be achieved quickly, a key factor in reducing plastic pollution will be community and individual understanding of, and enthusiasm for, recycling and reduced plastic use.
- 3) An action plan focused on the above two points should include an intensive nationally and culturally informed and appropriate **advertising campaign** for popular outreach and education.

IMCRA would be happy to make its medical resources and global connections available to any pursuit of this end.

I thank the chair for this opportunity and my colleagues for their hard work on this critically important issue.

Thomas G. Hedberg, MSc, PhD
Executive Director, International Medical Crisis Response Alliance (IMCRA)
800 Third Avenue, 22nd Floor, New York, NY 10022
50 Washington St. 7th Floor, Norwalk, CT 06854
Phone: 212-871-3761, 203-956-4875
Mobile: 203-451-1204
hedberg@imcra.org
www.imcra.net