

Environmental Health and Land Reuse Certificate

Module 1: Engaging with Your Community

Agency for Toxic Substances and Disease Registry
(Created in 2020)

Instructors: Laurel Berman, Leann Bing, Sue Casteel

Engaging with Your Community: Objectives

- ❑ Demonstrate the ability **to create and activate a development community**
- ❑ Describe at least two principles of **community engagement**
- ❑ Describe **three community engagement tools** that you could use in your work
- ❑ Explain the **role, responsibilities, and scope of practice** of a **development community team member**

Engaging with Your Community: Details

- ❑ **Pre-test**
- ❑ **Post-test: 70% or higher to receive a certificate**
- ❑ **Create a 4-digit number to put on your pre-test and post-test**
 - Memorize the number or keep a written copy.
 - Use the same number on both the pre- and post-test



ATSDR Regional Representative taking a test. ATSDR, 2019

Engaging with Your Community: Pre-test

- ❑ **Pre-test Module 1**
- ❑ **Put your memorized 4-digit number on the top right corner of your pre-test**

The Role of an Environmental or Health Professional in Land Reuse

- ❑ **Your role can be pivotal in engaging the “development community”:**
 - Citizens
 - Community planners
 - Stakeholders
 - Schools
 - Healthcare
 - Others
- ❑ **You can build the development community’s understanding of--and capacity to support--safe land reuse and redevelopment.**

The Role of an Environmental or Health Professional in Land Reuse

- ❑ **Set the tone** for early community involvement.
- ❑ **Put the community first.**
- ❑ Your **knowledge of hazardous exposures, the environment, and health education** may be welcomed.



Image of a Community Meeting (CDC stock image, n.d.)

The Role of an Environmental or Health Professional in Land Reuse

- ❑ Assess and understand all **exposure pathways**.
- ❑ Assess the extent of **community exposure to the land reuse site(s)**.
- ❑ Communicate information in **plain language**.

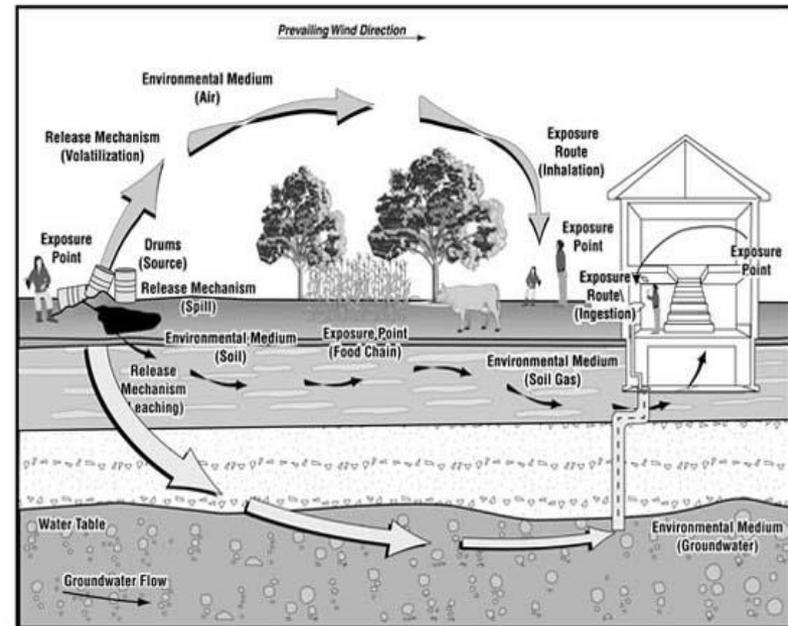


Figure 6-2. Site Conceptual Model—Exposure Pathway Schematic

Watters, M. *Environmental Health and Land Reuse*, in *Land Reuse and Redevelopment: Creating Healthy Communities* (Berman & Whitehead, Eds., 2019)

Activating the Community: Who is Affected by Land Reuse Sites?

- ❑ **Your community can be an asset in identifying land reuse sites**
- ❑ **You can learn about community characteristics and sensitive populations**



Community member and certified lead based paint expert explaining remediation. Source: Lloyd DeGrane, 2018.

Knowledge Check #1

Which answer is FALSE?

When activating the development community, the environmental or health professional may

- a) Help build the community's understanding of safe land reuse and redevelopment
- b) Describe all potential exposure pathways in highly technical and detailed language
- c) Establish clear expectations
- d) Understand who is affected by the land reuse site(s), particularly special populations
- e) Communicate effectively
- f) Share their knowledge of hazardous exposures, the environment, and health education, where appropriate
- g) Always put the community first

Understanding Roles throughout the Process of Engagement

A community champion

- Lives in the community and is passionate about the community's health
- Engages the community, communicates risks, measures success



A community champion leading a meeting in the Missouri "Bootheel" of far Southeast Missouri. ATSDR, 2018.

