



CHILDREN'S ENVIRONMENTAL HEALTH NETWORK



#ChildrenAtTheCenter: Protecting Our Children and their Future

Nsedu Obot Witherspoon, MPH
Executive Director

October 12, 2018





**CHILDREN'S
ENVIRONMENTAL
HEALTH
NETWORK**



Our Mission:

To protect the developing child from environmental hazards and promote a healthy environment.

Our Work:

Promote preventive research

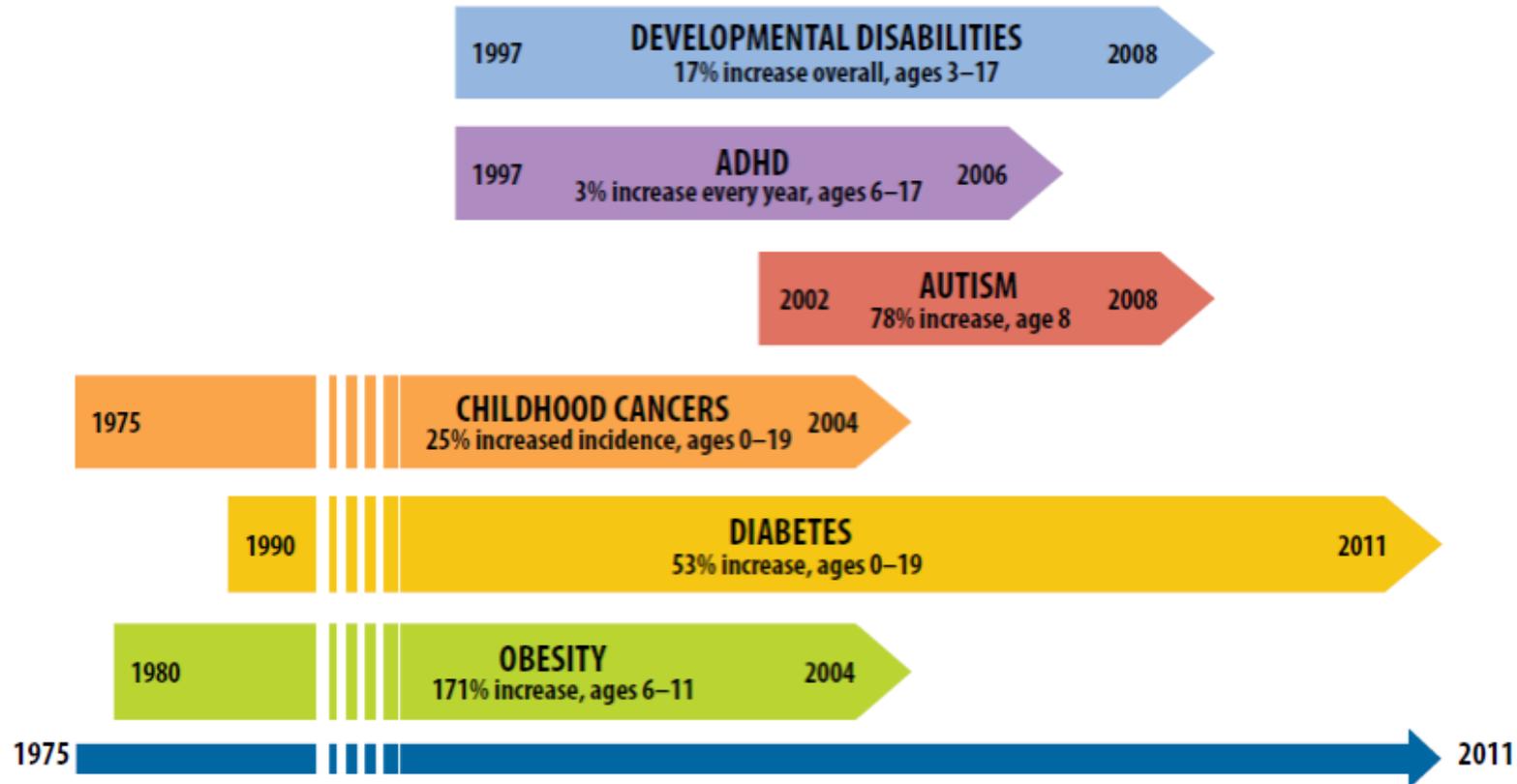
Educate and train

Promote child protective policies

Celebrating 27+ years!



