



Community Engagement and the CHAMACOS Study: Reaching out to all stakeholders

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Center for Health Assessment of Mothers And Children Of Salinas

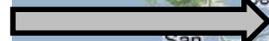


A community-university partnership

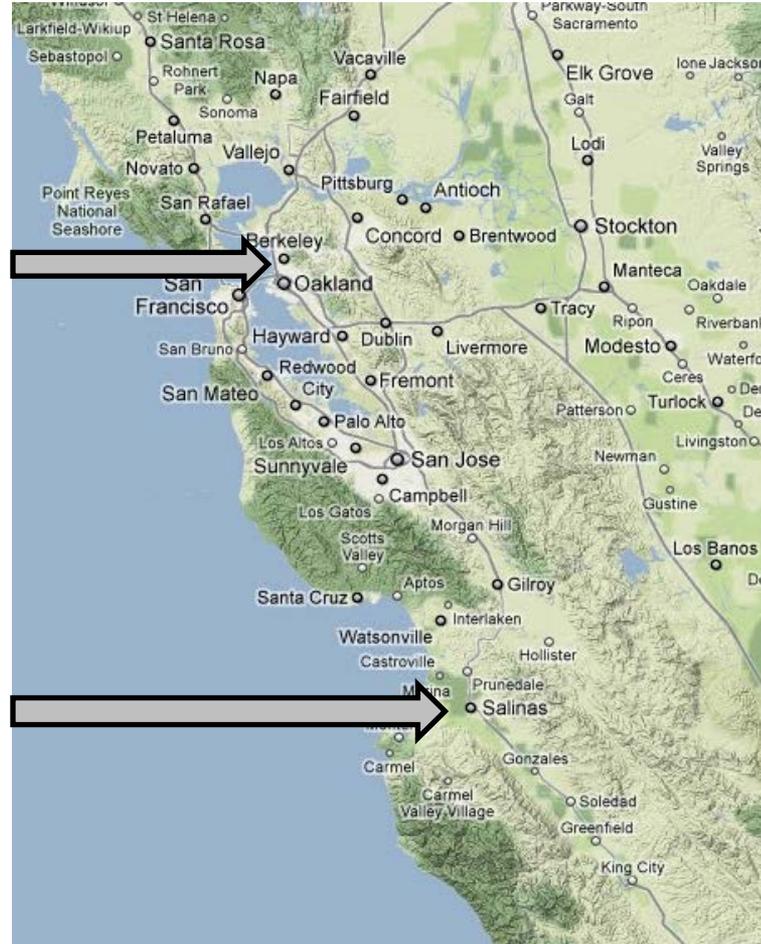


CHAMACOS Study Area: Salinas Valley, California

UC Berkeley



Salinas Valley





Establishing a Community-University Partnership

- What are the principles of this partnership?
- Who represents the community?
- What is the role of the community in the partnership?



Establishing Principles and Guidelines

*To give back to the
community more than we
take.*

*To be culturally sensitive
and appropriate.*

*To communicate clearly and
honestly with community
partners.*

*To share decision-making
with community partners.*

*To integrate research and
outreach with existing
programs.*

*To employ and train
community members.*

*To provide long-term and
sustainable resources to the
community.*

*To share study results with
the community in a timely
manner.*

Our Commandments



Establishing a Community-University Partnership

- What are the principles of this partnership?
- Who represents the community?
- What is the role of the community in the partnership?



Key Community Leaders

Dr. Max Cuevas (right),
Executive Director of
the local clinics network



Jesus Lopez (right), a
member of a social
service collaborative
serving farmworkers



Jim Bogart (left),
Executive
Director of the
Grower-Shipper
Association



Berkeley
University of California



Health
Department

Battelle
Laboratories

A Community-University Partnership



South County
Outreach
Effort





Establishing a Community-University Partnership

- What are the principles of this partnership?
- Who represents the community?
- What is the role of the community in the partnership?

