



PRESENTS

**Children's Environmental Health Institute
Health Environments for Healthy Children
Campaign 2010–2011**

SUPPORTING MATERIALS

Children's Environmental Health Institute

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CHILDREN'S ENVIRONMENTAL HEALTH INSTITUTE

Healthy Environments for Healthy Children Campaign (2010–2011)

SPONSORSHIP OPPORTUNITIES

Primary sponsorship opportunities with CEHI include the hallmark Biennial Scientific Symposium and the *Children in Nature* Photojournalistic exhibit.

Sponsorship of the Sixth Biennial Scientific Symposium

CEHI will host the Sixth Biennial Scientific Symposium on October 21 & 22, 2010. Previous symposia have been hosted at the McKinney Roughs Environmental Preserve, Austin, Texas; the U.S. Air Force School of Aerospace Medicine, San Antonio, Texas; and the Barr Mansion in Austin. The target audience has included medical professionals, government officials, educators, architects, engineers, urban planners and advocates for both children and the environment.

Childhood cancer, respiratory diseases including asthma, endocrine disrupters, neurological disorders, children in nature and the impact of the built environment on children's health have been addressed at the symposia. Major sponsors have included the National Institute of Environmental Health Sciences (NIEHS), Centers for Disease Control (CDC), Physicians for Social Responsibility (PSR), Texas Medical Association, U.S. Environmental Protection Agency (EPA), the Southwest Center for Pediatric Environmental Health, Blue Cross Blue Shield of Texas, the Reynolds Foundation, and the St. Suzy's Foundation.

Participating company names and logos will be displayed in the:

- Registration brochure and program
- Signage, banners and podium
- Press packets and press releases
- News articles and professional journals
- CEHI Web site

Founding Sponsorship of the First Annual *Children in Nature* Photojournalistic Exhibit

The *Children in Nature* Photojournalistic exhibit series is designed to enlighten the public on the connection between the environment and the health of children. One of every three children ages 2 – 19 is overweight. We are just beginning to understand the severe health implications of spending less time outside. Playing outside increases aerobic endurance, reduces stress levels and promotes lifelong physical activity.

"We seem to have forgotten that environmental health can also be a positive effort rather than a negative effort, an effort to promote good environments rather than control bad environments. There's an awakening in the last few years to the fact that there is this other side to the coin, and it's a very powerful concept. One wonders why we didn't get this earlier."*

The *Children and Nature* Photojournalistic exhibit will feature world-renowned, humanitarian and social issues photojournalist Roberto Guerra. Signed photos will be available for purchase at events to be designated by sponsors. HE=HC sponsors will have first option for display of the exhibit at their company or venue of their choice.

**Howard Frumkin, Director of the CDC's National Center for Environmental Health and the Agency for Toxic Substances and Disease Registry.*

Co-branding Opportunities

Co-branding generally refers to the display of more than one brand name or logo on a single Web site or distribution materials and advertising, so that a target audience perceives a joint enterprise. When effectively done, co-branding provides a way for companies to combine forces so their marketing efforts work in synergy. HE=HC offers a variety of recognition opportunities, including sponsorship of special events, designated programs and/or cause-marketing campaigns.

Recognition as an HE=HC Partner on CEHI Web site

Participating company logos and/or tag lines will be prominently displayed on the CEHI Web site.

Recognition on all CEHI Awareness and Educational Materials

In addition to materials disbursed at events and through educational promotions, CEHI will be offering an Information Session Series delivered through a variety of media for corporations, businesses and other interested organizations. Participating sponsors' names and logos will appear on all related materials.

Access to use CEHI Name and Logo

Participating sponsors may use the name and logo of CEHI (with prior approval). Sponsorship support for reducing environmental health risks to children will be broadly recognized. This is an opportunity to demonstrate your business'/organization's proactive approach in effectively shaping the futures of children.

