An aerial view of a large industrial chemical plant at sunset. The scene is filled with complex piping, tall distillation columns, and numerous large white storage tanks. In the background, a city skyline is visible under a warm, golden sky. A large blue graphic shape overlaps the right side of the image, containing the main text.

Your Science Deserves a Strong Voice

TSCA COMMUNICATIONS

ACC's Strategic Communications and Public Affairs Help TSCA Stakeholders Shape Policy, Inform Public Debate, and Drive Results

ACC's Communications and Public Affairs team brings deep experience in navigating complex regulatory landscapes and shaping public discourse around chemical safety and risk evaluation. With a proven track record supporting TSCA advocacy, we specialize in translating technical and scientific issues into compelling narratives that resonate with policymakers, media, and voters. Our integrated approach—spanning coalition building, media engagement, digital advocacy, and rapid response—helps ensure that member voices are not only heard but are influential in shaping outcomes. Whether it's crafting targeted messaging for Capitol Hill and federal agency officials or amplifying third-party voices through digital assets and earned media, ACC's Communications and Public Affairs team equips stakeholders with the tools to drive meaningful impact.

Strategic Communications That Move the Needle



ACC's Communications and Public Affairs team supports TSCA risk evaluations with:

RAPID RESPONSE PRESS RELEASES

ACC's Communications and Public Affairs team delivers timely, compelling press releases that respond to TSCA risk evaluations, helping members stay ahead of the narrative and shape stakeholder understanding.

The screenshot shows the top of a press release page from the American Chemistry Council. The header includes the ACC logo, the 'CHEMISTRY IN AMERICA COMPLETE' logo, and navigation links for 'CHEMISTRY IN AMERICA', 'BETTER POLICY & REGULATION', 'DRIVING SAFETY & SUSTAINABILITY', and 'About ACC'. The main headline reads 'TSCA 1,4-Dioxane Risk Evaluation is Not Consistent with the State of the Science or Assessments from Other Regulatory Bodies'. Below the headline, it says 'Nov 14, 2024 | Read time: 3 minutes | Press Release' and a tag 'TOXIC SUBSTANCES CONTROL ACT'.

EARNED MEDIA ENGAGEMENT

By securing coverage in influential outlets that reach policymakers and key stakeholders, ACC amplifies member viewpoints and evaluations of regulatory proposals, ensuring that industry concerns are part of the broader conversation.

The screenshot shows a snippet from the 'c&en' (Chemical & Engineering News) website. It features navigation for 'Topics', 'Newsletter', and 'Podcasts'. A 'Trending' section lists 'Nobel Prizes', 'Vaccines', and 'Cleantech'. A filter for 'Chemical Regulation' is active. The main headline is 'Industry's phthalates gamble is paying off', with a sub-headline 'EPA finds DIDP, DINP are mostly safe as it reevaluates others in the class' and the author 'by Britt E. Erickson'.

CONGRESSIONAL & REGULATORY MESSAGING

ACC crafts targeted messaging tools, like advocacy toolkits and social media campaigns, to support member engagement with Capitol Hill and federal agencies. These efforts help elevate industry perspectives during key policy discussions and regulatory actions.



CUSTOMIZABLE FACT SHEETS, INFOGRAPHICS & TALKING POINTS

ACC collaborates with members to develop fact sheets, infographics and talking points that translate technical content into accessible, persuasive messaging for public comment periods and stakeholder outreach.

An infographic titled '1,3-BUTADIENE AN ESSENTIAL BUILDING BLOCK'. It features a molecular model of 1,3-butadiene on the right side. The text on the left provides information about the chemical and its uses. The American Chemistry Council logo is in the top right. At the bottom, there are four icons representing key industries: Infrastructure/Building, Electronics, Defense, and Industrial.

