

**Children's Environmental Health Working Group
Collaborative on Health and the Environment- WA (CHE-WA)**

Meeting Notes

Date: Thursday, September 13, 2012, 9:30-11:30

Location: EPA office in Seattle

Our **mission** is to work collaboratively with diverse groups to eliminate children's harmful environmental exposures in the Puget Sound region and beyond during their most critical developmental years: pre-conception to age 8.

Attendees: Fran Solomon (Evergreen State College), Julia Singer (Local Hazardous Waste Management ProgramLHWMP), Michelle Gaither (Pollution Prevention Resource Center), Toni Nunes (American Academy of Pediatrics – WA), Dennis Weaver (Change Your Food-Change Your Life®), Gail Gensler (LHWMP), Nancy Beaudet (NW Pediatric Environmental Health Specialty Unit), Kris Larson (Agency for Toxic Substances & Disease Registry), Barbara Ross (EPA-R10), Hamdi Mohamed (Housing and Urban Development), Gretchen Stewart (EPA R10), Margo Young (EPA-R10), Holly Davies (WA Department of Ecology), Rachel Koller, Steve Gilbert (Institute for Neurotoxicology & Neurological Disorders), Nancy Bernard (WA Department of Health), Linda Barnhart (WA Department of Health...WA DOH), Carolyn Gleason (Health Resource Services Administration), Aileen Gagney (American Lung Association), Corey Colwell-Lipson and Lynn Colwell (Green Halloween®), Tracy Bier (WA Physicians for Social Responsibility), Laura Hutchinson (WA DOH – Child Profile)

Next meeting - October 11, 2012 Host: Julia Singer & Gail Gensler, LHWMP

Location: Local Hazardous Waste Management Program, 130 Nickerson St., #105, Seattle, WA 98109

Announcements and updates

- Aileen Gagney (ALA) – City of Seattle putting in place a rental inspection program. Working with the tenants union and students at UW to increase efficacy. Yesterday, City Council approved most of the provisions in the proposal. Inspection program will happen every five years now.
- Fran Solomon – Will present on endocrine disrupting chemicals at the [Puget Sound Living Expo](#), Sat. Oct. 20th 9:30-4:30, in Everett.
- Julia Singer, Dennis and others working on a marketing plan for CHE-WA. May want to readjust front page to have a clear way to tell folks that we want them to join, offer speakers, etc...
- Dennis Weaver, Radio show on The Good Food Truck. Marketing push for CHE-WA.
- Gail Gensler, Eco-Healthy Child Care® program. In process to get approved by the state to continue to teach those classes. Two workshops this fall—one in October in Vancouver (WAEYC) and one in November in Seattle. Might have an intern this year.

Pushing out environmental health messaging to moms of young children. Suggests that CHE-WA participants better leverage our social media marketing techniques.

- Nancy Beaudet, Arsenic in rice milk products information, National strategic planning meeting last week, working with HRSA/discussions to infuse CEH into work. Outreach to OBGYN community on a national level.
- Kris Larson, next week working with the Seattle Aquarium on Salmon Homecoming, 500 5th graders.
- Barbara Ross, EPA lead program, Tri-Regional Lead Conference. State Licensing agencies.
- Margo Young/Gretchen Stewart - Reproductive Environmental Health, radio show, website, outreach materials, Commonweal training, Social media outreach ideas – pass along to Gretchen Stewart. New Sensible Steps for Healthier Schools Environments. Child cares website.
- Nancy Bernard – Hazards and injury prevention grant work going on. Environmental health initiatives on CEH, including fact sheets for the legislature on toxic issues. Decision package going to governor to increase CEH work. Close to replacing Lauren Jenks position for lead/healthy homes.
- Steve Gilbert- New exhibit and new book, release party on September 20th to view 2nd edition on the Particles on the Wall book. Wine and chocolate.
- September 26th, Fauntleroy UCC, Earth Ministry event.

Speaker(s)

Lynn Colwell and Corey Colwell-Lipson, mother-daughter green lifestyle experts and green-brand marketing mavens, presented “Marketing to moms: tips for successful outreach to mothers to help them reduce environmental health exposures to their families.” Lynn and Corey suggested specific outreach methods and techniques based on their belief that *creating relationships* is the most powerful tool for reaching the vast mom market. Low and no-cost, actionable steps were highlighted.

- Started working from Green Halloween -- <http://greenhalloween.org/>
- Not a subset – The SET. Moms spend 85% of household income, make decisions for families.
- 60% of moms feel that marketers are not connecting with them, 73% of them think that people who are marketing to them don't think they know what it's like to be moms.

#1 Know Who You're Cooking For

- Story – Don't cook meat for your vegetarian guests.
- Women love to talk and share stories, especially if they know they're helping other moms.
- Stage of life is really important (trying to become pregnant, new mom, mom of kids in different life stages)
- Family composition is important. Single? 75% of boomer age grandparents are closely involved with raising at least one grandchild.

- Income level, geography, ethnicity, etc...
- Level of “greenness” and health awareness.

#2 Feed a Real Hunger

- What is the thing that is going to get someone to change behavior?
- What is the immediate need?
- Be authentic.