

CEH DAY PROCLAMATION ADVOCACY TOOLKIT



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I. About Utilization of CEH Day Proclamations for Advocacy

The NEED – If you’re reading this toolkit, chances are that your mayor and/or governor proclaimed October 11, 2018 as Children’s Environmental Health (CEH) Day. This proclamation helped to bring some awareness to children’s environmental health issues. However, children’s health and development continue to be threatened throughout the year from unnecessary exposures to harmful toxicants in our environment. Thus, the Children’s Environmental Health Network (CEHN) wants our 2018 CEH Day proclamations to remain useful through October 10, 2019, when hopefully your mayor and/or governor again recognizes CEH Day for 2019.

The RESPONSE – CEHN wants to help constituents in cities and states with 2018 Proclamations to make use of these recognitions to help push for child-protective policies, and to hold their elected officials accountable for protecting children’s environmental health all year long. While CEH Day itself is a great way to raise awareness, policies implemented at any time should be in alignment with the values as proclaimed by these mayors and governors. **This is where you can help!** What are the important children’s environmental health issues in your area? (For example: fracking; unhealthy development projects; poor school infrastructure; unsafe drinking water; oil pipelines; etc.) What advocacy campaigns are working to address them?

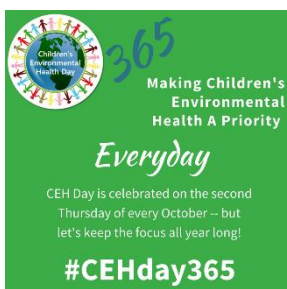
The ACTION – We encourage you to put your Proclamation(s) to good use by using the tools in this kit to support the important children’s environmental health campaigns in your community, and to speak to your elected representatives either by phone or in person. Join the CEH Movement! With your help, we can ensure improved children’s health protections and create a better future for us all.

II. CEH Hashtag; Social Media Images; Sample Tweets and Facebook Posts

Promote Children’s Environmental Health Day Proclamations on social media using the posts below, or create your own posts.

A. Hashtag to use: **#CEHDay365**

B. Social media images are available on the [CEH Day Proclamation](#) webpage. Preview them below. Please use the images on your Facebook and Twitter posts to help promote the Day!



C. Sample Tweets and Facebook Posts



Twitter Advocacy: Use #CEHday365 to leverage your campaign. Be sure to tag us @CEHN!

Example:

“Thanks @MassGovernor for your Proclamation of CEH Day last month! We hope to see you help protect kids against toxic chemicals all year long. #MindTheStore #SaferChemicals #CEHday365 @CEHN”

Example:

“@AndrewCuomo please help prevent further air pollution! Remember your proclamation to protect children’s health #FightingForAir #CEHday365 @CEHN”



Facebook (Or E-mail!) Advocacy: Share the CEH Day Proclamation with your Facebook followers and/or newsletter/email subscribers and empower them to help leverage it for their advocacy efforts.

Example:

“Great news! We successfully obtained an official proclamation by *Governor/Mayor* _____ for Children’s Environmental Health (CEH) Day this past October! This shows *his/her* support for the right of all children to have access to clean air and safe water, safer food and products, and healthy environments.

We now encourage everyone to help us hold *Governor/Mayor* _____ accountable--to ensure *his/her* actions align with the principles stated in the proclamation. In order to do this, @CEHNet, the organization that established CEH Day, has coined the hashtag #CEHday365 for advocates like us to tag *him/her* in a post reminding *him/her* that children’s environmental health is an issue to be addressed all year long, not just one day in October. Use #CEHday365 on Facebook or Twitter to further boost our (*insert hashtag here, if applicable*) campaign, and make sure to tag @CEHNet (Facebook) / @CEHN (Twitter) as well!

Tip #1: Always use #CEHday365 in your posts!

Tip #2: When posting to Facebook or Twitter, make sure to include a [link to our Proclamation Advocacy Toolkit](#). When sending emails, make sure to attach the toolkit as a PDF.

III. Call Scripts for Congress

Please share these sample scripts with your members. When the proposed legislation is relevant to campaigns your organization works on, make sure to add that in as well!



