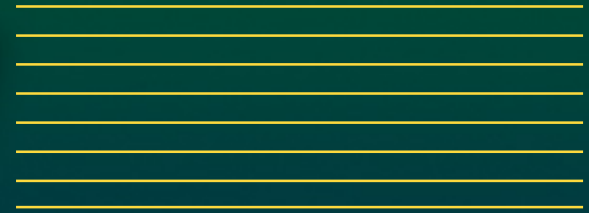




U.S. Environmental Protection Agency

2007



Community Involvement Training Conference

June 19 - June 22, 2007

Jacksonville, Florida

<http://www.epa.gov/ciconference>

Conference Booklet



WELCOME to the tenth annual Community Involvement Training Conference sponsored by the U.S. Environmental Protection Agency (EPA). The theme of this year's conference is **Community Involvement: Celebrating the Past, Looking to the Future**. Over the four days of the conference, you can help us celebrate the successes of the past ten years and explore forward-looking, innovative ways for government to work with communities to promote environmental protection and sustainability. You will have numerous opportunities to meet with EPA community involvement professionals and their partners in federal, state, tribal, and local agencies and community-based organizations.

This year's conference offers plenary sessions featuring guest speakers and topical discussions and 45 engaging and interactive concurrent sessions. It also includes field trips demonstrating the power of effective community involvement and cooperative conservation efforts in the Jacksonville/St. Augustine area, screenings of outreach videos and demonstrations of new computer learning tools, a poster session, exhibits, and a variety of networking opportunities and evening activities to add value and fun to the experience. Six 4-hour and three 8-hour post-conference training and skills development sessions also are available. All of the conference sessions are designed to help enhance the skills of public participation practitioners from all levels of government.

The committee that planned this conference was drawn from almost every EPA program and regional office (see the conference web site for a list of the committee) and deserves a special note of thanks. The EPA Office of Prevention, Pesticides and Toxic Substances and Office of Research and Development served as the co-chairs of this year's planning committee. The committee has worked hard over the past year to put together a conference of interesting, culturally-diverse, and interactive sessions that provide an unparalleled training and educational experience. This year, the city of Jacksonville in EPA Region 4 is hosting the conference at the Hyatt Regency Jacksonville Riverfront Hotel.

This booklet provides abstracts of all the concurrent sessions at the conference, so you can select the session you want to attend before arriving in Jacksonville. You may download and print a copy and bring it with you to the conference. No printed copies of the abstract will be distributed on site. Information about all the other conference events is available on the conference web site.

We hope you enjoy the conference and leave Milwaukee with new ideas and approaches for meeting the needs of your communities.

**Chris Tirpak, 2007 Conference Co-Chair
Office of Pesticides and Toxic Substances
U.S. Environmental Protection Agency**

**Jason Edwards, 2007 Conference Co-Chair
Office of Research and Development
U.S. Environmental Protection Agency**

Session Abstracts

Tuesday, June 19, 2007, 10:15 – 11:45

An Anacostia River That's Clean Doesn't Have To Be A Dream

Frances Desselle, U.S. EPA Office of Water; Glen O'Gilvie and Donald Johnson, Earth Conservation Corps

This session will focus on the partnership between the U.S. EPA and the Earth Conservation Corps (ECC), a non-profit organization founded in 1989 as a White House domestic policy initiative. This partnership is an example of how a federal agency has invested in a local community-based organization to help it achieve its environmental objectives and support the young people of that community. ECC provides disadvantaged young people with professional development, education, and environmental training and motivates youth as leaders to engage communities in environmental education and service focused on restoring the Anacostia River. EPA has provided tools, training, assistance with the development of community-based outreach initiatives, and mentoring of corps members. Participants will learn about the ECC-EPA collaboration and the successful model used by the ECC to create an awareness of the environment and engage residents of the Anacostia community in environmental activities. An additional interactive session will elicit ideas and suggestions from participants for moving ahead with the project.

Cooperative Conservation: Community Environmental Management Systems

Presenters: Clarence Brown, County Commissioner, Bartow County, GA; Dona DeLeon and Rita Wayco, U.S. EPA Region 4; Stacy Martindale, State of Indiana; and Jimmy Parrish, Defense Supply Center

This session will present three distinct approaches for establishing and implementing environmental management systems, including EPA Region 4's countywide EMS in Bartow County, Georgia, the Virginia Regional Environmental Management System (V-REMS), and Indiana CLEAN. The Bartow County effort includes the State of Georgia, county officials, business and industry representatives, agriculture leaders, and the Georgia Institute of Technology. This EMS has resulted in improved air quality and reductions in solid waste production, energy consumption, and water use. As part of this discussion, an EMS toolkit will be presented. V-REMS is a multi-level partnership between the Defense Supply Center Richmond, Virginia Department of Environmental Quality, City of Richmond and Chesterfield County. V-REMS provides an opportunity to coordinate environmental activities from a regional perspective and has helped significantly strengthen the lines of communication between the partnering organizations and their stakeholders. Indiana CLEAN representatives will describe their activities and the results of their implementation of an EMS. They will discuss the techniques involved in implementing an EMS, identify the benefits of regional EMSs to homeland security and community preparedness, and highlight successful ways to save money with quantitative and qualitative environmental results.

Key Messages: Your Keys to Success

Mike Rogers and Briana Bill, U.S. EPA Region 5

Key messages are the most important points you have to make on a specific subject when communicating with an audience. These well-crafted take-home messages can help you communicate consistently and more effectively with the public, and they can help you achieve better understanding, involvement, and support from groups of people that can make or break your overall effort.

In this session, you will learn how to fashion key messages that help you and your project team cut through the fog of competing messages posed by the regulated party, its professional public relations staff, or discontented community groups. You will learn how to boost your overall communication effectiveness by using key messages as the basis for written outreach, public presentations, and news media briefings. You will learn how to produce key messages that are as memorable as a good advertising slogan or bumper sticker—brief, simple, and easily understood by people who do not have a scientific or technical background.

Podcast It: Enhancing Community and Public Involvement Using Digital Media

Leticia Solaun and Lorraine Jameson, CH2MHILL, Inc.; Jennifer Robinson, University of Florida; Kate Parmelee, City of Gainesville

Emerging communications technology provides public outreach and involvement practitioners with new media through which to engage and inform a wide range of public audiences. To this end, the use of digital media for public involvement is becoming an integral component in effective outreach and communication. This session will address the implications of

this technology within an environmental and health context, provide an overview of three technologies (podcasts, text messages, and webisodes), and help participants understand the resources necessary to use these technologies. A hands-on group exercise will show participants how to create a podcast and text message that informs target audiences in a given environmental or health scenario.