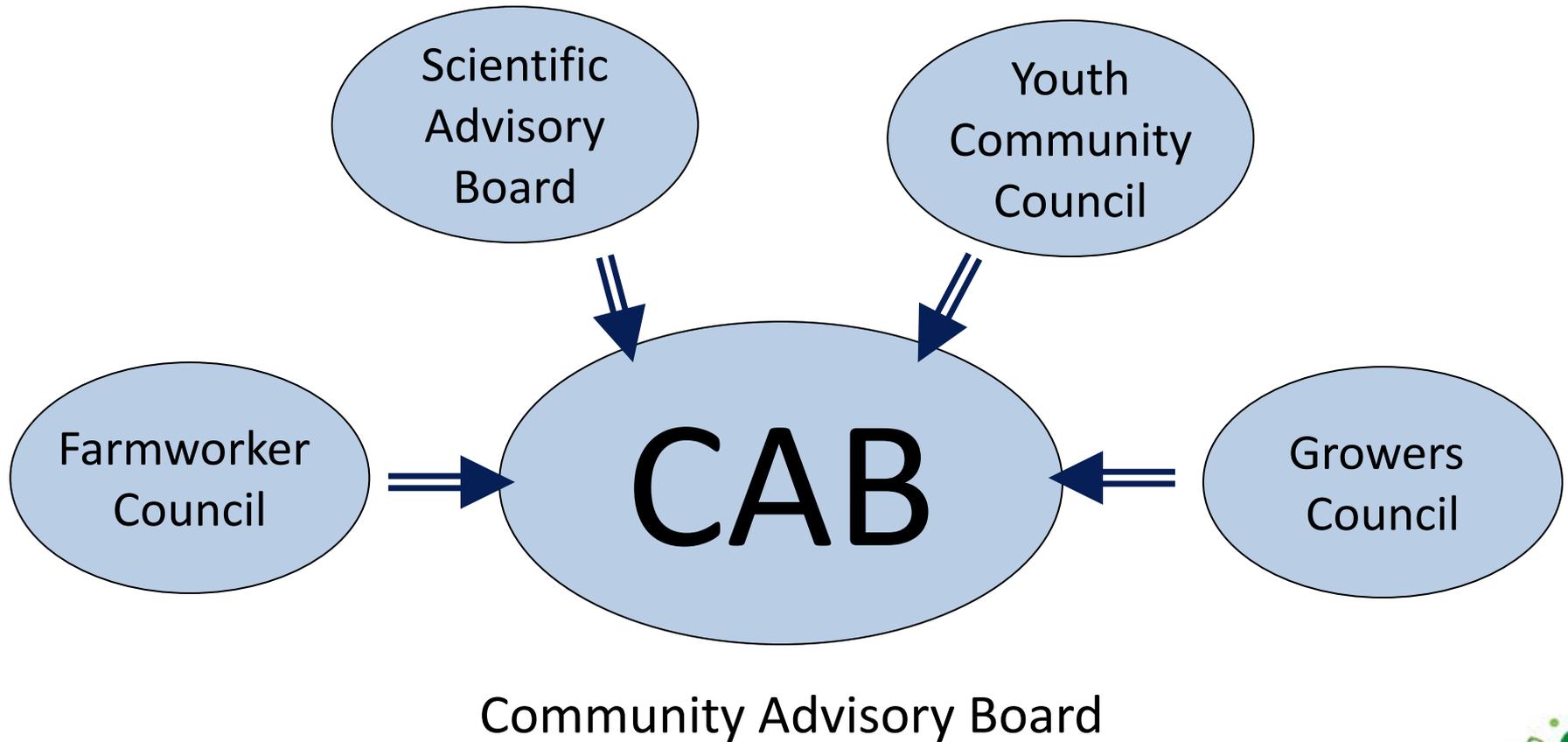


Role of the community

- Decided mutually between community members and researchers
- Community wanted an advisory role
- Bidirectional learning
- “No surprises”



CHAMACOS Advisory Structure





Current and on-going Community Outreach efforts:

Objectives

1. Sharing research findings with participants, community members and other stakeholders
2. Increasing awareness of children's environmental health
3. Preparing the next generation of environmental health leaders: the CHAMACOS Youth Community Council
4. Educating policy makers



Objective 1: Sharing Research Findings with the Community



Recent study findings presented to participants







Sharing Research Findings: La Semilla Newsletter

 ~ La Semilla ~ 
Noviembre 2010

En esta edición...

