Lead Poisoning Prevention Week: Making an Impact!

Presented by:
National Center for Healthy Housing
National Safe and Healthy Housing Coalition

Building Momentum with Social Networks
Social Media for Greater Impacts

Jo Miller - National Center for Healthy Housing – Consultant, NSHHC – Grassroots and Media Outreach Workgroup – Co-chair
Importance of Social Media in Social Advocacy

CALL TO ACTION

Encouraged

Social Media at EPA

EPA uses social media technologies and tools to share information for everyone to gain a better understanding of environmental conditions and solutions. We make every effort to observe requirements related to federal activities, such as transparency, public process, or privacy. EPA doesn't endorse any particular social media site or technique.
Encouraged

Social Media Directory

At HUD, we strive to educate and keep the American people informed about the Department's mission to create strong, sustainable, inclusive communities and quality affordable homes for all, so we're continuously expanding our online effort.
Social Network Members

Discussion – Public Opinion & Policy Change
Perceptions & Intentions Changed

Awareness and Prevention Campaigns

Discussion – Changes Social Norms

Social Network Members

Outcomes

News

Indicators
Resident are more informed
- More news per week
- More articles on local issues

Voice

Community members are more engaged in local decision making
- Number of media mentions
- Number of stories written

Action

Residents are active participants in local decision making
- Number of meetings attended
- Number of community activities

Awareness

Services are more open and accessible to the public
- Number of people using services
- Number of referrals made

Capacity

Organizations or individuals dealing with the issue are able to sustain local efforts
- Number of organizations supported
- Number of volunteers involved

Knight Foundation – IMPACT: A Practical Guide to Evaluating Community Information Projects

Lead Poisoning Prevention Week – 2016

October 23–29, 2016

National Lead Poisoning Prevention Week

The National Lead Poisoning Prevention Week theme, “Lead-Free Kids for a Healthy Future,” focuses on the many ways parents can reduce a child’s exposure to lead and protect the precious health outcomes. BPA, along with the U.S. Department of Housing and Urban Development (HUD) and Centers for Disease Control (CDC), provide educational activities during this week, and this year we’ve added a focus on lead in drinking water.

Visit our event: Tell us more!

Share information about your event with others worldwide by revisiting your
KIDS, LLC. 2016.
WHAT IS A HASHTAG?

#
Video Streaming

YouTube  Facebook

Community Forums

Facebook  LinkedIn  Google+

Examples of Online Engagement
Nearly 4 Million Views in 2 Weeks

@EPA
@EPALive
@CDCEnvironment
@HUDgov
@WHO
@NCHH
HASHTAGS

#SHHcoalition
@nchh #FindFixFund
#FindFixFund
#LPPW2016
#LEADFREEKIDS
#leadpoisoning

FACEBOOK

EPA
HUD
CDC
NCHH

SOCIAL MEDIA FOR SOCIAL ADVOCACY

• Social media is important for social advocacy purposes.
• The changes and trends in technology influence our message and reach.
• Social media and social networks are used to effectively advance program goals and provide data for evaluation.