The State of Environmental Justice 2007: As Presented by Community, EPA, and Academia
LeVonne Stone, Fort Ord Environmental Justice Network; Peter deFur, Environmental Stewardship Concepts;
LaDonna Williams, People for Children's Health & EJ

In 1994, President Clinton issued Executive Order 12898: "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations." This order requires all federal agencies to incorporate environmental justice into their missions. Specifically, federal agencies are required to address situations where their programs, policies, or activities result in adverse health or environmental impacts that are disproportionately high and adverse in low-income communities and communities of color. Twelve years later, Executive Order 12898 is, at best, a disappointment. This session will describe the state of environmental justice in the United States. Leaders of California community groups will describe their struggles to obtain fair treatment for persons of color or low income. The desired outcome of this panel discussion is to foster better agency understanding of and responsiveness to citizen concerns about potential threats to their health and the environment and the need to reduce emissions to which communities are exposed.

We're Talking to Our Neighbors: Lowering Air Toxics Emissions by Visiting Local Businesses
Liz Fairchild, Sonora Environmental Research Institute, Inc.; Virginia Licea, Rose Family Center

A new effort initiated under the Community Assist of Southern Arizona (CASA) program has as its goal to reduce emissions of air toxics from businesses through voluntary measures. CASA implements its goals through a "promotora" program that trains individuals from the neighborhood on environmental health issues so they can conduct community outreach. Promotoras visit homes, schools, and businesses; teach skills to others; and provide information and training that makes a true difference in their own neighborhoods. During the past four years, promotoras have visited over 1,000 homes and helped reduce environmental threats to families.

The new effort will implement a promotora business-visit program, which presents unique challenges. To overcome them, a training program was developed to provide the promotoras with necessary technical knowledge and the confidence to enter the business world. As a community organization and not a regulatory agency, the other major challenge was to find ways to get businesses to participate in pollution prevention (P2) strategies. The first set of visits focused on the auto repair industry. More than 50 percent of the businesses visited participated in one or more P2 strategies, which reduced emissions measurably. The most significant outcomes of this successful effort have been the growing confidence of the promotoras in their ability to implement real change in their community, and the strengthening of the community's ability to make informed environmental health improvement choices and participate in long-term solutions.

Tuesday, June 19, 2007, 1:15 – 2:45

A Successful Private-Public-Community Partnership in Spartanburg, South Carolina
Timothy Fields, Tetra Tech EM, Inc.; Harold Mitchell, ReGenesis, Inc.; Deborah Waters, Mosaic Company;
Cynthia Peurifoy, U.S. EPA Region 4

This panel will discuss the creation, implementation, and sustainability of a successful private-public-community partnership that has existed for several years and involves the community, local industry, and government representatives in Spartanburg, SC. The actions of this partnership have led to job creation, land revitalization, and environmental and health and safety improvements. The partnership has successfully addressed concerns about air and groundwater quality, environmental assessment and remediation, revitalization of former contaminated properties, and trust among the various stakeholders. A reuse strategy for the area after environmental cleanup is completed also will be presented. Participants can use the lessons learned from this partnership effort to address comparable issues in their communities.

Community Involvement in Pollution Prevention: Engaging Communities in Reducing Risks
Marva King, U.S. EPA CARE Program; Davis Zhen, U.S. EPA Region 10; Holly Wilson, U.S. EPA Office of Air Quality Planning and Standards; Carl Lindquist, Central Lake Superior Watershed Partnership

Preventing pollution (P2) involves working together as a community to identify green and cost-saving alternatives to the materials, processes, appliances, and chemicals that lead to detrimental environmental impacts. Effective P2 programs

respond not only to local health and environmental issues, but also to small business needs in the spirit of non-regulatory innovation. U.S. EPA's Community Action for a Renewed Environment (CARE) projects have been promoting P2 through incentives, technical assistance, education, and other voluntary measures in communities across the country. Through CARE, communities create local collaborative partnerships that implement local solutions to reduce releases of, and minimize exposure to, toxic pollutants.

Keep Rural Communities Involved and Informed about Chemical Weapons Destruction

Jeannine Natterman, Colorado Department of Public Health and Environment

One of the toughest aspects of environmental cleanup programs for communities is the time it takes to get from investigation to cleanup completion. Destruction of the chemical weapons at the Pueblo Chemical Depot has been an issue since the late 1980s. In 2007, the weapons are still there, and with current funding commitments, will likely be there until the current projected completion year: 2020. With so many programmatic starts, stops, and slowdowns, it has become increasingly difficult to get—and keep—the community's attention and involvement. The diversity of Pueblo County's population requires a full and versatile community involvement and public participation toolbox. Pueblo County has both rural and urban components, and each has its preferred forms of communication. Public information professionals responsible for maintaining open communication channels are using a variety of activities to accomplish this goal, the most important of which is conducting interviews to evaluate how community members see the project at any given point and what they need to understand the complex, and at times frustrating, bureaucratic process.

Libraries as Environmental Information Centers: How To Maximize Community Collaborations

Frederick Stoss, University at Buffalo

Libraries are time-honored and trusted components of the community landscape. They are places to think, gather, and find resources. Libraries and librarians help the communities they serve by gathering factual information to increase the understanding of issues, alert community stakeholders to the ramifications of various factors, and use the factual information and stakeholder involvement to influence or change outcomes. All of these steps are enhanced by involving libraries and librarians as community partners.

The search for environmental information is similar to standing at the base of a towering cliff unprepared to begin the laborious climb. You are likely to be looking at only a small part of the whole mountain of information, with (real or perceived) difficulties and frustrations that prevent you from finding a direct and successful route to the top of the mountain of information in front of you. This presentation will show you how to use library collections, expertise, and services effectively, and how to develop your skills for networking and finding critical environmental information.

Partnering Community Lawyers and Organizers To Build Community Involvement

Steven Fischbach, Rhode Island Legal Services; Veronica Eady and Chris Johnson, New York Lawyers for the Public Interest

A basic tenet of environmental justice is meaningful involvement by low-income communities and communities of color in decision-making by environmental regulators. Community groups representing low-income and non-white communities frequently seek legal assistance to obtain meaningful involvement in environmental decision-making, but in many cases, the lawyers themselves fail to involve their clients meaningfully in developing legal and non-legal strategies.

Community lawyering is an emerging approach that embraces client involvement in representing community interests. Instead of dictating strategy, practitioners listen carefully to their clients and welcome their involvement in virtually all aspects of legal representation. Community lawyers also team up with community organizers to help community groups develop strategies for environmental justice campaigns. This session will introduce participants to the use of community lawyering. Panelists will discuss the roles of lawyers, organizers, and community groups in environmental justice campaigns, using examples from their work. Participants will take part in a role-playing exercise by assuming the role of lawyer, organizer, or community resident. A hypothetical environmental justice controversy will be presented and participants will be asked to develop strategies to address the controversy using their assigned role. At the end, participants will be asked to describe the challenges posed by teaming lawyers, organizers, and community groups.

