soilSHOP Tutorial Series

Part 5 of 5: Health Educators

Screening, Health, Outreach and Partnership
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Expectations

By the end of Part 5, you should be able to:

- Explain the role of the health educator and why it is important.
- Identify action items for health educators.
- Understand how a soilSHOP event works.
- Identify materials and activities needed for a soilSHOP event.
- List the resources available for health educators.
Health Educators

What is the role of the health educator?

Health education is a primary purpose of soilSHOP events. Health educators (typically a team of 3 or 4) conduct one-on-one consultations with soilSHOP participants to review sample results and provide tailored best practices on ways to reduce exposures to harmful soil contaminants.
Health Educators

Why is the role of the health educators important?

Health educators:

- Form connections with participants, review soil sample results, and provide information on reducing exposures to lead and other heavy metals.

- Review and design soilSHOP events and health education material to meet specific needs and concerns of the community.

- Assist with event evaluation efforts and soilSHOP Internal Consultation Evaluation Form after each consultation.
# Health Educator Action Items

## Pre-event
- Complete soilSHOP trainings.
- Assist with planning and preparation of event.
- Review and design soilSHOP event and health education material to meet the needs and concerns of the community.
- Plan activities to engage participants and non-participants in the soilSHOP.
- Assist with outreach material.
- Review all materials for your station.

## During event
- Ensure all materials are available for your station and activities.
- Conduct one-on-one targeted health education based on screenings.
- Conduct internal evaluations (optional).

## Post-event
- Meet with team for follow-up procedures (e.g., review samples that were not screened during the event and speak with participant).
- Evaluate your station: what worked, lessons learned.
Pre-event

Material examples: planning and preparation

Reviewing these sections can help you prepare for your soilSHOP event and identify things that may come up on event day.

Part 5 of 5

Planning and Preparation

On the day of your soilSHOP, some residents may not walk by or be aware of your activities. Therefore, it is important to ensure that your event is well advertised and that the public knows about it and how they can participate. This section provides guidance on preparing and planning the event in advance.

Planning timeline

Frequently asked questions

Reviewing these sections can help you prepare for your soilSHOP event and identify things that may come up on event day.

Part 5 of 5
Pre-event

Material examples: educational resources

- soilSHOP Trifold (both English and Spanish available)

Modifiable Resource Sheet

Sample Result Card
Pre-event

Material examples: outreach materials

Know your audience when developing materials. Address language barriers. Resources are available in Spanish.
Pre-event

Things to keep in mind when developing materials:

Common questions your audience may ask:

- Is my soil safe for... gardening, playing, etc?
- Why does my yard have different soil lead results?
- How can I get my soil cleaned?
- Did the soil cause me to get sick?

Key health messages:

- There is no known safe blood lead level.
- Lead is common in urban settings.
- Lead poisoning is a preventable disease.
- Exposure to lead can be avoided or reduced by following best practices for gardening and playing in soil.
Pre-event

Things to keep in mind when developing materials:

Key concepts to review with participants:
- Exposure pathways
- Limitations of screening
- Putting soil results into perspective
- De-emphasizing the “number (reading)”

Referrals
- Where to get blood lead testing
- Where to get additional soil quality testing
- Pediatric or worker health questions
During event

Some health educators may be actively engaging with participants throughout the event. They may provide general event information and lead event activities (e.g., children’s activity groups).

Health educator reviews soil sample results and sample package.

Health educators provide participants with their results and conduct one-one consultation.