Estudios y proyectos

Manganeseo Página 2

Pesticidas y atención Página 2

Yoduro de metilo Página 2

Ambiente de Cuidado Infantil Página 3

Consejo Juvenil..... Página 3

Enfoque

Consejos para dientes Página 3

Anuncios

Foro Comunitario
4 de diciembre 2-4 pm

Tendremos nuestro evento anual, donde compartiremos los resultados de la investigación y las nuevas direcciones. No se perderá:

- Las actividades para niños y adultos
- La comida rica
- La rifa con premios increíbles!

Más sobre el foro Página 4

Oportunidad

¡Una llamada a un amigo puede darle un cupón de \$20!

Más sobre esta oportunidad... Página 4

¡Saludos de CHAMACOS!
(CHAMACOS ha cumplido 12 años y tenemos noticias emocionantes que reportar!)

Desde la última edición de "La Semilla" hemos recibido atención en todo el país y el mundo. Como todos ustedes saben la mayoría de nuestras investigaciones se han enfocado en pesticidas y la salud, y tenemos resultados nuevos e interesantes en este boletín. También estamos viendo otros químicos a los cuales los residentes de California están expuestos. Estos químicos incluyen el manganeso, que puede venir de la exposición a algunos pesticidas; el Bisfenol-A, que se usa en algunos productos de plástico y retardantes de fuego que se usan muebles y alfombras. También estamos trabajando con el Departamento de Salud Pública de California para elegir lugares, que también visitan del plástico, en algunas muestras de los niños de CHAMACOS. Como un recordatorio, los químicos que estamos midiendo en las madres y niños de CHAMACOS se ven a veces en casi todas las madres y niños de California. Lo que aprendamos nos ayudará a entender otras exposiciones para todos los residentes de California. Una de nuestras actividades más recientes y emocionantes es el nuevo programa que estamos haciendo para involucrar a jóvenes de Salinas en el trabajo que hacemos.

Queremos compartir algunos de esos resultados con ustedes. El foro comunitario se llevará a cabo el



sitio el 4 de diciembre en la escuela Los Padres en Salinas para platicarles de algunos resultados y de lo que estamos haciendo con nuestras investigaciones el próximo año. Como parte de esta reunión también incluiremos una presentación para los niños y niñas de CHAMACOS de parte de Planned Parenthood Mar Monte. En el transcurso del año muchos padres nos han dicho que les gustaría recibir más información sobre la pubertad, así que por favor traigan a sus niños de CHAMACOS. ¡También tendremos comida y una rifa con buenos premios (más en la página 4)!

Biparamos que tomen un minuto para leer este boletín y aprendan acerca de algunas de las cosas emocionantes que están sucediendo en CHAMACOS. ¡Estamos sumamente agradecidos con todo el apoyo que nos han brindado y esperamos verlos en producción!

(Así que vengan a celebrar nuestro duodécimo cumpleaños durante el Foro Comunitario el 4 de diciembre ¡Y los desearmos una Navidad y Año Nuevo llenos de alegría y salud!

Brenda Eickman
Directora

Spanish

 ~ The seed ~ 
November 2010

Inside this issue...

Studies and projects

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Pesticides and Attention Page 2

Child Care Air Quality Page 3

Youth Council..... Page 3

Spotlight

Tips for Healthy Teeth Page 3

Community Forum

December 4th 2-4 pm

Our annual gathering where we share our results and new directions with CHAMACOS participants. Don't miss the:

- Activities for Children & Adults
- Food
- Raffle with great prizes!

More on the forum Page 4

Incentive Opportunity

A simple phone call to a friend could lead to a \$20 incentive!

More on the incentive..... Page 4

Hello from CHAMACOS!
CHAMACOS IS 12 YEARS OLD!!! and we have exciting news to report back to YOU!!

Since our last newsletter, CHAMACOS research has received attention from across the country and the world. As you all know most of our research has focused on pesticides and health, and we have new and interesting results in this newsletter (see page 4). We are also looking at other chemicals that Californians are exposed to. These chemicals include manganese, which may come from exposure to some pesticides; Bisphenol-A, which is used in some plastic products; and flame retardants, which are used in furniture and carpets. We are also working with the California Department of Public Health to measure phthalates, which also comes from plastic, in a small number of samples from CHAMACOS children.