Tuesday, June 19, 2007, 4:15 – 5:30

Fostering Diverse Community Involvement through Youth Outreach

B.J. Cummings and Lorena Jimenez Sepin, Duwamish River Cleanup Coalition

The Duwamish River Superfund Site runs through Seattle's most ethnically diverse and lowest-income neighborhoods. Numerous attempts to involve the Latino and non-English-speaking population in Superfund cleanup decisions have not been effective even when culturally appropriate food, bilingual child care, and simultaneous translation at public meetings were provided. A 2005 survey revealed that the highest priorities for many families in the neighborhood are not environmental but center instead on youth problems – drugs, gangs, and violence. The Duwamish River Cleanup Coalition (DRCC) – EPA's Community Advisory Group for the Superfund site – responded by developing the Urban Environmental Justice Youth Corps, a bilingual youth program for Latino and at-risk teens. The program responds to the community's self-defined needs by engaging local teens in positive, skill-building activities while exposing them to educational and community service activities related to the environment. The goal of the program is to increase the Latino community's understanding of and involvement in the Superfund cleanup by positively engaging young people in the community. The session will describe the program and its results to date. It will interactively engage participants in exercises and activities used with youth in the program.

Lake Apopka Farmworkers Community Health Study

Jeannie Economos, Ron Habin, and Geraldean Matthew, Farmworker Association of Florida

Lake Apopka is Florida's most polluted large lake. Studies have linked agricultural pesticides in or around the lake, specifically organochlorides, to alligator and other wildlife abnormalities, including population declines. Former Lake Apopka farmworkers chronically exposed to these same pesticides are experiencing significant, even life-threatening health problems that many believe may be connected to exposure to multiple sources of environmental contamination, including the highly toxic pesticides used on the vegetable farms on Lake Apopka. Community members worked with the Farmworker Association of Florida to develop the Lake Apopka Farmworkers Environmental Health Survey to gather data on the health status of the community. Community leaders and an independent anthropologist drafted a survey instrument and trained community members to use the survey to interview their peers. The final 53-page survey report is a compilation of data collected and analyzed over an 18-month period, during which 148 people were surveyed and data results compiled.

Participants in this session will acquire a greater understanding of the health problems experienced by the former Lake Apopka farmworker community. Participants also will learn about a replicable community-based model that can be used to gather information about environmental health issues, and how community health research can be used as leverage to improve local health care for farmworkers and others.

The Language of Participation: Engaging Stakeholders in Ethnic Communities

Paul Hubler, Alameda Corridor-East Construction Authority; David Lang, Lang, Pan, Chan Public Relations; Nathan Springer, Lee Andrews Group, Inc.

The rapid growth and diffusion of multi-ethnic communities across the U.S. poses unique challenges to public involvement professionals trying to engage stakeholders from numerous cultural and language backgrounds. The San Gabriel Valley, just to the east of Los Angeles, is at the forefront of these demographic changes. It is home to the largest concentration of Chinese-speaking residents in the U.S. and some of the largest Latino, Vietnamese, Korean, and Filipino-American populations. The presenters will demonstrate effective multi-cultural public involvement techniques from years of experience in outreach to Latino and Asian-American communities on environmental and government projects and programs.

Participants will learn how to develop and implement a successful multi-lingual and multi-cultural outreach program while avoiding common pitfalls. Topics will include targeting outreach to multi-cultural communities, identifying and building relationships with local ethnic leaders, connecting with constituencies through ethnic media, and engaging stakeholders of diverse backgrounds. The workshop will help participants learn how to integrate the values of diverse communities into program and policy goals.

The “Cadillac” of Superfund Community Workgroup Communication Plans

Anne Moore, Minnesota Pollution Control Agency; Lisa Neitzel, JPG Group

Likely community roadblocks = dozens; state government staff = 0. That is the typical scorecard Superfund Community Workgroups are dealt. In this interactive session, you will learn and discuss what is referred to as “The Cadillac of Communications Plans” for the country’s first Superfund cap-and-dredge sediment remediation project. Rather than create an us vs. them scenario or a Katrina-like response to a possible air-quality emergency and temporary relocation of local residents, Minnesota regulators, responsible party representatives, and contractors eliminated the usual (and some unusual) roadblocks and built bridges with the affected community. They combined exceptional communication strategies and tools, public service, easy-to-understand air-quality pollutant and health-related information, innovative air-quality monitors, and relevant external resources (such as those from the American Red Cross, local fire chief, and U.S. Coast Guard) to build a comprehensive, caring, and well-orchestrated response.

Participants will be encouraged to weigh in on whether the priorities, crisis-planning strategies, and tools (including customized light signals indicating current air pollutant concentration, real-time web graphics, broadcast phone banks, and meetings with affected-but-unrelated local workplaces) worked and how their own experiences might have created a different or better outcome. You will come away from this session with a realistic, proven communication action plan that includes strategies for dealing with a wide variety of real and potential internal and external roadblocks.

Using Community Benefits Agreements To Improve Your Environment

Michael Wenstrom, U.S. EPA Region 8; Larry Howe-Kerr, Catholic Diocese of Pueblo

This session uses a case study to examine how community benefits agreements can be used to improve the environment. When Xcel Energy proposed a new 750-megawatt coal-fired unit for its Pueblo Comanche plant in southern Colorado, the community, which is about 50 percent Latino, was sharply divided.

At a public meeting convened by the Public Utilities Commission (PUC), more than 20 community members testified against the expansion. It was estimated that the prospective plant’s added mercury emissions would increase Pueblo’s share of state airborne mercury emissions from 38 percent to nearly 50 percent. After the meeting, Xcel approached the community to discuss what Pueblo residents would need to turn around their opposition to the proposed new plant. A group of community stakeholders and regional and national environmental groups was formed to negotiate with Xcel. After extensive negotiation and exceptional effort by both sides, agreement was reached on a plan that provides broad and significant environmental benefits valued at \$300 million to the community, including a net reduction in both nitrogen oxides and sulfur dioxide emissions from the combined plants. New and positive, though somewhat guarded, relationships have set a new baseline for this type of negotiation in the future.