Against an Upcoming Bill

Example:

“Hi, my name is _____ and I am a constituent of *Representative/Senator* _____ in *(city/state)*. I am calling about a concern I have regarding *(relevant bill/legislation)*. *Mayor/Governor* _____ recently proclaimed October 11, 2018 as Children’s Environmental Health Day due to a large number of constituents supporting all children’s right to clean air and water, safer food and products, and healthy environments. However, the *(aforementioned bill)* would be a threat to these notions; and thus, a vote for this bill would be in conflict with the values as proclaimed by *Mayor/Governor* _____. Children are our most precious resource, so we must do everything we can to ensure their health—and their futures—are protected. I would like *Representative/Senator* _____ to vote ‘No’ on this bill.

Please take my name and address so I can hear back from *Representative/Senator* _____ on whether *he/she* takes action to stop this bill threatening our children’s environmental health. Thank you.”



In Favor of an Upcoming Bill

Example:

“Hi, my name is _____ and I am a constituent of *Representative/Senator* _____ in *(city/state)*. I am calling about the upcoming *(relevant bill/legislation)*. *Mayor/Governor* _____ recently proclaimed October 11, 2018 as Children’s Environmental Health Day due to a large number of constituents supporting all children’s right to clean air and water, safer food and products, and healthy environments. The *(aforementioned bill)* would be a step in the right direction in protecting children’s environmental health. A vote for this bill would also be in alignment with the values as proclaimed by *Mayor/Governor* _____ that the constituents passionately believe in. Children are our most precious resource, so we must do everything we can to ensure their health—and their futures—are protected. I would like *Representative/Senator* _____ to vote ‘Yes’ on this bill.

Please take my name and address so I can hear back from *Representative/Senator* _____ on whether *he/she* takes action to further defend children’s environmental health. Thank you.”

IV. Raising Public Awareness and Building Community Support



Please share these tips and strategies for community activism with your members. While you and your supporters raise public awareness for making the CEH Day Proclamations useful, please keep CEHN in the loop with your advocacy efforts – we want to cross-promote* to help you, too!

How can you do this to build community support?

A. Town Hall Meetings

There is no better way to influence community members and representatives than in-person conversations. Town hall meetings are held so that representatives of your district or state have a chance to inform his/her constituents of what is going on in Washington D.C., and so that the public can voice their evolving concerns to their representatives.

While neither your Senators nor your district Representative in the House were responsible for obtaining the Children’s Environmental Health Day Proclamation, they should be made aware that the underlying values are matters your community takes seriously. Thus, they are matters that these members of Congress need to fully consider when voting on legislation. So, make your voice heard! Here are some tips on how:

- i. **Be prepared!** To get started, find a town hall that will be held near you at townhallproject.com. Once you find a place to speak out, show why children’s environmental health is a real concern by downloading some of our factsheets [here](#). You can also reference some of our relevant [articles of the month](#) in addition to information published by your organization to show that you have solid research backing up your agenda. Printing off your talking points to leave behind also shows you take the subject seriously.
- ii. **Bring personal stories.** Even if you don’t have children of your own, you can speak on how certain policies would affect kids in your community. Almost everyone knows a child whose health has been or currently is impacted by polluted environments or toxicants in everyday consumer products. Just think of the number of children with severe asthma who cannot play outside on poor air quality days, or who need to make frequent emergency room visits when they are having difficulty breathing during those poor air quality times. The more personal and heartfelt the story, the more likely you are to grab everyone’s attention.
- iii. **Arrive in a group.** It is true that there is power in numbers. The more constituents present that care about children’s environmental health, the harder it is for representatives to ignore!
- iv. **Be respectful.** Science has shown that you are more likely to win people over if you are polite and level with the person you are speaking to. People working in Congress deal with lots of angry challengers – if you are a refreshingly pleasant and sincere voter, surely that will help the cause.
- v. **Keep going to meetings.** If you and others don’t give up, you will not be forgotten. Your persistence will pay off.

B. Writing Op-Eds

People often forget that you don't have to work for a newspaper or anyone in the media to write for them. Op-eds are an excellent way to get an opinion piece published, supported by research we have on our website.

Here are some excellent resources on how to get started writing an op-ed:

<https://www.thebalance.com/oped-what-is-it-and-how-to-write-it-1360714>

https://apps.carleton.edu/media_relations/about/op_ed_guidelines/

<https://www.nytimes.com/2017/08/25/opinion/tips-for-aspiring-op-ed-writers.html>

Don't forget to include #CEHday365 in your op-ed!