1,3-BUTADIENE

AN ESSENTIAL BUILDING BLOCK

What is 1,3-Butadiene?
1,3-Butadiene is a building block chemical used in the manufacture of a variety of synthetic rubbers, nylon, and plastics. Polymers made from 1,3-butadiene are used in making everyday products such as tires, nylon, car parts, carpet backing, plastic gloves, neoprene, food packaging, rubber hoses, gaskets, and many more. Because 1,3-butadiene is reacted/polymerized in the process and often further processed to create a wide range of end goods, the potential for consumer exposure to 1,3-butadiene is very low.

What are the Critical Uses of 1,3- Butadiene?
1,3-Butadiene is used and often fully consumed in making many essential products, including those critical to national security and critical infrastructure. The following are examples of key industries and applications that our economy and national priorities rely on:

- Infrastructure/Building
- Electronics
- Defense
- Industrial

Member-Driven Messaging



ACC leverages digital platforms to reach key audiences:

TARGETED PAID SOCIAL CAMPAIGNS AND SOCIAL MEDIA AMPLIFICATION

ACC deploys promoted posts aimed at EPA staff, congressional offices, and industry stakeholders during key rulemaking periods to help ensure timely visibility and influence. ACC boosts member and stakeholder messaging by sharing and amplifying positive content across coalition social channels, helping reinforce credibility and broaden reach.



American Chemistry Council

20,657 followers

1yr • Edited •



ACC applauds Senator Mike Braun (R-IN) along with nearly a dozen other lawmakers from Indiana's delegation for sending a bipartisan letter to EPA to consider the effect that the [#TSCA](#) [#formaldehyde](#) evaluation would have on critical industries including [#healthcare](#) and [#automobiles](#). Read the letter: <https://lnkd.in/d7mRhTdK>

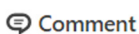


Formaldehyde Needed for Multiple Industries

braun.senate.gov



Like



Comment



Repost



Send

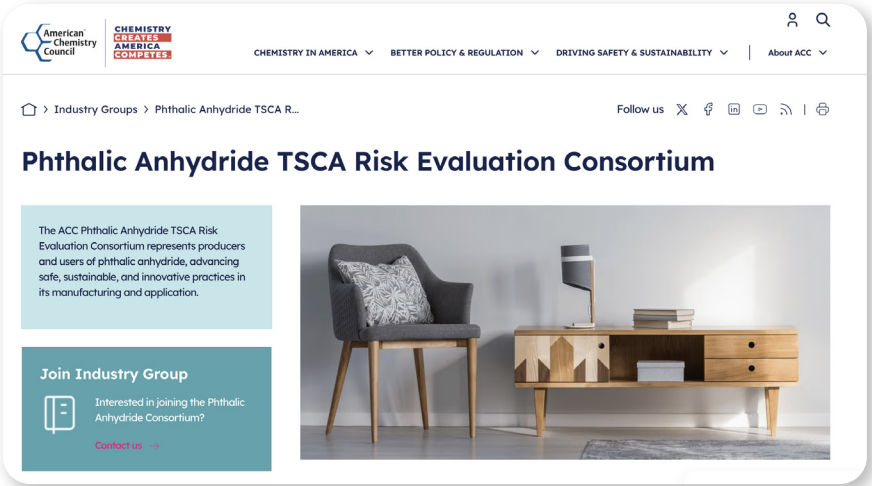


Add a comment...



WEB TOOLS

Dedicated web pages serve as centralized hubs for technical information, advocacy materials, and stakeholder engagement resources, and they are also incorporated into digital advocacy and advertising.



MEDIA SUPPORT

ACC provides expert guidance to help member spokespeople confidently engage with media and participate in public hearings, helping ensure clear, impactful messaging.



Let's Elevate Your Voice

ACC's Communications and Public Affairs team empowers TSCA stakeholders to turn science into influence. From rapid response media and targeted advocacy to customizable messaging and digital amplification, we help members shape policy, inform public debate, and drive results. Ready to make your message matter? Connect with ACC to get started.



655 New York Avenue NW, Suite 500
Washington, DC 20001

americanchemistry.com

202601-002