



# EVENT GUIDEBOOK

Created by the Children's Environmental Health Network



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This guidebook is meant to help you plan and execute a successful Children's Environmental Health (CEH) Day event in your community.

Created by:



**CHILDREN'S  
ENVIRONMENTAL  
HEALTH  
NETWORK**

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# History of CEH Day

The Children's Environmental Health Network (CEHN) established Children's Environmental Health Day (CEH Day) in 2016 as a way to raise awareness about how environmental exposures impact children's health. It is also a Day of action that can be used to mobilize individuals, families, organizations, and communities to champion, on behalf of all children, the right to clean air and water, safer food and products, and healthy places in which to live, learn, and play.

By using this guide, you are taking an important step in child health advocacy that places **#ChildrenAtTheCenter**. Please continue reading for tips on planning your CEH Day event or activity in your community, and for ways to ensure success. Thank you for your leadership in protecting children's environmental health!

Questions or comments? Contact us at [ceh-movement@cehn.org](mailto:ceh-movement@cehn.org)



# Did you know?

Childhood cancer has increased by **35%** since the 1970's

**1 in 59** children have autism, a 15% increase in two years

**88%** of the global health burden of climate change falls on children less than 5 years of age

For every \$1 invested in lead paint hazard control, the return on investment is \$12 - \$155 per household

Today, children in the United States face an epidemic of chronic diseases and developmental problems linked to environmental exposures and our changing climate. The [Blueprint for Protecting Children's Environmental Health: An Urgent Call to Action](#) provides key recommendations and priority actions to effect transformative change.

Together, we can raise awareness and understanding about the environmental hazards facing our children. We can mobilize action, and we can prevent harm.





## Getting started

There are so many ways to get involved with CEH Day. The event or activity that you plan will depend on many factors; your target audience or participants, your goals, your budget, and how much time you have to plan.

Big or small, planning a CEH Day event or activity will help your community members to make the connection between the environment and children's health. Knowledge is power. With it, families and caregivers can take steps to protect children from environmental hazards and champion policies that truly protect their communities. Let's get started!

## Proclamations - Make it official!

Consider requesting that your mayor or governor proclaim CEH Day. It takes mere minutes to submit a request, and if obtained, a proclamation can be useful in advancing local advocacy efforts. CEHN provides easy instructions and templates to guide you on your journey to obtaining a proclamation. Check out our [Proclamation Toolkit](#)!

If you are able to obtain a proclamation from your mayor or governor's office, arrange a photo op so that you can personally thank him/her/them and so that you can share the photos along with an announcement of the proclamation with your community. If you are obtaining a proclamation on behalf of an organization, consider sending a press release to your local media. You can also hold a press conference about CEH Day, your 2019 city/state proclamations, and children's environmental health issues in your community. *A sample press release can be found in our [Proclamation Toolkit](#).*

Once you've obtained a proclamation, make sure to leverage it! Use the #CEHday365 hashtag on social media and demand action on the children's environmental health issues facing your community. Get more tips in our 2019 Proclamation Advocacy Toolkit (*coming soon*). Let's make sure that children's environmental health is top of mind for our elected officials all year long, not just on CEH Day!

## Choosing an activity

- Organize a day of action with children at a local school or a child care facility (e.g., establishing a recycling program or food scrap composting program at school; sharing CEH educational materials; developing an education program on the health of our schools or a dialogue series about the top environmental health issues of concern in your city; etc.).
- Arrange a meeting with your school board, city/county council, or your state legislators concerning children's environmental health issues.
- Advocate for a child health-protective standard in your community (e.g., a green cleaning policy mandate for all public buildings; a no idling rule near your neighborhood playground; etc.).

- Perform a community project with a child/youth to support wellness in his/her/their community (e.g., tree planting; stream clean-up; community garden work).
- Host a "Letters to Congress" event! Download and professionally print our [CEH Day postcards](#) and distribute them to all of your attendees after discussing the primary CEH issues in their community. Have each attendee write their concerns on the postcards, and then collect and mail them to their congressional leaders. Let us know how many postcards you send!
- Host a forum, workshop, or webinar on a children's environmental health topic. Gather community leaders who can speak to those topics, and moderate a thoughtful discussion.
- Organize a local community rally or visual exhibit.
- Start a fundraiser to [donate](#) to the Children's Environmental Health Movement!

## Planning your event

Who is your target audience? What do they care about? What might they be struggling with? How can you reach them? Such questions will dictate what kind of event you organize, and when and where it will be held. For example, if the target audience is school teachers, then the event should be free or low cost to attend and be held on a weekend.

For events held outdoors, keep in mind that you may need to apply for a permit in advance and to pay fees. For indoor activities, community resources such as libraries, schools, recreational centers, or the local YMCA may be willing to donate space.