Opportunity to Access CEHI Expert Panels

Sponsors will be eligible to serve on the CEHI Leadership Expert Panel. Three key commissioned panels of experts will provide CEHI with the most current evidence-based information available. Sponsors will have exclusive access to the Members Only Forum on the CEHI Web site. This restricted area of the site will provide for communication with panel experts and allow specific content discussion.

Sponsors will have the ability to engage in conversations relating to their specific concerns regarding risks to children's environmental health. In addition, CEHI will provide online opportunities to discuss key topics as identified by HE=HC.

CEHI EXPERT PANELS

Scientific Findings Panel

Our most important objective is to improve protection of children's health and the environment. The purpose of the Scientific Findings Expert Panel is to assure that all of our programs are based on the principles of sound science, technical feasibility and socio-economic impacts.

CEHI offers a range of educational topics designed to promote healthier lifestyles. You may select an individual session or the complete series. Based on recommendations from CEHI's Board of Directors and Expert Panel Members, new series will be developed and available on an annual subscription basis. Current Information Series include: Newborns & Nurseries, Child Care and Early Childhood Education, and Children's Recreation & Sports. As an HE=HC sponsor, you will be given a priority status for scheduling employee education sessions. We will also work with you to determine the best schedules, as well as the mode of delivery.

Ethical Responsibility Panel

CEHI is committed to protecting the health of children by adopting the Precautionary Principle as an approach to decision-making. The purpose of the Ethical Responsibility Expert Panel is to promote understanding of the following Precautionary Principle: "When an activity raises threats of harm to human health or the environment, precautionary measures should be taken even if some cause and effect relationships are not fully established scientifically." To protect children, a precautionary approach is required that shifts the burden of responsibility to producers or manufacturers to demonstrate safety prior to potential exposure.

Leadership Panel

CEHI invites you to join other sponsors and leaders dedicated to improving the quality of life for children by helping CEHI build the strength, visibility and influence needed to promote healthy environments.

The purpose of the Leadership Expert Panel is to establish priorities and facilitate dialogue about the unique vulnerabilities of children to environmental toxins. We believe that strong leaders with enhanced knowledge and a common bond will help to build a better future for all of our children.

- Adopted Wingspread Conference and the World Health Organization
- Scientific Consensus Statement on Environmental Agents Associated with Neurodevelopmental Disorders

EDUCATIONAL OPPORTUNITIES

One of the greatest challenges in business, and in life, is to find both trustworthy and helpful information. The CEHI Information Series is designed to educate and inform, based on scientific evidence, facts about environmental risks which your employees have likely never thought about but over which they can have control.

In this time of competing demands and priorities, how do your employees find the time for preventive health care for their children and families? If they do not look after their own well-being and that of their families, what is the real cost to both them and your business? Our Information Series can provide the environmental health knowledge to improve the quality of their lives and hopefully, make a positive impact on your business.

Employer Recognition Opportunities

- **RECRUITING** – A large number of the most desirable employees have families with small children. They want to know that they are going to work in a place where their family well-being is recognized as an important factor in their effectiveness as an employee. This is also a message that will be delivered to prospective new hires by current employees who have benefited from the information provided by your workplace.
- **MARKETING** – Employees talk to their friends, family, acquaintances and even strangers about their workplaces. An important factor in the ranking of a business or company is employee work experience. In addition to the word-of-mouth marketing by employees, your business will be able to promote your partnership with CEHI.
- **ABSENTEEISM** – Overall, absenteeism caused by family care difficulties costs American businesses more than \$7 billion annually.
 - Among parents, 45 percent miss at least one day of work every six months due to a family care breakdown. These parents average 4.3 days missed in a six-month time frame.
 - 65 percent of parents are late to work or leave work early due to family care issues. This occurs an average of 7.5 times in a six-month time frame.
- **EMPLOYEE RETENTION** – People want to work for companies that demonstrate a family-friendly environment. Corporations often tout the premise that family values are a driving, guiding principle, but in fact, do not provide employees with information related to family well-being.

