ABSTRACT:
What? Policy effectiveness should and can only be assessed against defined and measurable objectives.
Why? Justification. Implementation of any policy – environmental health policies included – requires resources and usually restricts at least some opportunities for individuals, enterprises and communities. It is only fair to expected concrete benefits in return.
How? By linking the policy formulation and implementation to the expected benefits via full chain models, which can be confirmed/rejected by measurements along the action - - - impact chain, and can thereby be adjusted or corrected accordingly.

My presentation uses examples as steps to walk through the procedures, disciplines and tools which are necessary for developing and implementing effective environmental health policies.

BIO: Matti Jantunen (Retired in 2011 from the position of research professor after 27 years of service at the National Public Health Institute, Department of Environmental Health in Kuopio Finland) has MSc from Tampere University of Technology in Finland and PhD from UNC School of Public Health at Chapel Hill (1978). In four decades his work has involved virtually all aspects of air pollution from indoor air to global climate change. 25 years ago urban radioecology of the Chernobyl fallout in Finland brought an interesting four year interruption to his air pollution work. For the past 20 years he has worked mostly on exposure, risk and policy assessment. From 1989 to 1995 he coordinated the EU Air Pollution Epidemiology Programme and since then several EU wide research projects, most importantly EXPOLIS, which laid foundations for European air pollution exposure research. From 1999 to 2001 he organized the exposure research at the EU Joint Research Centre in Ispra, Italy. Over the years he has been a member of dozens on WHO and EU Expert Committees and Working Groups, and published 120 peer reviewed research articles. He is founding member of ISIAQ and ISES, and member of AWMA, AAAS and Sigma Xi.