You don't have to plan it alone--reach out to others to help you plan your event!

## Engaging your community

### *Before the event*

- Ask local businesses to promote and/or sponsor your event.
- Gather volunteers to help run your event. (e.g., church groups; high school or community service groups; Boy Scouts; etc.).

- Seek out attendees by connecting with local environmental and public health organizations.
- If you are hosting a community event that involves raising money, encourage people to make teams. Add a little competition to boost team performance!

### *During the event*

- Urge attendees to commit to being involved in CEH year-round (e.g., signing a pledge; planning future projects; petitioning school committees; planning fundraisers for child care facilities; etc.).
- Provide a platform for people to share their own knowledge, questions, and stories about CEH.
- Finally, thank all of the community members who helped make your CEH Day event a success!

## Fundraising tips

Fundraising for your CEH Day event may seem daunting so we've identified a few ways to make this process a little easier, no matter the size of your event:

- Create a detailed list of materials as well as the number of volunteers you will need to execute the event. This will help you quantify the real cost of materials needed instead of guessing when asking for donations – this also ensures your event is well executed. Next, divide the list into 3 sub-groups. One group will include the items that you already have, the second group will include the items you can borrow or get donated, and the third group will include those items that you will need to purchase. Some of the items on your list may include handouts (paper, ink, and printing costs), food & beverage, A/V equipment, and decorations.
- Reach out to community organizations and partners who may be willing to donate materials or money to your CEH Day event. For example, Boys and Girls Club, YMCA, Houses of Faith, high school or university community service groups, local environmental organizations, or local business owners. There may also be community grants that you can apply for jointly with a nonprofit.
  - Email potential partners, or message them through social media, and follow up with an in-person meeting. If you do not hear back

from them, give them an old fashioned phone call. This is not only the time to seek out donations, but to ask for their support and sponsorship of the event.

- When asking for donations, be sure to discuss the importance of CEH Day, and why this activity is important or helpful to your community. Share some of the previous [CEH Day accomplishments](#), and tell them how their donations can help the CEH Movement grow and effect change.
  - Whether someone is willing to give you donations or not, ask them if they know of anyone or any organization that would be willing to help.
  - If you have exhausted all other resources in terms of acquiring donations and you still need funding, there are low-cost ways to raise money such as through organizing bake sales, car washes, races, trivia nights, community picnics, restaurant events, and more. This is a great way to build additional awareness around, and ramp up for CEH Day. You may even find a few new volunteers or sponsors as a result of these interactive fundraising events.
  - When hosting events, take advantage of free press, such as suggesting CEH Day as a piece in a newspaper, or promoting it through social media using the **#CEHday** hashtag.

## Leverage social media to promote your event

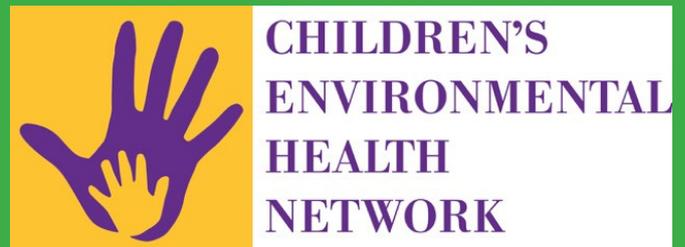
- Use as many platforms as you can! (Email, Facebook, Twitter, Instagram, Snapchat, etc.)
- Tag people and pages who are involved in CEH, or related fields. Search for these groups via filtering by hashtags (e.g., **#CEHday** **#ChildrenAtTheCenter** **#ProtectKidsHealth**).
- Make your posts pop! Use free online design tools such as [Canva](#) to design fun colorful content.
- Tell stories using fewer words and more images.
- Find out when your followers are most active on social media and post during those times. There are various social media analytic tools you can use.

- Post at least three times a week in the weeks leading up to the event. A few days prior to your event, post every day.
- Create an event hashtag, use it consistently and tell others to use it too.
- Converse with your followers. Reply to their comments and post questions to solicit responses and engage them.
- Always use the #CEHday hashtag!

## Resources

Below is a list of organizations and links to online resources and materials that might be useful as you plan, promote and execute your CEH Day event!

1. [Blueprint for Protecting Children's Environmental Health](#)
2. [Pediatric Environmental Health Specialty Units](#) – Find your regional office! They can help connect you to key groups in your area such as a children’s hospital.
3. [Environmental Protection Agency](#) – Contact your regional EPA office.



Have any questions? Visit us at [www.cehn.org](http://www.cehn.org)

Instagram: @cehn Facebook: @CEHNet Twitter: @CEHN