WHO ARE WE?

What Have We Done?

CEHI was established in 1999 to address adverse health effects to children occurring as a consequence of their exposure to environmental toxic substances. The mission of CEHI is to support education initiatives to improve children's health with an emphasis on their micro (immediate) environments.

CEHI is committed to decreasing the prevalence and consequences of environmentally related childhood diseases, and establishing networks and ways of distributing information to protect the health of children. The following represents such efforts:

Presented Five Successful Biennial Scientific Symposia on Children's Health as Impacted by Environmental Contaminants (2000–2008)

The Symposia provided physicians, health professionals, architects, engineers, research scientists, environmental advocates, and others access to the current research information on children's environmental health. The First Symposium was conducted in October, 2000 at McKinney Roughs Environmental Learning Center, Austin, Texas. The Second Symposium was conducted at the U.S. Air Force School of Aerospace Medicine at Brooks City Base in San Antonio, Texas. The Third Symposium was conducted at the Barr Mansion in Austin, Texas on September 24–25, 2004 and the Fourth Symposium was conducted on September 16, 2006 at McKinney Roughs Nature Center, Austin, Texas. The Fifth Biennial Scientific Symposium: Blueprint for Children's Health in the Built Environment (October 30 & 31) was conducted at the Barr Mansion in Austin.

The Indoor Environmental Health for Children Forum (2000 & 2001)

The Indoor Environmental Health for Children Forum was conducted in San Antonio through the primary sponsorship of the U.S. Environmental Protection Agency (EPA), Region V. The forum provided a platform for discussion among the medical community in San Antonio and South Texas for developing a community plan to address children's health as impacted by environmental toxins.

Public Center for Environmental Health (2001)

CEHI developed a long-range strategic plan for the Public Center for Environmental Health (PCEH). The Strategic plan to increase coherence to the Cooperative Agreement between the San Antonio Metropolitan Health District and the U.S. Air Force and created a conceptual framework to minimize drift from their joint vision.

Children's Environmental Health Town Hall Meetings & Policy Forums (2001 & 2002)

The Children's Environmental Health Public Forum to Address Heavy Metals within the Paso Del Norte Border Area was conducted in El Paso through a partnership with the National Institute of Environmental Health Sciences (NIEHS) and the El Paso County Medical Society. Participants from Texas, New Mexico, and Mexico discussed local environmental issues impacting children's health. In addition to the Town Hall Meeting, CEHI hosted the Paso Del Norte Children's Environmental Health Meeting Border Talk: Collaboration In Action. In partnership with the San Antonio Metropolitan Health District, CEHI served as the facilitator for the San Antonio Environmental Health Policy Roundtable in conjunction with the Town Hall Meeting on Environmental Health sponsored by NIEHS.

Environmental Public Health Tracking (2002 & 2003)

Environmental Public Health Tracking is a nationwide tracking system that links environmental exposures to chronic diseases. CEHI partnered with the Physicians for Social Responsibility (PSR), Trust for America's Health (Pew Charitable Trust) and the Centers for Disease Control (CDC) in hosting focus groups, Grand Rounds, medical forums, and conference workshops in Dallas, Houston, San Antonio, Lufkin and Corpus Christi to inform physicians of and seek their input on the development of the national health tracking network. The effort also received support through the Border Health Tracking Project in partnership with PSR, and was funded by the North American Commission on Environmental Health.

Healthy Homes = Healthy Families (2004 & 2005)

Standard environmental health quality guidelines to protect the health of children and families were developed for public housing in San Antonio, Texas. The focus included decreasing the risk of childhood lead poisoning, asthma, cancer and other environmentally related diseases.

Southwest San Antonio Community Conference (2005)

The purpose of the conference was to address the health status and needs of the Kelly Air Force Base communities in relation to environmental contamination and develop a subsequent action plan. Primary target issues included: Health, Communication and Education, and Economic and Environmental Cleanup.

