COMMUNITY OUTREACH & TRANSLATION CORE

Why community engagement is important to C-CHEM²

- Improves the science
- Improves the translation of science into actionable information
COMMUNITY OUTREACH & TRANSLATION CORE

Haguerenesh “Hagi” Woldeyohannes, RN, MPH
Community Engagement Coordinator

Abby Mutic, MSN, CNM
Healthcare Training Coordinator
PEHSU Liaison
( Newly appointed)

Melanie Pearson, PhD
HERCULES Liaison
C-CHM² STAKEHOLDERS
JANUARY 2016
1ST STAKEHOLDER MEETING:
GETTING TO KNOW EACH OTHER & PLANNING OUTREACH
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SAB Task: Help C-CHEM² communicate existing EH knowledge in understandable, relevant, and culturally-sensitive ways.

Proposed Plan
• Educational video game on kiosks in clinic waiting rooms.

SAB-modified Plan
• Social Media!!!
  • Social media work-group established.
SOCIAL MEDIA WORKGROUP

Logo development

Information sharing

C-CHEM²
Center For Children's Health
The Environment, The Microbiome, & Metabolomics
BUILDING TRUST
BEING IN THE COMMUNITY, BECOMING PART OF THE COMMUNITY

• Joined partner networks/coalitions
• Attended & served in partner events
• 2 of 4 SAB meetings in community
• Focus groups in community
STEP 2

1. Introduction film

2. Community focus groups established priorities
   1. Food Quality and Access
   2. Household Hazards
   3. Maternal and Child Health

Environmental justice and microbiome will be integrated into each focus area.

Over next two years
3. SAB workgroups determine content
   1. Learn content
   2. Select relevant information

4. Social media workgroup
   1. Determine strategy
   2. Determine messaging

5. Roll-out social media campaign
Integrate existing children’s environmental health knowledge and new C-CHEM\(^2\) research findings into educational programs for healthcare professionals

1. Embed environmental health content with maternal-child focus in nursing courses
2. Close coordination with C-CHEM\(^2\) Health Advisory Board
3. Summer Undergraduate Research Fellowship

2. Collaborate with Emory’s Pediatric Environmental Health Specialty Unit
   1. Drs. McCauley & Pearson presented C-CHEM\(^2\) and community engagement at 2016 “Break the Cycle” conference
   2. Abby Mutic, Certified Nurse-Midwife is part of both COTC & PEHSU