Understanding Roles throughout the Process of Engagement

- **Community planner**
 - Manages logistics of the redevelopment project
 - Is involved at each step



Community planners discussing a land reuse site. Source: ATSDR, 2017.

Understanding Roles throughout the Process of Engagement

□ **Municipal agency representative**

- Works for a municipal agency
 - Chapter House
 - City government
 - Other
- Is involved at all steps



A brownfields redevelopment specialist working with the City of Tampa, FL. Source: E Johnson, 2012

Understanding Roles throughout the Process of Engagement

□ Environmental or health professional (you!)

- Provides environmental and health services
- Evaluates and communicates environmental and health risks



An environmental health specialist with a Fulton County health agency. Source: M. Robinson, n.d.

Understanding Roles throughout the Process of Engagement

□ Developer

- Is in charge of the development steps of the project, from planning through actual site reuse
- Is involved at all steps, primarily in the redesign



Dan French
Founder & CEO
at Brownfield Listings

Source: ATSDR Land Reuse Toolkit for Environmental and Health Professionals, 2017.

Revisiting Your Role with Community Champions

- ❑ Community champions are busy and can use your support!
- ❑ You can become a trusted advisor who provides reliable information about contaminants, risks, exposures, and site redevelopment techniques



Knowledge Check #2

Which answer is correct?

The community planner is

- a) The person who is qualified to provide environmental and health services to a community**
- b) The person in charge of the development aspects of the project**
- c) A person living in the community who is passionate about his or her community's health**
- d) The person who plans the logistics of the redevelopment project**

Knowledge Check #3

Identify **all** the primary responsibilities of the environmental or health professional in the redevelopment of a land reuse site.

- a) Provide a network of resources, including community outreach, grant writing, staffing, etc.**
- b) Conduct a site assessment**
- c) Activate the community to make them aware of the site**
- d) Conduct environmental cleanup of site**
- e) Conduct a community health analysis**

Methods of Engagement



Images of a community land reuse meeting (ATSDR, 2016).

Methods to Engage: Resources

- ❑ **ATSDR Communication Toolkit:**
<https://www.atsdr.cdc.gov/communications-toolkit/index.html>
 - Tools to increase your communication skills
 - Guidance for presentations (internal to ATSDR but useful guidelines in general)
 - Community Meeting Guidelines
 - Community Concern Assessment Tool (Module 3)
 - Message Mapping Tool (Module 3)

PowerPoint Templates

- ❑ Use the **minimum number of slides** possible to keep the audience's attention.
- ❑ Use as **few words** on slides as possible.
- ❑ Use **plain language** as much as possible.
- ❑ Use **relevant visuals** on slides (e.g., maps and photos of the site).
- ❑ **Avoid jokes or humor** which may be misinterpreted to mean you are not taking the situation seriously.
- ❑ **Review** the points on your slides against **the message mapping template, worksheet, and checklist** to evaluate your messaging before delivery.

ATSDR Communication Toolkit: Community Meeting Guidelines

- ❑ **Develop some understanding of the community.**
 - Demographics
 - History related to environmental issues and health concerns
- ❑ **Invite as many community members as possible.**
- ❑ **Set expectations.**
 - Explain who you are.
 - Explain what you are able to provide.
- ❑ **Be prepared to address basic questions about the contamination and how community members can protect themselves, if needed**

ATSDR Communications Toolkit

Community Meeting Guidelines

- ❑ Understand that **community may experience high level of concern even though risk is low. Be prepared to discuss this.**
- ❑ Express **empathy, honesty, and humility** to build trust.
- ❑ Ask for **feedback (phone, email, etc.)** to forge relationships.
- ❑ **Listen.**
- ❑ Use **plain language.**
- ❑ Consider using a **translator**, if necessary.

Touch Base Discussion

How can you manage a situation where there is high community concern but low risk of exposure?



Methods to Engage: Principles of Community Engagement (ATSDR, 2011)

- ❑ Be **clear** about the **goals of the project** and the **populations involved**.
- ❑ **Understand** the **community (culture, economic conditions, social networks, support programs, e.g., healthcare providers or park districts)**.
- ❑ **Build trust, establish relationships, and connect with local leaders**.

