



CHARTER

Center for Children's Health
Assessment, Research
Translation, and Combating
Environmental Racism

PEPH 2024 Annual Meeting

Leveraging emerging
technologies to translate the
science of children's
environmental health.



Mission

Develop effective strategies to translate research findings of importance in children's environmental health to relevant stakeholders in the community, academia, and healthcare.

CHARTER works with community partners to develop cutting-edge communication products to reduce environmental racism, nurture next generation scholars, promote transdisciplinary science in children's environmental health, and improve children's health in underserved and under-resourced communities.

Collaborative Effort



EMORY

NELL HODGSON
WOODRUFF
SCHOOL OF
NURSING



UNIVERSITY OF
GEORGIA



Spelman College®

A Choice to Change the World

Translational Core

- Social Media - Breaks CEH scientific findings down into:
 - understandable
 - applicable
 - actionable messages
- Leverage the storytelling power of Virtual Reality (VR)
- Roblox- Engage children in fun virtual games and environments to learn about CEH



Social MEDIAALS

Increase awareness of certain issues so that families get information they can use to reduce exposures in children

2-3 things they need to KNOW

2-3 things they need to DO

A couple of resources they can TRUST

From: THIS

To: THIS



Protect Kids' Health: Lead

Lead paint in old homes causes serious problems in kids. If your place was built before 1978, it might have lead paint.

What Do I Need To Know?

- ✓ Lead can harm a child's brain, learning, and behavior.
- ✓ Keep everyone away from paint that is chipped or peeling
- ✓ Clean paint with a damp cloth to absorb the dust
- ✓ Have chipped paint fixed

What Do I Need To Do?



- ✓ If your home is older (built before 1978), get it tested for lead
- ✓ Keep everyone away from chipped or peeling paint
- ✓ Peeling paint needs repair right away
- ✓ If you rent, ask your landlord to fix it

If paint in your home looks like this, it might have lead.




DID YOU KNOW?

Lead paint can harm your child's brain, learning, and development. If your home was built before 1978, get it tested TODAY



CHECK OUT THIS VIDEO for more information



PROTECTKIDSHHEALTH

<https://www.youtube.com/watch?v=d7bwJnhVclY>

ALSO LINKED IN OUR BIO!



If your walls look like this . . .

YOU MIGHT HAVE LEAD PAINT



Get an **AT-HOME LEAD PAINT TEST**

at your local hardware store or online for \$15 or less

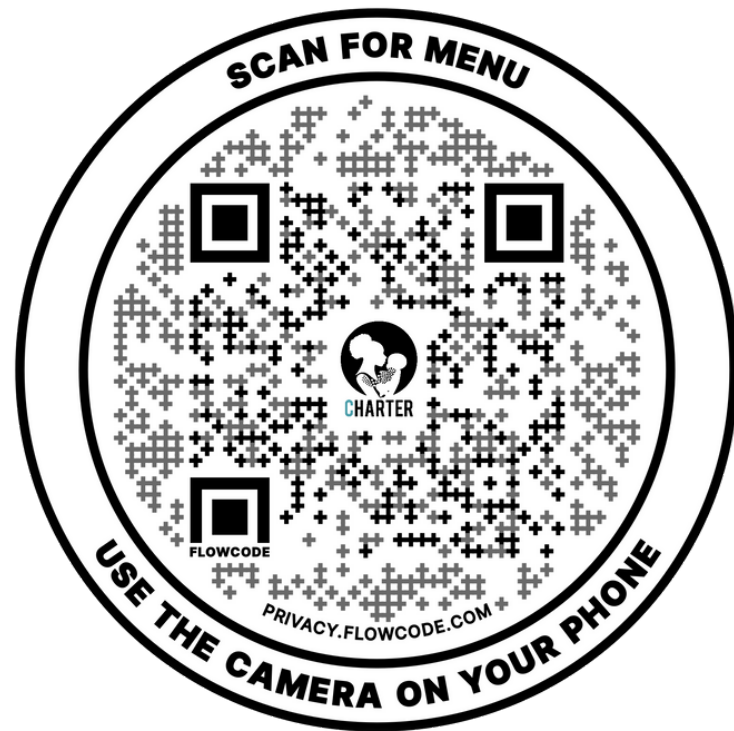


Use a **DAMP CLOTH** to remove dust with lead in it



Social Media Live Better (@kblbatl)