AAA Texas and Children's Environmental Health Institute Great Battery Roundup (2006 & 2007)

AAA Texas and CEHI promoted Earth Day with the Great Battery Roundup in 2006 and 2007. Texas motorists helped to make a difference in both the health and the environment in their communities. Car, truck, and boat owners took used batteries to specially designated recycling sites at AAA-Approved Auto Repair facilities and roadside assistance tow contractors. AAA Texas estimates the effort removed more than 33,000 pounds of lead from the environment across Texas and sent it to recycling plants where new batteries are made.

Summit on the Built Environment and Children's Health – A New Vision for San Antonio (2007)

The purpose of the Summit on the Built Environment and Children's Health – A New Vision for San Antonio was to engage local government leaders to create and promote places, policies, and programs to reduce childhood obesity by promoting active living and healthy environments. The process resulted in a defined vision as to how local government can align public policies and implement programs to reduce risk factors in the built environment related to health concerns in children.

Earth Share of Texas (2004–Current)

CEHI serves as a member of Earth Share of Texas. The mission of Earth Share of Texas is to support the work of its participating organizations to conserve and protect our natural resources through participation in payroll contribution charitable campaigns at public and private worksites in Texas.

Blue Cross Blue Shield of Texas (2007–Current)

Volunteer Hour Matching Dollars Program: For every verified Health Care Service Corporation (HCSC) employee hour volunteered to a Community Partner, HCSC contributes to the designated charitable organization. CEHI is a Blue Corps Community Partner. A Community Partner organization must fit within the scope of HCSC's corporate community involvement strategy.

Austin Children in Nature Community (2007–Current)

The Austin Children in Nature Community was created to encourage and support the people and organizations working to reconnect children with nature. The network provides a critical link between researchers and individuals, educators and organizations dedicated to children's health and well-being. The vision is to give every child in every community a wide range of opportunities to experience nature.

Get the Lead Out Campaign (2008)

CEHI partnered with Special Audience Marketing and the United Steel Workers of America to promote the Get the Lead Out Campaign and provide free lead check testing kits to child care centers and the public in specific cities.

Texas Healthy Environments for Child Care and Preschools Advisory Team (HECCP) (2009)

The Healthy Environments for Child Care and Preschools is a program of the Children's Environmental Health Network and is funded through the U.S. EPA. The goal of HECCP is to train and educate child care providers and administrators on creating healthier and safer environments. CEHI is a member of the Advisory Team. The Texas Advisory Team helps CEHN to identify the most effective way to reach child care providers and how to incorporate HECCP into existing training.

"To focus on the human need that is nearest to us is appropriate. But our concern must also reach beyond our immediate horizons to the children whose names we do not know, whose faces we have not seen. Our compassion needs to be stretched and enlarged, always finding more in our understanding of the human family."

*—Phil D. Strickland, J.D., 1941–2006
CEHI Founding Board Chair*

CHILDREN'S ENVIRONMENTAL HEALTH INSTITUTE

Board of Directors

Fernando A. Guerra, M.D., M.P.H., serves as the Chair of the CEHI Board of Directors. Guerra is the Director of the San Antonio Metropolitan Health District . He is a practicing pediatrician and a clinical professor of pediatrics at the University of Texas Health Science Center at San Antonio. Guerra serves as an Adjunct Professor in Public Health at the Air Force School of Aerospace Medicine. Guerra is a founding scholar of the Public Health Leadership Institute. His professional career reflects a long-standing interest and involvement in pediatric care, public health and health policy. He is active with local, regional and national forums with responsibilities including research, program and policy development, legislative issues and health planning.

Valerie Davis, B.J., is the Principal and CEO of EnviroMedia Social Marketing in Austin, Texas. Davis is a passionate advocate for speaking out about injecting ethics and authenticity into companies' sustainability programs and communications efforts. She is a winner of the American Advertising Federation–Austin Silver Medal Award for outstanding contributions to advertising and furthering the industry's standards, creative excellence and responsibility in areas of social concern.