Optional: After each consultation, health educators complete the Internal Evaluation Form.
Health Education Station Set-Up:

Health educator stations in these photos display educational material, list the samples ready for pick-up on a whiteboard, and show provided seating areas for consultations.
During Event

Tips:

Assign each sample package to a health educator
  - Increases accountability
  - Reduces likelihood that sample results will get lost
  - Reduces participant wait time

Provide healthy snacks
  - To attract participants to the station
  - To promote good nutrition

Incorporate kid-friendly activities
  - To attract participants and engage children
During event

Event examples: engaging activities

Include complimentary activities like:

- Children’s craft station
- Raffles
- Gardening resources
- Food samples
(Internal) Evaluation Tool:

During event

soilSHOP (Internal) EVALUATION TOOL
*For use by soilSHOP staff only. Not for public dissemination.*

Instructions: This form should be completed by soilSHOP Health Educators and other staff after each engagement with soilSHOP participants and partnership. Completing this form can help event planners keep track of how many individual interactions and health education outreach consultations were completed during your soilSHOP event. Information on this form can also help planners evaluate the planning and implementation process of this event. No personally identifiable information should be collected nor recorded on this form.

How many people did you speak with or consult this session? _______________

How did they hear about event? ____________________________

[ ] word of mouth [ ] internet [ ] email [ ] meeting

[Other] (specify): __________________________

What topics did you share information about or discuss with them? (please circle all that apply)

[ ] gardening [ ] children’s health [ ] general health [ ] soil testing [ ] soil quality

[Other] (specify): __________________________

Did they bring soil samples to the event? (please circle): 

[ ] yes [ ] no [ ] Other answer (describe): __________________________

How much time did you spend with them (please circle): 

[ ] 0 - 5 min [ ] 6 - 10 min [ ] 11 - 15 min [ ] 15 - 20 min [ ] >20 min

Referrals made: (blood lead testing clinics, further lab testing, composting, drinking water, other?)

[ ] blood lead testing [ ] soil testing [ ] composting [ ] drinking water [ ] soil quality

[Other] (specify): __________________________

Did participant indicate that he/she: (please circle)?

○ Learned something new today about preventing lead exposure? [ ] yes [ ] no [ ] N/A

○ Will use the advice learned today? [ ] yes [ ] no [ ] N/A

○ Will seek out one or more of the referrals made? [ ] yes [ ] no [ ] N/A

soilSHOP Outreach & Education Evaluation Form, 2016
Post-event: Evaluation

- Team should meet to review follow-up procedures (review samples that may have not been screened due to time limit) and collect all Internal Evaluations.
- Finalize plan to review samples that were not addressed during the event, and provide participants with follow-up contact information.
- Conduct after-action meeting to evaluate your event and identify what worked, what didn’t work, and any lessons learned.
- Share your event stories on ATSDR soilSHOP website.
Practice Scenarios

Use the following scenarios to conduct a mock health education consultation with your colleagues and other soilSHOP health educators to help prepare for the real thing!

Scenario 1

- Mother of family with young children (< 6 yrs).
- Family uses yard for gardening and playing.
- The house is newly constructed with mostly bare soil.
- Soil lead results:
  - Garden = 90 ppm
  - Play area = 30 ppm
Practice Scenarios

Scenario 2

- Young couple bought pre-1970s home and is renovating it.
- Mother is two months pregnant.
- They are putting in garden and playground area in yard.
- Home surrounded by cute antique white picket fence.
- Soil lead results:
  - Garden = 390 ppm
  - Play area = 1000 ppm
Practice Scenarios

Scenario 3

- Single male in late twenties rents a property.
- He doesn’t garden or play outside in yard.
- He feels lucky because his yard is low-maintenance, just patches of grass and mostly bare soil.
- He frequently throws BBQs and parties in his yard, and likes to invite his friends and family who have young children.
  
  - Soil lead result = 1600 ppm
Resources

All tools are available on the soilSHOP website:

www.atsdr.cdc.gov/soilSHOP

For the Public

- soilSHOP Trifold - English (also available in Spanish)
- Example Resources Sheet for Further Information

For soilSHOP Staff

- soilSHOP (Internal) Evaluation Tool
- Log In Form
- Example Staff Roles and Functions
This completes our soilSHOP Tutorial Series. If you have any questions, please contact:
Your ATSDR Regional Office and soilSHOP@CDC.gov.