The Center for Health, Environment & Justice (CHEJ), Rachel's Environment & Health News, and hundreds of groups in the Environmental Health Alliance are spearheading a national campaign to build a unified demand for preventive, protective policies in America.

The BE SAFE campaign is a collaborative initiative to build a large coalition for pollution prevention and to hold corporations and government accountable for protecting human health and the environment. We can elevate public support with a strong and diverse voice for precaution and propel the BE SAFE precautionary approach message into the forefront of public and political consciousness.

Our goal is to mobilize a broad constituency and gather hundreds of thousands of signatures endorsing the Platform, which will be given to the President in January 2005. Together we will demand that decision makers choose a "better safe than sorry" approach motivated by caution and prevention.

We will be launching the campaign in mid-October with national and statewide media events. The campaign is reaching out to a wide range of groups because the precautionary approach intersects with all our issues. We can have a powerful impact if we all raise the BE SAFE precaution message in our issue campaigns.

BE SAFE Platform
(Blueprint Ensuring Our Safety And Future Economy)
Environmental Health Alliance

In the 21st century, we envision a world in which our food, water and air are clean, and our children grow up healthy and thrive. Everyone needs a protected, safe community and workplace, and natural environment to enjoy. We can make this world vision a reality. The tools we bring to this work are prevention, safety, responsibility and democracy.

Our goal is to prevent pollution and environmental destruction before it happens. We support this precautionary approach because it is preventive medicine for our environment and health. It makes sense to:

§ Prevent pollution and make polluters, not taxpayers, pay and assume responsibility for the damage they cause;

§ Protect our children from chemical and radioactive exposures to avoid illness and suffering;
§ Promote use of safe, renewable, non-toxic technologies; and

§ Provide a natural environment we can all enjoy with clean air, swimmable, fishable waters, and stewardship for our national forests.

We choose a "better safe than sorry" approach motivated by caution and prevention.

We endorse the common-sense approach outlined in the four principles listed below.

BE SAFE Platform Principles

1. HEED EARLY WARNINGS

Government and industry have a duty to prevent harm, when there is credible evidence that harm is occurring or is likely to occur -- even when the exact nature and full magnitude of harm is not yet proven.

2. PUT SAFETY FIRST

Industry and government have a responsibility to thoroughly study the potential for harm from a new chemical or technology before it is used -- rather than assume it is harmless until proven otherwise. We need to ensure it is safe now, or we will be sorry later. Research on impacts to workers and the public needs to be confirmed by independent third parties.

3. EXERCISE DEMOCRACY

Precautionary decisions place the highest priority on protecting health and the environment, and help develop cleaner technologies and industries with effective safeguards and enforcement. Government and industry decisions should be based on meaningful citizen input and mutual respect (the golden rule), with the highest regard for those whose health may be affected and for our irreplaceable natural resources - not for those with financial interests. Uncompromised science should inform public policy.

4. CHOOSE THE SAFEST SOLUTION
Decision-making by government, industry and individuals must include an evaluation of alternatives, and the choice of the safest, technically feasible solutions. We support innovation and promotion of technologies and solutions that create a healthy environment and economy, and protect our natural resources.