Wednesday, June 20, 2007, 8:30 – 10:00

Building Community Involvement at the Church Rock Chapter To Strengthen Navajo Sovereignty

Lillie Lane and Diana Malone, Navajo Nation Environmental Protection Agency; Larry King, Church Rock Uranium Monitoring Project; Chris Shuey, Southwest Research and Information Center

The Navajo Nation Environmental Protection Agency (NNEPA) diligently protects the environmental resources of the Navajo people and their lands. NNEPA has worked with many communities, but the Church Rock Chapter and community is unique because it has been impacted by former uranium mining and milling and currently is dealing with proposals for new uranium mining. The collaborations of NNEPA, the Southwest Research and Information Center, and Church Rock Chapter have proven to be a successful model for Navajo Nation chapters and communities.

Each of the 110 Chapters of the Navajo Nation is a local government authorized by the Local Government Act of the Navajo Nation to address local issues and concerns. The Church Rock Chapter wants to create a healthy community for its elders and younger generations. To do so, it has been seeking new knowledge and forming partnerships with other tribal, federal, and non-governmental organizations to begin addressing detrimental environmental impacts. The Church Rock Chapter has succeeded in this effort with the help of scientific experts from the outside the tribe, tribal environmental professionals, and the true desire of the Navajo people for a clean and healthy community.

Ensuring Community Involvement When Siting Schools on Contaminated Sites

Steven Fischbach, Rhode Island Legal Services; Stacey Gonzalez, Center for Health, Environment & Justice; Veronica Eady, New York Lawyers for the Public Interest

Local school districts in low-income communities across the nation are choosing to build schools on or near former industrial sites, garbage dumps, and other contaminated properties and are doing so with little or no community involvement. Once the community learns that a contaminated site has been chosen for a new school, the remaining opportunities for community involvement usually are limited to decisions about investigating the site and developing a site cleanup plan. That process, which is dominated by environmental consultants and regulators who already know the process, leaves local residents playing catch-up because they typically lack the necessary scientific and regulatory expertise and the financial resources to hire their own experts.

In this session, the presenters will discuss case studies that typify the lack of community involvement in selecting new school sites and in investigating and cleaning up the sites. Using the case studies as a starting point, participants will be asked to develop a list of practices to increase community involvement in the school site-selection process and in the development of cleanup plans for selected sites that have environmental contamination. That list will be compared with the findings of an EPA-funded research project that focused on existing community involvement practices regarding the selection of school sites on or near sources of environmental pollution.

“Pooches for the Planet”: Neighborhoods Working To Reduce Pet Waste

Nanette O’Hara, Tampa Bay Estuary Program

Pet waste is increasingly being identified throughout the nation as a significant source of both bacterial contamination and excess nutrients in urban waterways. The Tampa Bay Estuary Program’s (TBEP) “Pooches for the Planet” program seeks to increase awareness of the public health and water quality impacts of dog poop, and to encourage dog owners to pick up after their pets. Using community-based social marketing techniques, TBEP initiated an eight-month intensive pilot project in 2006 in a neighborhood bordering a Tampa Bay tributary that is designated as impaired for fecal coliform. The neighborhood contains an extensive park and greenway system that is popular with dog walkers. Baseline data on dog poop in the park was collected and displayed on a GIS map, presentations were made about the problem to the civic association, and a monthly information station was staffed by neighborhood residents to provide free information and poop bag dispensers to dog owners. Follow-up mapping was conducted every two months to determine progress in reducing pet waste along the waterfront. The program received extensive publicity and is now being expanded to other neighborhoods. This presentation will explore the techniques and messages that were successful and those that were not. It will examine how environmental results were calculated and discuss how the program was modified as a result of lessons learned along the way.

Strategies for Meaningful Community Engagement in Brownfields Redevelopment

Lynn Ross, American Planning Association; Mary Nelson and Mildred Wiley, Bethel New Life, Inc.

What does it take to create and maintain a collaborative brownfields redevelopment process? What are the best strategies to foster meaningful community engagement? In many brownfields redevelopment projects, community groups are left out of the process; however, they represent the main constituency that suffers from the negative impact of vacant and abandoned brownfield sites. The American Planning Association and Bethel New Life, Inc. are currently working under a U.S. EPA grant to create a workbook and training program designed to help community development corporations (CDCs), empowered residents, and similar groups actively and effectively participate in brownfields redevelopment.

Session participants will hear about the “Creating Community-Based Brownfields Redevelopment Strategies” project experience. The session will explore different tools and techniques identified by APA and Bethel for educating and engaging the community in brownfields redevelopment issues. The session also will feature an interactive discussion with participants about their own experiences (positive and negative) in engaging communities around brownfields issues. The results of the discussion will be incorporated into the final workbook and training module. Participants will leave the session with a better understanding of how the community perceives brownfields redevelopment and some tools with which to boost community involvement.

Using Your Job as a Leadership Platform: Practical Skills/Techniques

Bill Long and Jeremy Ames, U.S. EPA

Community-based projects can achieve extraordinary results with the right kind of leadership. In the United States, we have the knowledge to control community-level air toxics and already have models that work for most environmental problems. We also know that implementing environmental programs requires a shift from a project management approach to a leadership approach that mobilizes essential players and resources. This leadership style is a skill that can be learned, but it takes clear intent, courage, and, most importantly, significant support from peers and mentors.

This session will be facilitated by U.S. EPA's Community Leadership Training team (CLT). The CLT teaches individuals and groups how to tap into existing resources, relationships, and energy in their communities to achieve compelling air toxic reduction goals, such as reduced asthma rates, cleaner air in schools, and radon reduction. An accelerated leadership approach helps community leaders generate excitement, form partnerships, make deals, break through complexity and obstacles to participation and solutions, and secure the resources needed to achieve dramatic air toxics reductions.

You Are in My Community AGAIN – What Are You Looking for NOW?

Stephanie Y. Brown, U.S. EPA; Yawanna McDonald, Foothills Community Partnership; Sonja Favors, Alabama Department of Environment; Shirley Baker

Picture this: You are tasked with getting 12,000 access agreements from homeowners to sample properties for lead. You have only 45 days to do it, and you face numerous challenges. The communities to be sampled include an economically challenged environmental justice community and areas with active Superfund sites and industrial facilities. And, in the midst of an ongoing cleanup of PCB-contaminated properties, previous lawsuits on toxics issues resulted in settlements in which some people were said to have benefited who should not, while others, who should have benefited, did not.

This workshop will transport participants into these communities, visually and emotionally. Participants will hear how we approached a series of challenges, including an agreement that let outreach workers drop off information requesting permission to sample properties, but did not allow them to talk to homeowners. Learn about how EPA, the state environmental agency, and the potentially responsible party teamed up for an aggressive door-to-door campaign to get the word out, and how one community member voluntarily and single-handedly organized an effort to ensure that community members had the opportunity to participate in the sampling of their properties.

