



TRACK 6: SOUNDING THE CALL

SESSION NAME • DAY • TIME • ROOM • CEUs

PRESENTER(S)

PURPOSE OR GOAL

**The Making of Healthyhomes.gov:
Lessons Learned and Sneak Preview**
6A-01

Monday, 1-2:30pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHB

**Sandra Williams Hilfiker,
Xanthi Scrimgeour**
CommunicateHealth, Inc.

This workshop will provide participants with an overview of the user-centered design process being used to develop a new HealthyHomes.gov Web site. Workshop participants will be able to preview a prototype of the site and brainstorm ways to improve usability based on user feedback.

**Healthy Homes Education Through University
Extension Programs**
6A-2

Monday, 1-2:30pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB

Laura Booth
Auburn University/Alabama Cooperative
Extension System

Gina Peek
Oklahoma State University

**Karen Aspinwall, Naeemah Raqib,
Nancy Lewis, Crystal Terhune**
University of Maryland Extension

This session will provide participants with information on the efforts of the Cooperative Extension Service to make communities healthier.

**How to Determine the Health of a Home
Part 1**
6A-72

Monday, 1-2:30pm
Room 704

Approved for CEUs by: ABIH, ACAC, NAHB

Mike Vogel
Montana State University Extension

This session will provide participants with training on using readily available, cost-effective tools and diagnostic procedures to assess and verify environmental health conditions found in homes.

The National Eco-Healthy Child Care Program
6B-1

Monday, 3-4:00pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHBBPI

Hester Paul
Children's Environmental Health Network

This session will provide participants with training and resources on how to identify and reduce or eliminate potential indoor air contaminants and environmental health hazards in child care settings (both family child care and center-based care).



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Communication Strategies to Create Healthier Homes
6B-2

Monday, 3-4:00pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB, NARI

Kristy Miller
U.S. Environmental Protection Agency

This session will explore effective strategies for environmental health communications, including a look at specific methods to effectively target seniors and school-aged children. Campaign examples will be shown.

A Synergistic Approach to Healthy Homes
6C-51

Monday, 4:15-5:15pm
Room 601

Approved for CEUs by: ABIH, ACAC, NAHB

Kimalon Meriweather, Valencia White
Cleveland Department of Public Health-Lead Safe Living Campaign

Kim Foreman
Environmental Health Watch

Sandra Byrd Chappelle
Saint Luke's Foundation

This session will provide participants with an understanding of how successful education and outreach and healthy homes projects use strategic relationship building to capitalize limited resources. The use of various media tools to increase community awareness will also be explored.

EPA's Outreach for Lead Poisoning Prevention
6C-1

Monday, 4:15-5:15pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHBBPI, NARI

Darlene Watford
U.S. Environmental Protection Agency

This session will provide participants with information on the U.S. Environmental Protection Agency's lead outreach efforts designed for state and local governments, contractors, trade groups, schools, property managers, parents, and the general public.

Campaigns for Healthy Homes
6C-2

Monday, 4:15-5:15pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB

Karyn Butts, Eric Frohberg
Maine Center for Disease Control and Prevention

Nancy Clark
New York City Department of Health and Mental Hygiene, Bureau of Environmental Disease Prevention

This session will educate participants on how to develop and implement a successful outreach campaign promoting healthy homes. Case studies from New York City and Maine will be discussed.



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The International Face of Healthy Housing
6D-1

Tuesday, 1-2:30pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHB

Carlos Dora
WHO/Department of Public Health and Environment

Philippa Howden-Chapman
University of Otago, New Zealand

Mary Jean Brown, Carrie Dooyema
U.S. Centers for Disease Control and Prevention, Healthy Homes and Lead Poisoning Prevention Branch

This session will discuss the efforts that healthy housing leaders in England, the World Health Organization, and New Zealand are taking in their respective countries and areas of influence. Topics will include discussions on Britain's work to pilot the Housing Health and Safety Rating System in several European cities, the work of the WHO to develop international guidelines on healthy housing and work to show the links between New Zealand's cold and thermally inadequate housing, health outcomes and energy use.

Improving Health Literacy: Tips and Tools for Healthy Homes Professionals
6D-2

Tuesday, 1-2:30pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB

Xanthi Scrimgeour, Stacy Robison
CommunicateHealth, Inc.

This session will cover the practical implications and challenges of communicating complex healthy homes messages to adults with limited literacy skills. Participants are encouraged to bring examples of their own work for input and review.

Safety: A Key Principle For Healthy Homes
6E-1

Tuesday, 3-4:00pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHB

Angela Mickalide
Safe Kids Worldwide

Andrew Gilbert
Minnesota Department of Health

Rebecca Booker
Spring Lake Park, Blaine, Mounds View Fire Department

This session will provide participants with an understanding of how to increase the effectiveness of their local home injury prevention efforts. Special emphasis will be placed on fire prevention and education.

A Change Campaign to Drive Success for the Healthy Homes Movement
6E-2

Tuesday, 3-4:00pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB

Kate Hastings, Betsy Lipson
The Cadmus Group, Inc.

