

Healthy Homes Grantee in Region 2, New York/New Jersey

Name of Grantee: Children's Health Environmental Coalition

Name of Project:

Amount Awarded: \$ 471,480

Year of Grant: 2000

Contact Info:

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Project Partners: Yale University, Rogers & Cowan

Summary of Project Activities:

The project targets parents of the 4 million new babies born each year in the U.S. This population cuts across all demographic groups and regions. This one-year outreach project has two primary deliverables:

1. A web-based "electronic house" utilizing advanced virtual reality software to enable parents to "walk" from room to room, identifying household pollutants, discovers their health impacts on children, understand various pathways of exposure, and find alternative products and services to minimize potential health risks.
2. Promotional media and educational materials (including an educational video, brochure, public service announcement (PSA), and advertisements) to engage the targeted audience and to build effective utilization of the "e-house" website.

The website will provide a simple and easy-to-use interface to the single largest, and most integrated set of information resources available on environmental health issues in the home. Content partnerships to feed and integrate information into the site will be developed with Healthy Homes Initiative grantees, as well as with relevant federal agencies and non-profit information providers on children's environmental health.

Promotional media and educational materials shall be made available for broad-based distribution via partnerships with pregnancy classes, hospital maternity programs, ob-gyn clinics, and pediatricians' offices. Partnerships with commercial and non-profit media outlets, including TV, radio, print and web-based communications vehicles with access to the targeted market will maximize outreach.

Product Outcomes/Outputs:

The design, testing and refining of the above deliverables will serve as the basis for launching (in subsequent years) a large-scale public service outreach campaign aimed at the parents of every new child born in the US. The goal is to culturally expand the common sense concept of "child proofing" the home to include environmental health safeguards.

The project will involve three distinct components:

1 . Web design, development and testing, including:

- A. Application design
- B. Development of information architecture
- C. Content development with selected content partners

- D. Technical design
- E. Design of graphic interface
- F. Production
- G. Focus group testing
- H. Design enhancement

2. Design, development and testing of promotional and educational media, including:

- A. Message research and development
- B. Creative design of video, brochure, PSA and advertisement
- C. Focus group testing and creative refinement
- D. Media production
- E. Test promotional roll-out with selected distribution partners

3. Research and Evaluation

Each of the above activities will involve formative research; utilizing focus groups to assure that the design of deliverables engage the target constituencies and address their needs.

The project will evaluate the results of the test promotional roll-out on a variety of levels, including quantitative analysis of the numbers of promotional media exposures, of the numbers of educational materials distributed, and of the numbers of unique visitors to the website. Qualitative analysis of the impact of promotional exposures on different segments of the target audience, of what information is most relevant to user needs, and of the changes in behaviors that are generated will also be evaluated.

The project mobilizes public and private resources, involving cooperation among all levels of government, the private sector and community-based organizations to reach the maximum number of residents with critical information to promote cost effective, preventive measures to correct multiple health hazards in the home environment that produce serious diseases in children. The project specifically focuses on the implementation of media strategies, including print, radio, TV and the web, to increase public awareness of housing related hazards that threaten children, and to disseminate educational resources that empower parents to learn more about housing related environmental health hazards and to take prompt and effective corrective action to deal with them.