Concerning Trends 1975-2011



Source: *A Generation in Jeopardy*, Pesticide Action Network North America, October 2012



Building a Movement

- ▶ In 2014, CEHN made decision to ramp up our leadership and influence in the field.
- ▶ Targeted leaders for interviews
- ▶ Held a DC meeting of key leaders in a variety of disciplines to discuss a potential summit and related goals





Wingspread Summit

- ▶ In 2015, CEHN convened a Wingspread Summit at the Johnson Foundation in Racine, WI
- ▶ Group of visionary leaders came together to create a vision statement and forthcoming blueprint for CEH
- ▶ Various discipline/perspectives represented: public health, economics, urban planning, business, youth, legal, communications





Vision Statement



- ▶ The next generation must be better off than the last - it is our moral obligation to protect and nurture our children's health
- ▶ Vision of a society that puts children at the center
- ▶ Crucial aspects include:
 - ▶ Mobilizing greater societal understanding of CEH, with a strong priority on children and families
 - ▶ Creating knowledge essential for action and using knowledge we have now
 - ▶ Marshaling the engine of the economy to achieve environments where children can thrive
 - ▶ Building the political will in our institutions of for child centered policies



Create Knowledge Essential for Action



► Rationale

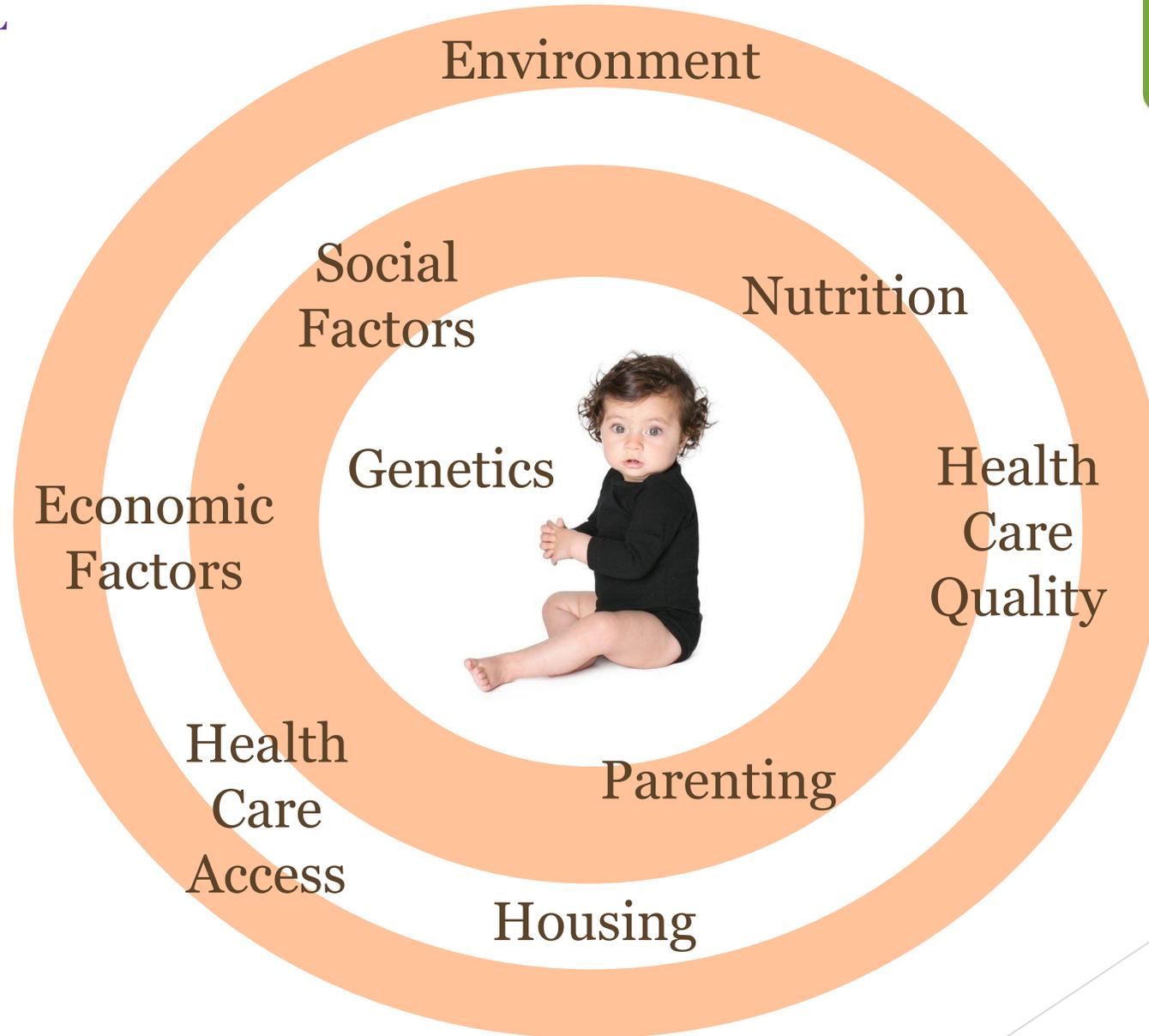
- *Knowledge is critical* for transformative change.
- *Clear and accessible information* about children's environmental health, including advancements of science, is imperative to educate and equip lay audiences, decision makers, with the information that they need to act.
- It is important to harness existing information, identify gaps in information, and *strengthen the understanding of relationships* between children, their environment, and their experiences.