This session will explore Change Campaign methodology, present Change Campaigns in action and, through dialogue and hands-on work, explore application of this framework to community-led healthy housing initiatives.



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Education and Outreach Through Community Initiatives

6F-1

Tuesday, 4:15-5:15pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHB

Lara Lasky
U.S. Environmental Protection Agency

Alicia Solis, Kathleen Howe-Kerr, Margaret Barber
Citizens for Clean Air in Pueblo for Education, Research, Action

This session will provide participants with information on implementing successful community-based outreach strategies for healthier homes. The U.S. EPA's successful campaign in northeastern Indiana and the PuebloCAREs partnership in Colorado will be highlighted.

Harnessing the Power of the Media

6F-2

Tuesday, 4:15-5:15pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB

Kristy Miller
U.S. Environmental Protection Agency

This session will take a futuristic look at how the media can and will help drive the public's demand for healthier housing and communities. It will look at the role social marketing and media play in evolving society and how our united messages can create new social norms that enhance expectations and empower while driving action that produces sustainable change.

Chemical Safety in the Home

6F-03

Tuesday, 4:15-5:15pm
Room 709

Approved for CEUs by: ABIH, ACAC, NAHB, NARI

Perri Ruckart
Agency for Toxic Substances and Disease Registry

Wanda Lizak Welles
New York State Department of Health

Brittany Winston
Utah Department of Health

This session will educate participants on chemical releases in the home and the resulting injuries. Education strategies and outreach activities that promote chemical spill reduction will be described and specific examples will be provided by states participating in the chemical surveillance program.

Improving Resident Health Conditions Through Energy Efficiency Programs

6G-03

Wednesday, 1:30-3:00pm
Room 709

Approved for CEUs by: ABIH, ACAC, NAHBBPI, NARI

Ed Connelly
New Ecology

Ellen Tohn
Tohn Environmental Strategies

This session will provide participants with an understanding of how to leverage the wide range of energy efficiency and green programs to improve resident health conditions.



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Building & Implementing a National Advertising Campaign
6G-01

Wednesday, 1:30-3:00pm
Room 111

Approved for CEUs by: ABIH, ACAC, NAHB

Dzu Bui
Advertising Council

Sarah Rudolf
Coalition to End Childhood Lead Poisoning

Loyedi Waite
U.S. Department of Housing and Urban Development

Sheila Canavan
U.S. Environmental Protection Agency

This session will provide participants with training in effective media outreach and advocacy. A lead poisoning prevention campaign will be used as a case study.

Healthy Housing Market Outreach Through Private Sector Strategic Collaborations
6G-1

Wednesday, 1:30-3:00pm
Room 605

Approved for CEUs by: ABIH, ACAC, NAHB, NARI

Michelle Roberts
Owens Corning

Michelle Desiderio
National Association of Home Builders Research Center

Paul Bates
GREENGUARD Environmental Institute

This session will provide details on specific innovative healthy housing marketing and outreach projects/summits done over the past few years with extremely effective results.

The Collaborative Process: Transitioning from Lead Prevention to Healthy Homes
6G-2

Wednesday, 1:30-3:00pm
Room 607

Approved for CEUs by: ABIH, ACAC, NAHB, NARI

Linda Kite
Healthy Homes Collaborative

Liseth Romero-Martinez
City of Los Angeles Housing Department, Lead Hazard Remediation Program

Cindy Huerta
Esperanza Community Housing Corporation

Carlos Zaragoza
Inquilinos Unidos

Amelia Fey-Berquist
Inner City Law Center

This session will illustrate the importance of community collaboration in building a Healthy Homes movement. It will look at four different models coordinated in Los Angeles strategically through the Healthy Homes Collaborative and will describe the coordination of day-to-day logistics and critical resources needed to ensure success.



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<p>How to Determine the Health of a Home Part 2 64-04</p> <p>Wednesday, 1:30-3:00pm Room 711</p> <p>Approved for CEUs by: ABIH, ACAC, NAHB</p>	<p>Mike Vogel Montana State University Extension</p>	<p>This session will provide participants with training on using readily available, cost-effective tools and diagnostic procedures to assess and verify environmental health conditions found in homes.</p>
<p>Prevention in Practice: Promoting Healthy Homes for New Americans 6H-1</p> <p>Wednesday, 4:30-5:30pm Room 605</p> <p>Approved for CEUs by: ABIH, ACAC, NAHB</p>	<p>Heather Lindkvist Bates College, Department of Anthropology</p> <p>Erin Guay, Amanda Hutchins Healthy Androscoggin</p>	<p>This session will provide participants with an understanding of the challenges involved with educating New Americans on healthy homes. It will explore effective outreach strategies to reach recently settled immigrant or resettled refugee populations.</p>
<p>CO: What You Need to Know 6H-82</p> <p>Wednesday, 4:30-5:30pm Room 710</p> <p>Approved for CEUs by: ABIH, ACAC, NAHBBPI, NARI</p>	<p>Robert Scott, Ameer Bishay National Association for State Community Services Programs</p>	<p>This session will provide participants with an understanding of the many issues associated with carbon monoxide problems, its warning signs, detection, and best practices for reducing the potential risks.</p>