How would you have responded to our request? Would you have signed an access agreement if you lived in this community? What could we have done differently? You tell us! Participants will formulate a long-term community involvement plan for a community that is reluctant to participate and is facing environmental issues that will take many years to address.

Wednesday, June 20, 2007, 12:45 – 2:15

Community Organizing for Environmental Change: Lessons Learned from the Jacksonville Community Affairs Subcommittee

José Francisco García, Jr., U.S. EPA Region 9, Dr. Mildred McClain, Harambee House/Citizens for Environmental Justice; Diane Kerr, North Riverside Community Development Corporation; Dr. Angela T. Alleyne, Edward Waters College; Kenneth Pinnix, Jacksonville Community Development and Brownfields Redevelopment Program

This session will cover lessons learned from an extensive effort by the Jacksonville Community Affairs Subcommittee to engage residents; other federal, state and local agencies; nonprofit organizations; and academic institutions in a forum to address some of the most pressing environmental injustice issues impacting Jacksonville, FL. Special attention will be given to how the community plans to sustain efforts to resolve environmental and health problems in Jacksonville. A community-driven planning committee has worked for months to identify environmental and health issues that are of concern and bring together the right stakeholders to address them. These efforts will have culminated on Monday, June 18th, at a facilitated public collaborative problem-solving session designed to address environmental injustice issues identified by the community.

Destination Healthy Kids: Roadmap for Schools, Communities, and Health Organizations

Pamela Collins, American Lung Association; Debra Price, Environmental Protection Commission of Hillsborough County; Tracee Binion, Jefferson County Board of Education

A report from the National Academy of Sciences' Institute of Medicine finds evidence linking common indoor pollutants to the development or worsening of asthma symptoms in susceptible people. The report states that "better communication between medical, public health, behavioral science, engineering, and building professionals is likely to result in more informed studies on the causes of asthma and the means to limit problematic exposures." This session will describe and provide data, methods, and frameworks available to encourage collaboration among schools, homes, and impacted communities for recognizing existing and emerging air pollution threats and identifying courses of action. Each presenter will provide an overview of their program and highlight the struggles and successes they have had along the way to accomplishing their missions.

Getting the Word Out – Strategizing Effective Public Communication

Sandi Potter and Mary Rose Cassa, California Regional Water Quality Control Board; Lucy Goodell

This session will describe the Water Boards' public participation tools and present a case history of community involvement. The case concerns a site where volatile organic compounds from a groundwater plume beneath their community were detected in several homes.

The nine California Regional Water Quality Control Boards (Water Boards) are public agencies and their key decisions are made in a public process. In the case of actions by the Boards during a public meeting, the process includes public notice of the agenda and a public comment period followed by a Board action in an open meeting; however, in the Water Boards' site cleanup program, Board staff make many decisions outside the formal Board setting that could affect stakeholders. Such decisions could concern sites that may not rise to the level of requiring a Board hearing, or involve reaching a milestone before a Board hearing is required. Providing opportunities for public involvement in our site cleanup program increases the quality and the credibility of the Water Boards' cleanup decisions.

Staff must address public participation for the whole range of cleanup sites overseen by the Water Boards. These range from higher-threat sites (sites that pose significant threat to water quality or human health or sites that are complex, such as federal Superfund sites) to lower-threat sites (e.g., most leaking underground fuel tank cases). The presentation will include opportunities for participants to develop key components of communication to the affected residents about the contamination.

Technological Solutions to Engaging Citizens: How To Expand Your Reach

Evan Paul and Susanna Haas Lyons, AmericaSpeaks

Traditional face-to-face models of public participation have been used effectively at all levels of government to engage local communities in policy decisions, but these engagement techniques have limitations. For example, it is difficult and typically not cost efficient to use face-to-face models of participation to reach citizens or stakeholders who are widely dispersed geographically or who have physical disabilities.

New models of public participation that feature enhanced use of technology can address many barriers of geography and physical ability. Engaging people in decentralized, user-scheduled dialogue can overcome many geographic and mobility and speech challenges. Alternate public participation techniques, including the use of relatively low-cost technologies, have been used successfully to expand the number of people who can participate in and influence policy decisions.

This session will provide basic principles of effective engagement for use in high-technology, highly interactive, decentralized meetings. Presenters will draw on experiences from their real-life community involvement work to demonstrate the effectiveness of this meeting format. Case studies include:

- Community Congress II, which engaged 2,500 participants across 21 cities to develop the New Orleans Unified Plan for Citywide Redevelopment
- Voices & Choices, which involved the use of on-line dialogues and other innovative engagement techniques to plan economic revitalization for 16 northeastern Ohio counties
- Listening to the City, an on-line dialogue conducted in parallel with face-to-face discussions on the redevelopment of the World Trade Center site

Temporary Transitional Housing for a Tribal Nation 101: Lessons Learned

Pui Man Wong, U.S. EPA Region 9; Cheryl Steele, E² Consulting Engineers, Inc.

In 2006, U.S. EPA's Superfund program conducted a total removal action of mercury and arsenic mine waste at the Elem Indian Colony in Clearlake Oaks, California. Mine waste that had been transported from the adjacent Sulphur Bank Mercury Mine was placed in the reservation's residential area by the Bureau of Indian Affairs in the 1970s. All tribal members residing on the reservation were moved off the reservation and placed in transitional housing for seven months during the total removal cleanup action. This session presents a case study of the process put in place for the transitional housing aspect of the removal action, the interaction with the tribal members and government, community concerns and the responses to those concerns, program successes and failures, and lessons learned.

Vision to Action: A Tool for Community Focus and Motivation

James Waddell, U.S. Army Corps of Engineers; Doris Marlin, Corps of Engineers; Kim Skidmore, Main St. Starke, Inc.

How do you find out what redevelopment actions will maintain a community's enthusiasm? What will make people embrace living in and sustaining their neighborhood? For several years the Brownfields Team of the Corps of Engineers has been developing the Vision to Action tool in cooperation with U.S. EPA Region 4. The tool has been refined based on actual experiences with community members in face-to-face interviews and community pilot sessions. It can be applied to address community needs under a variety of EPA programs. Colorful drawing is key to the success of this tool, which has produced insights into community attitudes that have not come to light in traditional workshops. By encouraging participants to draw and discuss their thoughts, the tool takes individuals' ideas and finds common themes that lead to dedicated action. By seeing what is in each other's hearts without relying on consensus, the process inspires hope, grassroots action, and synergistic connections.

Jim Waddell, who created the Vision to Action tool, will explain the process, and Kim Skidmore of the City of Starke, Florida, will discuss how it helped to energize her rural community's revitalization plans and resolve some community frustrations. Participants will observe the process from photos and videos taken at previous workshops and actively participate by drawing and sharing their own visions. All participants will be able to take this tool and apply it in their own communities.

