



# Communication Research in Environmental Health Sciences: Environmental Health Literacy

September 22-24, 2014

NIEHS Building 101, Rodbell Auditorium • Research Triangle Park

## Agenda

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### Monday September 22, 2014

7:30 a.m.      **Bus departure #1 from Hyatt Place**

7:30 a.m.      **Registration** ..... *Rodbell Auditorium*

8:00 a.m.      **Bus departure #2 from Hyatt Place**

#### Session 1: Setting the Stage for the Meeting

*Moderator: Claudia Thompson, NIEHS*

9:00 a.m.      **Welcome**

*Linda Birnbaum, NIEHS*

9:15 a.m.      **Defining EHL in Context of NIEHS' Commitment to Community Engagement**

*Liam O'Fallon, NIEHS*

9:30 a.m.      **NIH's Health Literacy Efforts: Agency Practices and Extramural Research Projects**

*Bill Elwood, NIH Office of Behavioral and Social Sciences Research*

9:45 a.m.      **Outside Influences on Environmental Health Literacy**

*Symma Finn, NIEHS*

10:00 a.m.      **Break**

10:30 a.m.      **Defining Environmental Health Literacy Together**

*Marti Lindsey, University of Arizona*

10:50 a.m.      **Influence of the Media on Understanding of Environmental Health**

*Katherine Rowan, George Mason University*

11:10 a.m.      **Culturally Appropriate Communication: Development of Indigenous Health Indicators**

*Jamie Donatuto and Larry Campbell, Swinomish Indian Tribal Community (via video)*

11:30 a.m.      **Group Discussion**  
*Facilitator: Dottie Castille, National Institute on Minority Health and Health Disparities*  
Objective: Small group discussion about issues that we might have missed or recommendations for addressing these topics. Small groups will consider the definition of EHL, as well as cultural needs and influences that should be factored into EHL.

12:15 p.m.      **Lunch**

## **Session 2: Environmental Health Literacy and the Needs of Diverse Audiences**

*Moderator: Sharon Beard, NIEHS*

Objective: This session will address the needs of different audiences. As we consider the emergence and evolution of EHL, we must examine it in the context of different purposes and different recipients.

1:15 p.m.      **The Pediatric Environmental Health Toolkit (PEHT) and the Role of Prevention in the Clinical Setting**  
*Mark Miller, University of California San Francisco Pediatric Environmental Health Specialty Unit*

1:35 p.m.      **Community Engagement through Enhanced Environmental Health Literacy**  
*Neasha Graves, University of North Carolina- Chapel Hill*

2:00 p.m.      **Development and Implementation of Occupational Health and Environmental Literacy Training for Various Audiences**  
*Mitchel Rosen, Rutgers University and Francisco Javier Saracho Manzanedo, Universidad Metropolitana*

2:30 p.m.      **Break**

3:00 p.m.      **Group Discussion**  
*Facilitators: Francisco Javier Saracho Manzanedo, Universidad Metropolitana and Sharon Beard, NIEHS*  
Objective: Discussion of knowledge gaps, next steps, new partners and stakeholders. Small groups will discuss issues that we might have missed or recommendations for addressing the needs of the different audiences.

3:45 p.m.      **Poster Session**  
Posters will be set up in the morning so that people can view them throughout the day and meeting.

5:30 p.m.      **Adjourn**

5:30 p.m.      **Bus departure from NIEHS to Hyatt Place**

## Tuesday, September 23, 2014

7:30 a.m.      **Bus departure #1 from Hyatt Place**

7:30 a.m.      **Registration** ..... *Rodbell Auditorium*

8:00 a.m.      **Bus departure #2 from Hyatt Place**

### Session 3: Tools and Technologies- Methods for Raising EHL

*Moderator: Michelle Heacock, NIEHS*

Objective: This session will focus on the tools and approaches that have been developed to build EHL. It will address the full range of tools from print materials to social media approaches.

9:00 a.m.      **Use of Mapping, GIS, and Spatial Statistics to Increase Environmental Health Literacy in Community Settings**

*Paul English, California Department of Public Health*

9:30 a.m.      **New Tools for Detecting and Communicating Environmental Exposures and Risks Associated with Oil and Gas Extraction**

*Sara Wylie, Northeastern University*

*Deborah Thomas, Shale Test*

10:00 a.m.      **Breast cancer communication & Photovoice: Increasing EHL in Youth**

*Alexandra Anderson, Zero Breast Cancer*

10:30 a.m.      **Break**

11:00 a.m.      **Group Discussion**

*Facilitator: Meredith Golden, Columbia University*

Objective: Discussion of knowledge gaps, next steps, new partners and stakeholders in the context of tool development. Small groups will discuss and identify additional tools and consider recommendations for addressing these topics.