Follow us on:



A Built-In Mechanism for Translating Science

Instead of each center having to develop many media relations, we've created **one centralized avenue** to reach national audiences:

- Year-over-year content pipeline offers co-authorship and feature story opportunities for cross-pollination with other centers
- Showcase your center's most important work
- Link millions of people across the health system through integration of cutting-edge technology, trustworthy content, proven programs and solutions
- More than 100 million people in user database
- Clinical and professional partner organizations can reach patients, caregivers, healthcare professionals, and communities



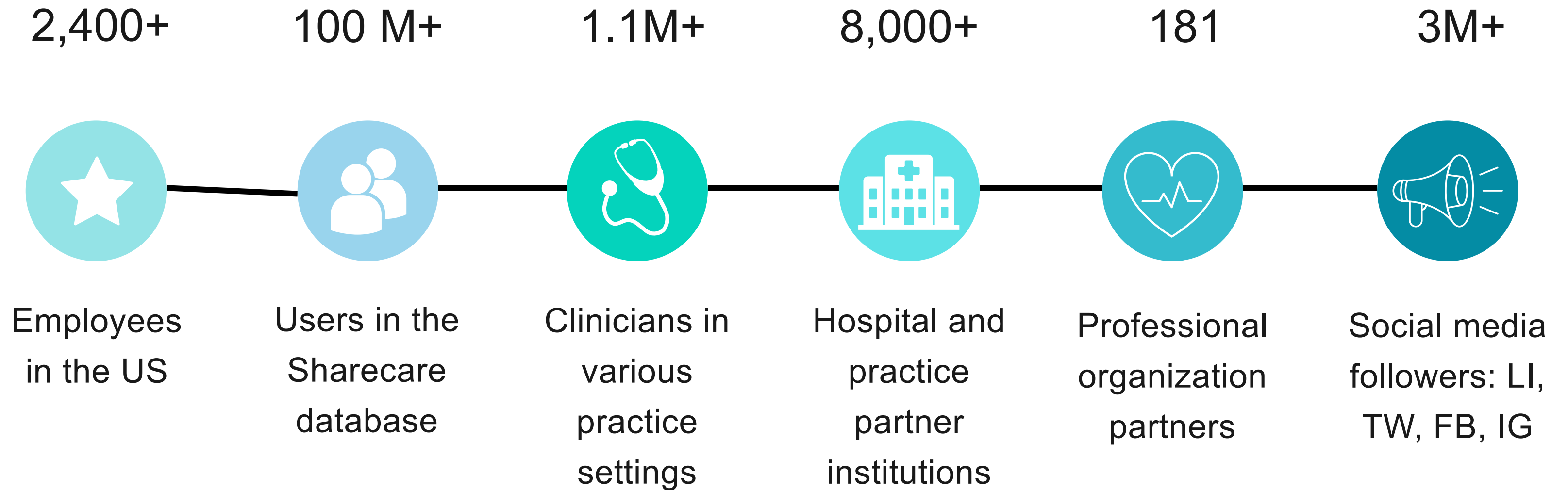
Sharecare Inc.

- Leading digital health company
- Digital ecosystem for health tools, information, and resources
- Solving for care gaps
- Smart connected technologies
- App, web, VR/AR, social, email

<https://about.sharecare.com>

Sharecare by the Numbers

Launched in 2012



< Back to

Your Guide to Living Better With Allergic Asthma

Overview Treatment Living With Allergic Asthma

Health Topics > Lung Health > Asthma > How To Protect Your Child From Allergies And Asthma At School

How to Protect Your Child from Allergies and Asthma at School

Follow these tips to help ensure your child's health and safety.