Wednesday, June 20, 2007, 2:30 – 5:30

Beyond Partnerships: Leveraging the Power of Local Government

Sarah White and Byron Mah, U.S. EPA Region 1

Participants will gain a new perspective about how to work with their case teams to leverage the authority of others. Superfund case teams face many challenges as they try to develop site remedies and site management strategies that are cost effective, easily managed, relevant, and inclusive of the needs of the local population. They interact often with many different key stakeholders, especially state and local governments and community groups. They help the community understand the Superfund process and strive to include diverse perspectives in their decision-making process.

The goal of this presentation is to enhance participants' skills for working with stakeholders and identifying opportunities to foster partnerships that lead to shared solutions at contaminated sites. The presentation will focus on how to build support at the local level for navigating through the intricacies of the politics and the procedures involved in getting things done at most Superfund sites. Presenters will use brief lectures, case studies, and interactive group exercises to translate the course materials into practice. The presenters have extensive experience working with diverse groups of stakeholders at numerous NPL sites across New England.

Jacksonville Communities and Environment, Challenges and Solutions

Aaron L. Hilliard and David Jones, Duval County Health Department; Diane Kerr, North Riverside Community Development Corporation

Without diverse partnerships, individual public and environmental health programs rarely produce maximum results on their own. This session uses lectures and interactive exercises based on actual community-related environmental health issues facing Jacksonville, Florida, to illustrate the effectiveness of a collaborative process developed by the Environmental Health Division of Duval County.

This session will coach you to:

- Implement a community-based methodology to assess the environmental health needs of communities
- Understand the importance of community attitudes and values
- Form the most effective partnerships
- Improve communication to reduce conflict
- Advocate for environmental health-based education through environmental medicine for health care practitioners

Prepare and Respond for Community Involvement during Large-Scale Emergencies

Helen DuTeau, U.S. EPA Region 3; Sherryl Carbonaro, U.S. EPA Region 4; Jessica Wieder and Helen Burnett, U.S. EPA Office of Air and Radiation; Ted Linnert, U.S. EPA Region 8

This dynamic and interactive session is designed for members of the Regional Response Corps and anyone who may be deployed as a public affairs or community involvement resource during major emergencies. Participants will get a crash course in how to work within the Incident Command System and where they are likely to be located during a response. You'll learn about all the different jobs you may be asked to do as a community involvement or public affairs resource, and most importantly, you'll be prepared to respond effectively. At the end of the session, you will be able to:

- Recognize where you fit in the Incident Command System
- Identify the various jobs you may be assigned
- Plan for the unexpected
- Apply key skills needed to manage community involvement during emergencies

Working with Difficult People

Mary Wenska, Wenska Communications Works, LLC

Supervisors, project managers and staff, personnel from other agencies, and community members all have the potential to be demanding, stubborn, frustrating, and intractable—in other words, to be difficult people. Figuring out how to foster productive working relationships with difficult people is an important challenge for EPA and others. This workshop provides useful diagnostic tools for understanding the differences among people and difficult people. It offers practical skill sets and approaches for dealing with personality clashes, divergent priorities, and other conflicts.

Thursday, June 21, 2007, 9:00 – 10:30

Assuring Authority for Impacted Residents in the Collaborative Regulatory Process

Brian Beveridge and Margaret Gordon, West Oakland Environmental Indicators Project; Richard Grow, U.S. EPA Region 9

The West Oakland Toxics Reduction Collaborative (WOTRC) is an innovative partnership between the U.S. EPA and the West Oakland Environmental Indicators Project, a small neighborhood-based community education and environmental advocacy group. Unlike traditional interactions between regulators and residents impacted by the actions of regulated industries, the WOTRC uses an innovative approach to resolving differences. This session presents that creative approach.

In the traditional paradigm, environmental groups and community members join forces to assert power against regulators and industry. In the WOTRC model, all stakeholders, including impacted residents, industry representatives, regulators, and elected officials, sit at the same table, and all agendas are brought into play. Solutions are sought by identifying synergies and using the inter-relations within the collaborative to overcome stumbling blocks. Neutral facilitation of the primary work groups is provided. Having an informed community resident as co-chair of every collaborative work group assures that community priorities are placed in the forefront of the dialogue. Cross-pollination of ideas helps to eliminate duplication of effort and brings available assets into the open.

Building the Capacity of Watershed-Based Community Groups

Wendy Wilson, River Network; Baird Straughan, Institute for Conservation Leadership

This session will share results and techniques used by River Network (RN) and the Watershed Support Network (WSN) during a three-year, U.S. EPA Targeted Watershed Initiative Capacity-Building Grant to produce the organizational and technical capacity of watershed partnerships across the country. This framework, which was created by the WSN, is an important step forward in the practice of measuring environmental results of capacity-building efforts. WSN trainers established measurable parameters, such as Indicators of Organizational Strength, Indicators of Best Management Practices, Community Involvement Measures, and Indicators of Watershed Participation.

Preliminary results indicate dramatic organizational and environmental outcomes: Eighty-four percent of the watershed groups reported greater community involvement; 61 percent said they changed public attitudes; 43 percent reported behavioral changes in ways that reduce pollution; 11 percent improved cleanup efforts at contaminated sites; 7 percent improved waters used for swimming; and 5 percent improved drinking water supplies. Watershed groups that received capacity-building help from WSN trainers were demonstrably stronger organizations, as well. The median budget of these groups increased by \$18,000. They diversified their funding sources by adding new revenue streams to their budgets, and they were less financially reliant on EPA 319 funding.

Communication Methods for Turning Mercury Spills into Community Teaching Opportunities: Models, Methods, and Tools

Brendan Boyle and Kory Groetsch, Michigan Department of Community Health; Ralph Dollhopf, U.S. EPA Region 5; Dorothy Gonzales, Genesee County Health Department

Liquid elemental mercury spills in schools, hospitals, nursing homes, and commercial buildings pose a health hazard for those exposed, and they often raise public concern and attract media scrutiny. Indoor mercury spills present unique opportunities to educate the media and public about the sources of mercury in their community and the harmful effects of mercury contamination to exposed people and the environment. In this session, attendees will participate in a tabletop exercise designed around a public-venue liquid mercury spill event. The exercise demonstrates the results of multi-jurisdiction cooperation, provides examples of communication opportunities for educating the public about mercury, and shows how to prepare and communicate key messages, including examples of press releases and letters to concerned individuals (e.g., parents of school children and relatives of patients). We will discuss how this process currently works in Michigan and highlight the cooperation between the U.S. EPA, state health and environmental agencies, local health departments, and local administrators (i.e., school, hospital, nursing home, and clinic administrators, or building owners) in responding to mercury spill events. Participants will take home the Michigan model and several tools to manage communications in public-venue liquid mercury spill events.