Donald J. Dudley, M.D., Professor and Vice Chair for Research in the Department of Obstetrics and Gynecology at the University of Texas Health Science Center at San Antonio. Dr. Dudley received his M.D. from the University of Texas Health Science Center at San Antonio in 1984. He completed his residency at the University of Iowa Hospitals and Clinic in Iowa City. Following the completion of a fellowship in Maternal-Fetal Medicine at the University of Utah Medical School, Dudley remained as an Associate Professor. He returned to the University of Texas Health Science Center at San Antonio as Professor in 1999. Dudley is certified by the American Board of Obstetrics and Gynecology in Obstetrics and Gynecology and in Maternal-Fetal Medicine. His special interests are the immunology of pregnancy, recurrent pregnancy loss, and the causes of preterm birth.

Martin Lorin, M.D., is a Professor of Pediatrics at Baylor College of Medicine and Attending Physician at Texas Children's Hospital. Lorin previously served as the Director of the Pediatric Residency Training Program at Baylor College of Medicine. He is an advocate of long standing on health and the environment.

Katherine Stalzer, B.S.N., R.N., serves as the Secretary of the CEHI Board of Texas Directors. Stalzer is an onsite Quality Management Specialist at Blue Cross Blue Shield of Texas (BCBSTX) in Austin, Texas. She has over 15 years experience in quality improvement initiatives at BCBSTX with a special focus on both childhood and adult immunization, and diabetes management.

Kenneth Olden, Ph.D., Sc.D., L.H.D., is the Founding Dean of the School of Public Health at City University of New York, and a faculty member at Hunter College. Olden was named as the third director of the National Institute of Environmental Health Sciences (NIEHS) and the second director of the National Toxicology Program (NTP) in 1991 by Louis Sullivan, secretary of the U.S. Department of Health and Human Services (DHHS). Olden served as director of NIEHS and NTP from 1991–2005. He continues his laboratory research at NIEHS as the principle investigator in the Metastasis Group of the Laboratory of Molecular Carcinogenesis.

Vincent Torres, M.S.E., P.E., M.A.C., is a registered professional engineer. Torres has been employed by The University of Texas at Austin since 1986, where he is the Associate Director of the Center for Energy & Environmental Resources. His research interests include indoor air quality, as well as heating, ventilating and air-conditioning systems. He has a long-standing commitment as a community leader and currently serves as the Vice President of the Board of Trustees of the Austin Independent School District.

Mike Wells, AIA, serves as vice-chair of the CEHI board of directors. Wells is principal of The Early Childhood Studio at T. Howard + Associates, Architects, in Dallas. He leads a national practice specializing in the design of facilities for children and has lectured as guest faculty for the Harvard Graduate School of Design Child Care Design Institute. Active in the American Institute of Architects (AIA), he has served the Dallas Chapter as President and the Texas Society of Architects as Vice President.

David A. Wolf, BSEE, M.D., is an astronaut at the National Aeronautics and Space Administration in Houston. Wolf's space flight experience includes a 16-day mission to the International Space Station aboard the STS-127 Endeavor in July 2009, an International Space Station assembly 11-day mission aboard the STS-112 Atlantis in October of 2002, and a dedicated Spacelab life sciences research 14-day mission aboard the STS-58 Columbia in 1993. He also served as on-board spacecraft engineer and scientific research scientist on a 128-day mission on the Russian Space Station, MIR. Wolf has received more than 20 Space Act Awards, primarily for three-dimensional tissue engineering technologies and received 15 U.S. Patents and published more than 40 technical papers.

Janie D. Fields, MPA, founder and executive director of the Children's Environmental Health Institute previously served for 14 years as the first executive director of the Children's Trust Fund of Texas. Fields was a founder and president of the National Alliance of Children's Trust and Prevention Funds. She has extensive background experience in public/private administration, program design and policy development. Fields has served on numerous U.S. Federal Advisory Committees, state and national boards.