



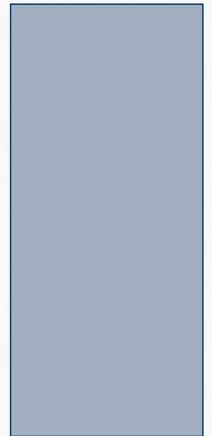
COLUMBIA CENTER FOR CHILDREN'S ENVIRONMENTAL HEALTH

MAILMAN SCHOOL OF PUBLIC HEALTH

Columbia University

A Partnership between CCCEH and WE ACT for Community
Outreach and Engagement

MARCH 6, 2012



COTC CORE TEAM

Co-Principal Investigators

- David Evans, PhD, Professor Emeritus and Special Lecturer in Clinical Sociomedical Sciences
- Peggy Shepard, BA, Executive Director of WE ACT

Program Coordinators

- Brennan Rhodes, MPH, Center's COTC Program Coordinator
- Ogonnaya Dotson-Newman, Director of Environmental Health at WE ACT



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OVERVIEW

- We'll describe our efforts, successes, and challenges in two areas:
 - Research translation, briefings, and testimony to inform regulation to reduce toxic exposures.
 - Increasing involvement of our CASB in COTC activities:
 - Community Breakfast Briefings
 - Developing written educational materials
 - Redesigning our Healthy Home, Healthy Child campaign.

RESEARCH TRANSLATION TO SUPPORT REGULATORY REFORM

- Collaborative community research with NYCDOH and NYCHA showed IPM + bait and gel pesticides controlled cockroaches (*Kass et al: EHP 2009; 117:1219-25*).
- This led NYCHA to switch from spray pesticides to baits and gels, reducing residential exposure.
- Based on this and other studies, NYC restricts use of highly toxic pesticides in New York City buildings, and NYS requires use of IPM in schools.

RESEARCH TRANSLATION TO SUPPORT REGULATORY REFORM

- We provided education and testimony to inform debate on these recently enacted laws:
 - NYC #6 Heating Oil Phase-out Regulation (2011)
 - NY State law to ban BPA from children's products (2010)
 - NY State law to ban the use of chlorinated TRIS flame retardant in clothing and furnishings (2011)
- Work is ongoing to pass the Child Safe Products Act in New York and other states.
- We initiated a series of Community Briefing Breakfasts for elected officials, government agencies, environmental and community groups.

TRANSLATING RESEARCH TO POLICY: COMMUNITY BRIEFING BREAKFAST

OCTOBER 25, 2011



- CCCEH Director Dr. Frederica Perera discussed health risks from diesel exhaust, pesticides, indoor allergens, and endocrine disrupting chemicals.
- WE ACT Executive Director Ms. Peggy Shepard spoke about the current state of policy reform regarding exposures common in our urban communities.

TRANSLATING RESEARCH TO POLICY: COMMUNITY BRIEFING BREAKFAST

Attendees from NYC Health Dept, EDF, EPA, and other health & community groups.

Attendees asked:

- Is breast milk safe?
- Study safe alternatives?
- Collaborate with WIC, child care, and faith groups?
- Update Toxic Substances Control Act?



INCREASING INVOLVEMENT OF OUR CASB IN COTC ACTIVITIES

- We worked with WE ACT and active board members to identify new CASB members.
 - Met one-on-one with board members to assess their concerns and focus the direction of our initiatives.
 - Increased meetings from 1-2 per year to 6 in 2011.
- CASB worked with us to plan and invite guests to our Community Breakfast Briefing in October 2011.

COMMUNITY ADVISORY & STAKEHOLDERS BOARD MEMBERSHIP



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INCREASING INVOLVEMENT OF OUR CASB IN COTC ACTIVITIES

- We asked CASB to work with us to develop a tip sheet about BPA for residents by:
 - Reviewing concepts and content
 - Hosting 3 focus groups at their offices to help us assess community views of BPA and our draft materials.
 - Planning workshops that will be based on the tip sheet
- During this process, CASB members and community residents often expressed concern about:
 - How many toxic chemicals there were to learn about
 - How confusing it could be to think about avoiding them

HEALTHY HOME HEALTHY CHILD EDUCATIONAL CAMPAIGN

- As a result, we are redesigning the HHHC campaign to shift focus from describing:
 - Health risks from specific toxic chemicals, to
 - Healthy habits that reduce risk and promote health.
- We have surveyed Center researchers, COTC staff, WE ACT, and CASB members to identify:
 - 6 healthy habits
 - 5-6 steps to implement each

HEALTHY HOME HEALTHY CHILD EDUCATIONAL CAMPAIGN

Suggested habits/themes include:

- Green Cleaning—hand washing, non-toxic personal care products, IPM, and household cleaners.
- Clean Up Indoor Air—keeping home free of tobacco smoke, pesticides, and allergens.
- Get Moving—increasing daily exercise such as walking.
- Nutrition Wellness—increasing fresh foods and home cooking.
- Learn Your Plastics—how to identify safer products and packaging.
- Active citizenship—taking part in local action and national campaigns to protect health.

SUCSESSES AND CHALLENGES

- We were able to get eight groups to work actively with us over the year on several big projects:
 - Community Breakfast Briefings
 - BPA tip sheet content and design
 - Redesign of HHHC campaign
- Our major challenge was maintaining both participation and level of involvement:
 - Turnover: Several members took different jobs
 - Lots of communication was needed to keep people engaged—many calls, emails, and in-person meetings

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COLLEAGUES WHO MADE THIS WORK POSSIBLE

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THANK YOU

ANY QUESTIONS?