12:00 p.m.      **Lunch**

### Session 4: Future Directions for EHL/CREHS

*Moderator: Symma Finn, NIEHS*

Objective: This session is to consider the big picture issues for communication research in environmental health sciences and EHL.

1:00 p.m.      **A Communication Science Approach to Developing and Evaluating Environmental Health Messages**

*Kami Silk, Michigan State University*

- 1:30 p.m.      **Importance of EHL to NIEHS Mission: New Partners for Research**  
*Gwen Collman, NIEHS*
- 2:00 p.m.      **Break**
- 2:30 p.m.      **Group Discussion**  
*Facilitator: Liam O’Fallon, NIEHS*  
Objective: This final small group discussion will pull together the concepts and ideas that have been examined throughout the meeting. Small groups will discuss opportunities to advance research that examines:
- Validation of effectiveness of existing educational and training materials
  - Assessment of behavioral uptake of messaging
  - Translation and adaptation of messaging for specific audiences
  - Coordination between federal and academic efforts to promote EHL
- 3:30 p.m.      **Large Group Discussion**  
This session opens the floor for a large group conversation where small groups share key ideas, remaining questions, and propose next directions to advance EHL.
- 4:30 p.m.      **Adjourn**
- 4:45 p.m.      **Bus departure from NIEHS to Hyatt Place**
- 4:45 p.m.      **Bus departure from NIEHS to RDU Airport**

## Wednesday, September 24, 2014

8:15 a.m.      **Bus departure from Hyatt Place to NIEHS Building 101**

9:00 a.m.      **Shuttle bus departs Building 101 for Keystone Building**

9:30 a.m.      **Workshop Session 1**

- **Building Consensus on the Skills Associated with Environmental Health Literacy**  
.....Keystone Building, Room 3003  
Marti Lindsey, *University of Arizona*  
Shaw-Ree Chen, *Trillium Health*
- **Epigenetics, the Environment, and iPads: Development and Evaluation of Educational Materials for Latino Farmworkers and Non-farmworkers** ..... Rodbell A  
Joanne Sandberg, *Wake Forest School of Medicine*  
Timothy Howard, *Wake Forest School of Medicine*  
Phillip Summers, *Wake Forest School of Medicine*
- **Using Environmental Test Results with Community Members: Helping Communities Get a Grip on Risk**..... Rodbell B  
Lou Zeller, *Blue Ridge Environmental Defense League*
- **Got Apathy about Air Pollution and Climate Change? Use LEGO® Bricks to Foster Environmental Health Literacy**..... Rodbell C  
Kathleen M. Vandiver, *Massachusetts Institute of Technology*
- **How Does the Teacher Teach? Enhancing EH Literacy Strategies and Evaluation of Healthcare Professionals** ..... Keystone Building, Room 2164/66  
Neasha Graves, *University of North Carolina- Chapel Hill*  
Valerie Garrison, *University of Rochester*
- **NLM: Your Connection to Free K-12 Environmental Health Resources**  
.....A012- Computer Lab (Lower Level)  
Andrew Plumer, *National Library of Medicine*

11:00 a.m.      **Break**

11:05 a.m.      **Shuttle bus departs Keystone Building for Building 101**

11:15 a.m.      **Shuttle bus departs Building 101 for Keystone Building**

11:30 a.m.      **Workshop Session 2**

- **Identifying Metrics for Environmental Health Literacy Activities** .....Keystone Building, Room 3003  
Kristi Pettibone, *NIEHS*  
Marti Lindsey, *University of Arizona*  
Shaw-Ree Chen, *Trillium Health*
  
- **Communicating Across Cultures: Dialogue on Cancer Risk with Alaska Native Communities**  
..... B200  
Joe Sarcone, *U.S. Department of Health and Human Services, Agency for Toxic Substances and Disease Registry (ATSDR)*
  
- **Open Source Approaches to Mapping Community Environmental Health Threats: Make your own Satellite, Visualize Hydrogen Sulfide Contamination and Map Thermal Pollution** ..... Rodbell A  
Sara Wylie, *Northeastern University*  
Deborah K. Thomas, *Shale Test*
  
- **Enhancing Community Environmental Health Literacy through Student Education**..... Rodbell C  
Marilyn Howarth, *University of Pennsylvania*  
Richard Pepino, *University of Pennsylvania*
  
- **REACHing Out: How to Improve Scientific Literacy and Risk Communication in Communities Directly Impacted by Research** ..... Rodbell B  
Maya Nadimpalli, *University of North Carolina- Chapel Hill*  
Jessica Rinsky, *University of North Carolina- Chapel Hill*  
Sarah Hatcher, *University of North Carolina- Chapel Hill*  
Sarah Rhodes, *University of North Carolina- Chapel Hill*

1:00 p.m.      **Adjourn**

1:05 p.m.      **Bus departs from Keystone Building for Building 101**

1:15 p.m.      **Bus departure from NIEHS Building 101 to RDU Airport**