The Former McClellan Air Force Base: Taming the Beast

Linda Geissinger, Shelley Crull, Joseph Clark, and Brian Sytsma, Air Force Real Property Agency

This session presents a case study about the Air Force base ranked highest on the National Priorities List (NPL) and the community involvement program that tamed it. McClellan Air Force Base closed in 1995 as part of the Base Realignment and Closure Act. Today, despite its NPL ranking, the local community overwhelmingly supports the Air Force's environmental program. In this session, learn about activities to reach your targeted community, and see how the Air Force communicates difficult information, combats negative media, and works with contentious issues.

McClellan's Restoration Advisory Board went from bad, to worse, to "You're fired!" See how the military pulled out of this tailspin to create a cadre of genuinely interested community participants who discuss the cleanup issues within their interest groups and tell the Air Force what they believe is acceptable and of value to them.

The Whole Enchilada – An Innovative Turn-Key Approach to Environmental Ed

Mary Jean Hayden and Sara Snell, Texas Master Naturalists

"Bay and Island Adventures" goes beyond developing a curriculum and training teachers. The program's community volunteers sponsor, manage, and conduct a year-long interactive curriculum that teaches students and educators about local ecosystems. Volunteers provide all equipment and supplies, train interested teachers, conduct six in-class modules, lead a Junior Naturalist club, guide both class and club fieldtrips, conduct the Camp Wild summer day camp, and fund all program elements.

Presenters will discuss what worked and what did not during the last five years. They will share successful techniques for developing a partnership with school administration and classroom teachers; identifying, recruiting, training, managing and retaining a cadre of motivated volunteers; locating the money; and, most importantly, how to keep it fun for everyone involved. Session participants will see a short Camp Wild video, conduct Junior Naturalist club experiments, and do a bit of volunteer recruitment role-playing. A CD of program materials is provided for participants interested in developing a similar program.

Utilizing Healthy Housing Concepts To Improve Community Health

Marva King, U.S. EPA CARE Program; Margit Brazda Poirier, Center for Environmental Information; Marlene Grossman, Pacoima Beautiful; Ralph Scott, Alliance for Healthy Homes

No family should have to choose between affordable and healthy housing. Healthy Homes is a century-old concept that promotes safe, decent, and sanitary housing as a means for preventing disease and injury. Creating healthier housing promotes healthy growth and development of children and has the potential to save billions in health care costs. Healthy housing is receiving considerable attention from public health professionals and policymakers as a result of emerging scientific evidence linking health outcomes, such as asthma, lead poisoning, and unintentional injuries, to substandard housing. Even newer, expensive homes may have hazards lurking within. With more than six million substandard housing units nationwide, the need to prevent the public health problems that stem from them is enormous. During this session, the concept of healthy homes will be introduced, with special emphasis on integrated pest management, which is the most effective tool to reduce exposure to pests and pesticides.

Thursday, June 21, 2007, 1:30 – 5:30

Eight-Hour Sessions (continue on Friday morning)

Be Prepared – Working with the News Media

Pamela Avery and Dominic Frederico, Bozell LLC

Registration Restricted: This course is open ONLY to EPA, other federal, and state participants and is limited to 12 participants who have taken a basic media/spokesperson training workshop.

Media/spokesperson training is a must for anyone called upon to speak about an EPA program, project, or issue. What you say and how you say it is critical to getting information out to the news media, community groups, and others. This workshop is designed to give participants the confidence they need to explain their work and talk about tough issues. Participants will learn how to prepare for interviews and public speaking engagements, craft appropriate messages, and deliver those messages effectively – under pressure or in a crisis. They also will learn how newsrooms operate and their rights as interview subjects.

This highly interactive course features customized scenarios relevant to each participant's programs or projects, and one-on-one videotaped training sessions with a professional interviewer and TV photojournalist. Each participant will receive an EPA Media Training Manual that includes topics covered in the workshop.

Community Involvement and Your Thinking Style

Alvin Chun, U.S. EPA Office of Research and Development; Renelle Rae, U.S. EPA Office of Air and Radiation

Everyone working on a community involvement project contributes to its success or failure. While reaching agreement and a commitment to action is challenging and complex, it helps ensure success. This eight-hour workshop provides some insights on:

- Essentials for building individual rapport and a high-trust environment
- Understanding your style of thinking and that of others
- Persuading others to take action
- Overcoming differences
- Resolving conflicts

Building rapport starts with knowing how others think. Participants will have an opportunity to take the "Styles on Thinking Questionnaire (InQ)," which is on cognitive thinking preferences. The self-scoring InQ provides insights on an individual's strategies for communicating information, asking questions, making decisions, persuading others, and building community. Teams, action groups, and communities are comprised of people with a variety of views and thinking styles. The InQ can be used as an "ice breaker" or team-building exercise to shape a cohesive, collaborative community action group.

You Get What You Measure

Shanna Ratner and Melissa Levy, Yellow Wood Associates, Inc.

Everyone likes to see progress. Measurement provides tangible evidence of progress that motivates further action. This is true whether the goal is physical fitness, fund raising, environmental health, or literacy. Measurement helps people know where they are now, and helps them get to where they want to be. The measurement process presented during this session can be used to test your assumptions about the way the world works, reframe what is important to you, and create a new focus for your energies. What do you really want? And how will you know when you're getting it? In a world that is beginning to recognize the difference between outputs (the things we do) and outcomes (what actually happens as a result), increasingly we are asked to provide concrete evidence that our efforts are making a difference. The process of identifying indicators and developing measures of progress can be a powerful tool for personal and organizational development as well as a key to reflection and learning. This workshop will engage participants in clarifying goals, identifying indicators and effective measures on progress, and learning to use new information to make better decisions.

Four-Hour Sessions

Learning from Disaster: Gulf Storms, Environmental Threats, and Disaster Preparedness

John Sullivan, University of Texas Medical Branch; Bryan Parras, Texas Environmental Justice Advocacy Services

In this session, participants will:

- View a film entitled “after the wind, child, after the water’s gone,” which documents post-Katrina interviews with environmental advocates and citizens. The film was compiled on site in six south Louisiana parishes between October 5 and December 21, 2005. It was an Official Selection in the 2006 New Orleans International Human Rights Film Festival and has been screened in numerous regional venues, including Rice University’s Media Center and the Southwest Regional Global Health Education Conference 2006.
- View a PowerPoint presentation that describes how content from these interviews and an analysis of environmental sampling and epidemiological data from federal and state agencies informed the design and implementation of a Community-Based Participatory Research process. This research process focuses on identifying and addressing site-specific aspects of coastal deterioration; evacuation procedures; immediate and ongoing mental health issues; and specific environmental health threats from mold, water and wind borne pathogens, and industrial and household toxics in south Terrebonne-Lafourche parishes.
- Learn about elements of Community Environmental Forum Theatre to establish local storm threat priorities, evaluate contingency plans, and develop effective models of risk communication.