Methods to Engage: Principles of Community Engagement (ATSDR, 2011)

- ❑ Power to create change is **within the community** (not with external entities).
- ❑ All outside organizations **may not share the community's interest**. Reach out **for assistance and partners (local, state, national)**.
- ❑ Respect the **diversity** of the community.

Methods to Engage: Principles of Community Engagement (ATSDR, 2011)

- ❑ Mobilize **community assets and strengths** (can do an **asset mapping exercise**).
- ❑ Work together with **all partners** (level the playing field).
- ❑ Understand that **community collaboration** requires **long term commitment**.

Methods to Engage: Community Needs and Vision

- ❑ Consider **long-term sustainability of the community vision.**
- ❑ Lead sessions about the **vision for redevelopment**
- ❑ Identify **assets and strengths.**
- ❑ Vote on **common themes.**
- ❑ Adapt plans that **try to suit everyone.**

Guiding Community Conversations



Image of Ken Meter. Source: Crossroads Resource Center, N.D.

Knowledge Check #4

Select all that apply:

Community engagement can be sustained by

- a) Attaining 100% community buy-in**
- b) Identifying and mobilizing community assets and strengths**
- c) Allowing the community champion to manage the project**
- d) Increasing the development community's ability to make decisions and act on them**

Knowledge Check #5

ATSDR's Principles of Community Engagement state that the power to create change lies within the community and not necessarily with external programs and organizers.

- a) True**
- b) False**

Knowledge Check #6

Select all that apply:

Environmental or health professionals can support the development community by

- a) Leading sessions about the vision for redevelopment**
- b) Finding ways to vote on common themes**
- c) Adapting the plan to suit everyone**
- d) Supporting the development community in all of the above ways**

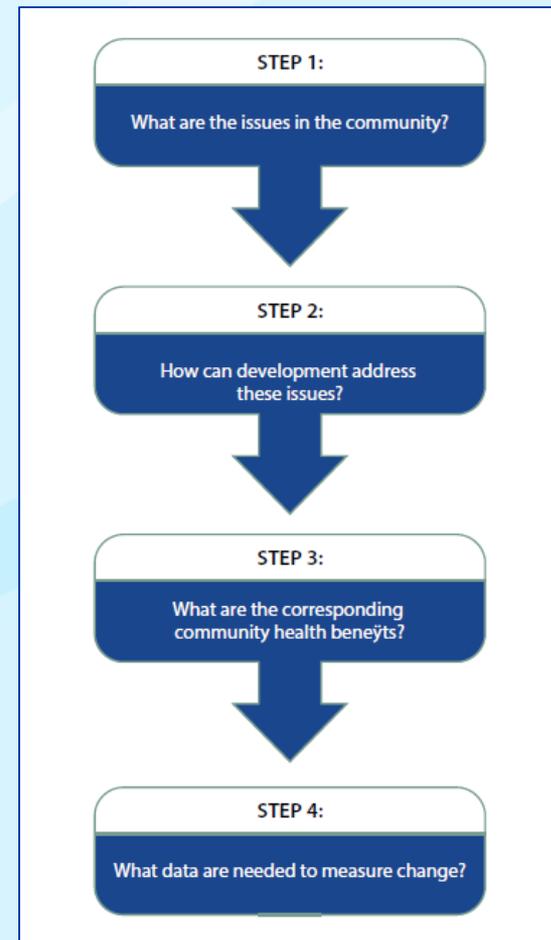
The Visioning Technique

- ❑ **Help your development community attain a shared community vision by talking about what their ideal environment would look like.**
 - What would I see?
 - What would I hear?
 - What would I feel, taste, or smell?

Methods to Engage

- ❑ **Community visioning**
 - Start with the end in sight: What does the community want or see as the result of action?
 - How will we get there?

- ❑ **ATSDR Action Model and Action Model Toolkit**



The ATSDR Action Model and Action Model Toolkit

- ❑ **The action model process helps members of the development community.**
 - Integrates health into the redevelopment plan
 - Identifies common goals or visions
- ❑ **The model is community-based and can lead to**
 - Improved health and quality of life
 - Reduced risks
 - Boost in community pride

Methods to Engage: Action Model

- ❑ **Action Model video clip: Baraboo, Wisconsin Action Model Video**

- ❑ **Where can I find members for my development community?**
 - Chamber of Commerce
 - Community centers
 - Organizations (like the 4-H Club, Boys and Girls Clubs, and Salvation Army)
 - Local hospitals and health clinics
 - City Council

Methods to Engage: Action Model

- ❑ **First, form the development community**
- ❑ **Next, address issues**
 - What are the conditions that the development community wants to improve?
 - What would help solve them? How can your development community solve them?
 - Do you know anyone else who might be interested in the project?
 - Search out and include any other community members who are interested.