***These pieces are too young to properly evaluate

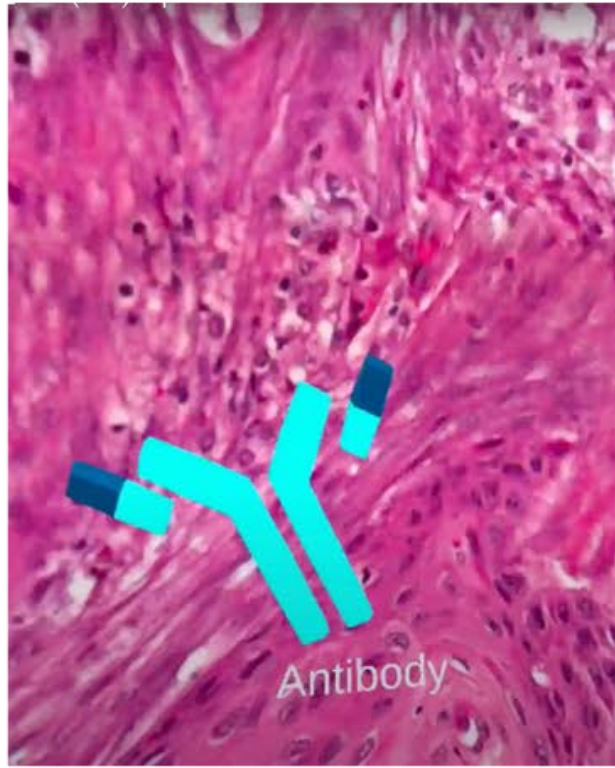
Early analytics indicate:

- How to Protect Kids at School
- Published Aug 24, 2023
 - 1 month: Page 1 of Google for all 7 keywords
 - 1 week: 1,000 page views on social alone
- Asthma in Children
- Published Aug 25, 2023
 - 1 month: 203,517 page views (web analytics), with average time of 3m 54s

The Power of VR in Translation



Center for Advanced
Computer-Human Ecosystems
Grad. College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA



INSIDE A BODY

see how vaccine antibodies protect you



HOME GETS FLOODED

learn how to protect your home from storm surge



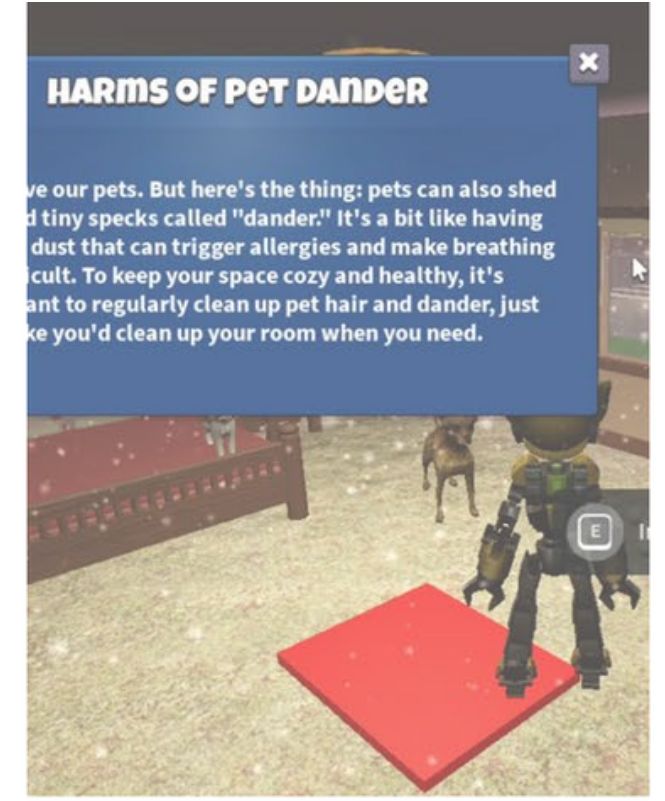
ASTHMA TRIGGERS

identify asthma triggers and learn to take preventative steps



HISTORICAL CONTEXT

witness historical events that contribute to structural inequities



ROBLOX FOR KIDS

fun scavenger hunts and obby's to learn about environmental health

Virtual Reality Community Events

ATL Science Festival 2023



CBWW Earth Day Event



Partnerships with CBWW & CGHI



Science ATL's Imagining the Future Day





Roblox

USING ROBLOX TO ENGAGE KIDS

meeting kids where they're at and translating research to a middle-school level

scavenger hunt of household allergens, particles, and irritants

interactive quiz to test your knowledge



World's Children's Day

November 20th

hosting online event for kids to join our world and then designing a study to test the environment



Thank you!
Any questions?

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