Merging Appreciative Inquiry and World Café for High Engagement Events

Claudia Haack, Virchow, Krause & Company, LLP

Participants will learn the basic principles of Appreciative Inquiry and World Café, which are two methods that help diverse and divisive stakeholders find common ground for sustainable action. These techniques have been applied and proven effective in a wide range of situations—from traditional outreach efforts to innovative public-private collaborations.

Appreciative Inquiry promotes positive change by helping participants discover what works well and create a mutual vision from which to act. Instead of reiterating and differentiating problems further, Appreciative Inquiry helps people look for solutions together. It is an ideal planning and management tool because it catalyzes a cascade of conversations about what has been most successful and builds on it.

World Café is an easy-to-use method that gathers people at small tables to engage in conversations that matter. It fosters collaborative dialogue, particularly in large groups as people rotate from table to table. The method keeps people moving forward, thinking outside the box, and building on one another’s ideas. World Café is used to engage people, especially those who do not know one another, in authentic conversation to generate input, share knowledge, and conduct in-depth exploration of key strategic challenges or opportunities in a very short period of time.

Vapor Intrusion: Dealing with a Silent Threat and Public Uproar

“The ABCs of XYZ Site” Training Exercise

Vance Evans, Marcos Aquino, Andrew Fan, and David Polish, U.S. EPA Region 3

Experienced communications specialists and technical presenters will use hands-on technical instruction and a tabletop mock public meeting exercise (based on actual site scenarios) in this interesting and challenging workshop. The goal is to help Community Involvement practitioners and others understand basic vapor intrusion science, provide more effective environmental education and facilitate better community involvement. Skills learned can be applied to other types of difficult site scenarios.

Although EPA has addressed soil, air, and water contaminated with volatile organic compounds from spills, etc. for many years, the focus has broadened recently to include vapors that move from the ground to indoor air ("vapor intrusion"). Vapor intrusion sites, particularly those with leaking underground tanks, pose many technical issues and raise public concerns; due to the uncertainty about extent of contamination and length of residential exposure to site-related (or even house-related) vapors. In some cases, concern can turn to fear, hostility and distrust. This can not only hamper site investigations and cleanups, but also hinder EPA's ability to communicate complex technical issues and data.

Addressing concerns about vapor intrusion requires a commitment to effective stakeholder involvement and to identifying and eradicating potentially damaging personal agendas. Environmental cleanup professionals and responsible parties must be sensitive to the need to both gather data and conduct cleanups, as well as managing effective and empathetic communication dynamics. Likewise, the community and government officials must work to maintain a healthy balance of concern, effective participation and restraint. This exercise addresses these needs and can help participants improve the two-way communications dynamics involved with addressing environmental issues.

Friday, June 22, 2007, 1:30 – 5:30

Eight-Hour Sessions (continued from Thursday afternoon)

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Four-Hour Sessions

Community-Based Mapping with Geographic Information Systems

David Padgett, Tennessee State University

The primary objective of this workshop is to train community organizations and stakeholders on the use of geographic information systems (GIS), global positioning systems (GPS), and remote sensing technology to document and map community environmental problem sites and community environmental assets. Environmental problem sites may include dilapidated buildings, toxic substance releases, and illegal dumpsites. Examples of environmental assets are informal emergency shelters, green spaces, and urban trees.

Participants will be led through a mock spatial data collection process using GIS and GPS. The session will begin with a presentation of examples of community mapping projects. After brief preparations, the group will move to the outdoor data collection phase of the workshop, during which they will use hand-held GPS receivers to collect point locations and attribute information on sites of interest. The handwritten data collected during the outdoor exercise will be converted into digital format and included in GIS maps. A group discussion will focus on how the GIS maps and their supporting attribute databases can enhance residents’ efforts to locate and monitor the status of problem sites or highlight community assets, especially sites without easily identifiable street addresses. Low-cost and free methods and resources for effective community-based mapping will be shared. Participants will learn the ways stakeholders can use community mapping to graphically display places where corrective action is needed and how these maps can be used to demonstrate community needs in support of grant writing efforts.

Risk Communications: Developing Effective Messages for Community Emergencies

Helen Burnett and Jessica Wieder, U.S. EPA Office of Air and Radiation; Alvin Chun, U.S. EPA Office of Research and Development

During emergencies, public officials often are called upon to talk about risks and safety precautions for the public. Effective communications in these moments can make a significant difference in the outcome of the emergency. Effective risk communications can inspire confidence, build credibility, and most importantly, contribute to saving lives and minimizing injury.

This session will provide an overview of the principles and techniques of risk communication, with a focus on developing and delivering compelling messages for use during an emergency. It will introduce participants to message development and the importance of using easy-to-understand messages and motivate participants to take additional training in risk communications. The training session features simulated emergency incidents in which participants will have an opportunity to apply what they have learned.

Tribal Training Modules for Outreach at Superfund Mine Sites

Brenda Brandon, Haskell Indian Nations University; Terrie Boguski, Sabine Martin, and Blase Leven, Kansas State University

Complex contaminant concerns associated with culturally sensitive issues often exacerbate mine cleanups. Because cleanup activities usually focus on the former active mine area, residents may have the perception that corrective action planned for other impacted areas will be limited or delayed. Tribal stakeholders involved in cultural and subsistence lifestyles in areas surrounding mine sites are especially concerned about the timeliness and completeness of cleanup, as their very existence may depend on it.

This workshop showcases training modules and tools to help tribal communities and other stakeholders understand, communicate, and provide input on technical issues at mine Superfund sites. A multi-media presentation, exercises, and a game will illustrate how to use the training modules on the following topics:

- Culturally Competent Community Involvement Frameworks, which are techniques for engaging communities, reaching consensus about community goals, and getting topics of concern acknowledged and addressed;
- Risk and Traditional Ecological Knowledge tools, including special graphics, fact sheets, diagrams, and evaluation methods that are available to communicate risk and foster useful community input about subsistence lifestyle living and contaminants, such as mercury, selenium, manganese;
- Common Cleanup Approaches at Mine Superfund Sites, including options for remedies to prevent the spread of and exposure to contaminants, which are presented in wall charts and a PowerPoint presentation that can easily be tailored to specific sites; and
- Addressing Environmental Justice Concerns, including ways to acknowledge and address concerns, such as monitoring programs that may not be addressed immediately by the Superfund cleanup.