Methods to Engage: Action Model

- ❑ **Host your first Development Community Meeting:**
 - [Facilitator's Guide for an Action Model Workshop \[PDF - 70 KB\]](#) (printed at table)
 - [Action Model PowerPoint for Workshop \[PPTX - 764 KB\]](#)
 - [Blank Action Model Form \[DOCX - 29 KB\]](#) (printed at table)
 - [Sample Action Model in the Community Health Monitoring Report from the Baraboo, Wisconsin Project \[PDF - 7.4 MB\]](#)

Methods to Engage: Action Model Exercise

Let's look at your hard copies of the **Action Model Toolkit Facilitator's Guide** and **Template** that you can download from the **Action Model Toolkit**.

Action Model Workshop Facilitator's Guide 

Organizing and leading an effective workshop is key to the success of your Action Model project. Here are some tips on how to plan and run your meeting with the Development Community.

Prepare for Your Workshop

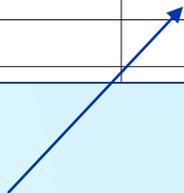
Find a space. You can usually find an established group or organization that will allow you to use a space, like a conference room, for free. For example, previous Action Model workshops have been held at:

- Libraries
- Local health agencies
- Local hospitals
- Salvation Army facilities
- Schools

Advertise your meeting. See if a member of the Development Community can volunteer to make and print flyers. Your city's office of development can be a great resource for this.

ACTION MODEL FORM

ISSUES	REDEVELOPMENT APPROACH	HEALTH BENEFIT	INDICATOR
COMMUNITY DEVELOPMENT			



A Picture is Worth 1000 Words

- ❑ **Community members take pictures of things they wish to change and provide a short caption with the photo**
- ❑ **Pictures can**
 - Raise awareness
 - Evoke emotion
 - Create action



Example: Photovoice (see

<http://journals.sagepub.com/doi/abs/10.1177/109019819702400309>)

Photovoice Example: Niagara Falls, NY

At The Corner of Highland and Center Ave



Old Falls Street (Outside of Highland)



Pictures Above: Center Court Tenants Association, Highland Neighborhood in Niagara Falls, NY.

"We have no shelter or garbage can...nothing...we can't sit down and wait for the bus. They have a shelter, garbage can and bench at their bus stop."

Photovoice Example: Niagara Falls (New York State Department of Health, undated)

Community Based Participatory Research

- **CBPR is a partnership approach to research that involves *equitable collaboration* between academic researchers, people or groups, and partners that share decision-making power and ownership. These groups typically include**
 - Public health professionals
 - Community-based organizations or groups (e.g., churches, schools, advocacy or policy groups, and social organizations)
 - Community members

CBPR (cont'd)

- ❑ **CBPR encourages contribution of expertise from each member of the partnership during every step of the process.**
 - Partners contribute different skills and knowledge.
 - CBPR can overcome potential distrust of the research system.

Additional Community Engagement Tools

□ Health impact assessment (HIA)

- Implemented before a project is started to determine whether it will have health impacts
 - E.g., rail corridor development
 - E.g., new hospital
 - E.g., proposed redevelopment plan

□ Protocol for Assessing Community Excellence in Environmental Health (PACE EH)

- A method used largely by health agencies to determine environmental impacts in communities

Knowledge Check #7

Select the best answer:

The visioning technique for building a shared community vision begins by

- a) Interviewing community leaders**
- b) Encouraging community members to talk about what their ideal community might look like**
- c) Conducting role playing with different members of the community**
- d) Telling the community what is best for their land reuse site**

Knowledge Check #8

The community engagement tool “**Photovoice**” asks community members to take photos of things they wish to change and provide a short narrative to explain each photo.

- a) True
- b) False

Knowledge Check #9

Select all that apply.

The ATSDR Action Model Toolkit is intended for use by

- a) Municipal agencies**
- b) Environmental or health professionals**
- c) Planners and developers**
- d) Community members**
- e) All the above groups who can use the action model to identify common goals or visions and ensure they are incorporated into the strategic planning for the land reuse site.**

Review Your Slides

Post-test is next

- ❑ 70% required to pass**
- ❑ Can take it multiple times**
- ❑ Test is homework for tonight (open book)**

Thank you!

Laurel Berman, laberman@cdc.gov

Leann Bing, kbing@cdc.gov

Sue Casteel, scasteel@cdc.gov