Blueprint for Protecting Children's Environmental Health: An Urgent Call to Action

- Blueprint and vision used to assist in making the economic, public health, and policy case for children.
 - Social determinants of health
 - Justice and equity







Eco-Healthy Child Care®

- ▶ ◆ Identified information gap re: environmental health
- ▶ ◆ Assessed environmental health hazards most common within and around child care facilities
 - ▶ - 30 Item Checklist
 - ▶ - Regular communications with network
 - ▶ - Topic Spotlights
- ▶ ◆ Free/low cost, realistic and effective best practices
- ▶ ◆ Aimed to empower and educate child care professionals and parents served





**CHILDREN'S
ENVIRONMENTAL
HEALTH
NETWORK**

EHCC Partners - Since 2008

Agency Representatives:

ATSDR, Region 1

MCHB, Child, Adolescent and Family Health

EPA Office of Children's Health Protection

Child Care Accreditation Representatives:

National Association for the Education of Young Children

Association for Early Learning Leaders

National Association for Family Child Care

Environmental Health Leaders:

Institute of Neurotoxicology and Neurological Disorders

Center for Environmental Research and Children's Health

Environmental Law Institute

Children's Environmental Health Network

© Children's Environmental Health Network 2018



**Eco-Healthy
Child Care®**

Eco-Healthy Child Care® helps early childhood learning environments to be as healthy, safe and green as possible by reducing children's exposure to toxic chemicals.



National Child Care Leaders:

National Resource Center for Health and Safety in Child Care and Early Education

Child Care Aware of America

APHA, Maternal & Child Health Section

National Association for Regulatory Administration

GSA - Child Care Operations

Bright Horizons Family Solutions

State Representatives:

California Child Care Resource and Referral Network

Child Care Resources Inc. (North Carolina)

Early Childhood Council of Boulder County (Colorado)

Southern Adirondack Child Care Network (New York)



Lead Service Line Replacement Collaborative



CLEAN
WATER
FOR ALL

www.lslr-collaborative.org

<http://protectcleanwater.org/>

Eliminating Lead in Schools and Child Care





**CHILDREN'S
ENVIRONMENTAL
HEALTH
NETWORK**

Children's Environmental Health Indicators Report



**Children's Environmental
Health Indicators:
A Summary and Assessment**



**CHILDREN'S
ENVIRONMENTAL
HEALTH
NETWORK**

CEH Movement!



CEH Day 2018!

- ▶ Over 26 National Partners
- ▶ Partner Videos
- ▶ DC Breakfast Event Highlighting Youth Voices (live stream)
- ▶ Tracking Over 50 Activities for Children Across the Country
- ▶ Social Media Kit



2018 CEH Day Proclamations

- ▶ Charlie Baker, Massachusetts
- Andrew Cuomo, New York
- Pete Ricketts, Nebraska
- Roy Cooper, North Carolina
- Ralph Northam, Virginia
- John W. Byrne, Fuquay-Varina, NC
- Jay A. Gillian, Ocean City, NJ
- Jonathan Rothschild, Tucson, AZ
- Allison Silberberg, Alexandria, VA
- Jim Kenney, Philadelphia, PA
- David Glass, Petaluma, CA
- Lovely Warren, Rochester, NY



CEH Day Twitter Chat!



Summary Points

- ▶ Create specific social media strategy (long-term)
 - ▶ Connections to larger frame
 - ▶ Target and get to know your audience
 - ▶ Highlight opportunities for engagement & action
- ▶ Identify key partners to leverage and learn from
- ▶ Frame for outcomes
- ▶ Connect to current events
- ▶ Consistency within reason

Contact Information



Nsedu Obot Witherspoon, MPH
nobot@cehn.org

Visit

www.cehn.org

- ▶ Facebook [@CEHNet](#)
- ▶ Twitter [@CEHN](#)
- ▶ Instagram [@CEHNetwork](#)