As a reminder, the chemicals we are measuring in CHAMACOS mothers and children are found in almost all mothers and children in California. What we learn will help us understand these exposures for all California residents. One of our most exciting new activities is that we are beginning new programs to involve Salinas youth in the work that we do!

We want to share some of those results with you... We will be holding



a community forum on December 4th at Los Padres School in Salinas to talk to you about some of our findings and where we will go with our research in the next year. As part of this meeting, we will also include a presentation for the CHAMACOS kids by Planned Parenthood Mar Monte. Throughout the year we have heard from parents that they would like more information on puberty, so please bring your CHAMACOS kids. There will also be food and a raffle with great prizes (more on page 4)!

We hope you will take a minute to read the newsletter and learn some of the exciting things that are going on at CHAMACOS. We greatly appreciate all your support and we can look forward to a productive 2011!

So come celebrate our 12th birthday at the Community Forum December 4th!!! And wishing you a joyous and healthy Christmas and new year!

Brenda Eickman
Director

English





Sharing research findings: CERCH website

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The CHAMACOS Study

Following 600 children in the Salinas Valley, CA, from birth through age 12, to study environmental exposures and children's health.

Welcome!
We study the impact of environmental exposures to children because they are more vulnerable to hazards in the environment than adults.
[Learn more >>](#)

En Español

Information for >>

Parents & Families

Kids and Teens!



Objective 2: Increasing Awareness of Children's Environmental Health in the Community



Presentations
on Preventing
Pesticide
Exposure

Festivals and
Health Fairs





Prenatal Environmental Health Kiosk for Pregnant Women





Prenatal Kiosk Brochures





Puppet Shows to Teach Environmental Health to Children





Objective 3: Preparing the next generation of Environmental Health Leaders



The CHAMACOS Youth Community Council



The CHAMACOS Youth Council

Educate youth on local environmental health challenges



Provide youth with the tools to create a healthier Salinas



Identifying Issues: The Photovoice Project





Photovoice Methodology: S.H.O.W.E.D.

S: What do you SEE here?

H: What is really HAPPENING?

O: How does this relate to OUR lives?

W: WHY does this situation, concern, or strength exist?

E: How could this image EDUCATE the community/policy-makers, etc?

D: What can we DO about it? .

“Things are like this
(limited access to fresh
fruit)because there are
so many fast food
restaurants and its hard
not go... because the
prices are low, it is
amazingly good, and
there is one (McDonalds)
in every corner making it
easy for us to get there.”
--CHAMACOS Youth
Council Member





“There are no side walks where a lot of people can walk. Where they feel safe. There’s always a lot of cars passing by. People do not have access to safe places where people can walk.”

“People, the city, those that make the decision don’t want to invest in us.”

--CHAMACOS
Youth Council
Member



CHAMACOS Youth Council Photovoice Project



Photovoice Pictures at and event to support Migrant Health at the Monterey County Dept. of Public Health



Objective 4. Educating Policy Makers

- Issues of interest:
 - Housing conditions in the Salinas Valley
 - Flame retardant exposures and flammability standards for the state of California



Monterey County
Supervisor
Simon Salinas



Salinas City
Councilmember
Sergio Sanchez



Salinas City
Councilmember
Gloria de La Rosa



Reaching out to the Entire Community





Challenges

- 106 miles between the Salinas Field Office and UC Berkeley
- Maintaining continuous communication with community partners and agencies requires a concerted effort and dedicated personnel time



Successes

- We have educated over 17,000 community members in the Salinas Valley
- Founded a program for environmental health leadership for 15 adolescents from Salinas high schools
- Presented to and trained numerous community groups on children's environmental health
- Developed a growing network of partners in Salinas who are more informed about environmental health through CHAMACOS outreach



Community Outreach Team



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Field Office Coordinator



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CERCH



Thanks to our funders



Award #: P01-ES009605-13



Award #: RD-83451301

... and a special thanks to the
children and families in Salinas.





Stay tuned...

For more information about the CHAMACOS Study visit us online at www.cerch.org and sign-up for our e-newsletter.





Preguntas?

