**CEH Forum Manual**

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# The Big Picture – Program Development

## TIMELINE

This timeline assumes a Dec. 2015 event date:

## CHECKLIST

13-16 MONTHS BEFORE EVENT

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| Program  Development | Determine mission statement, goals, theme, format |  |
| Set target audience |  |
| Convene planning committee |  |
| Develop stakeholder list |  |
|  |  |
|  |  |
| Grants | Write DOE PPG grant |  |
| Research/write other grants |  |
|  |  |  |
|  |  |  |
| Budget | Develop budget |  |
|  |  |  |
|  |  |  |

10-12 MONTHS BEFORE EVENT

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| Program  Development | Select speakers |  |
| Interview stakeholders |  |
| Convene planning committee |  |
| Develop stakeholder list |  |
|  |  |
|  |  |
| Grants | Submit DOE PPG Grant by Jan. 5 |  |
| Submit other grants |  |
|  |  |  |
|  |  |  |
| Logistics | Select venue, confirm date |  |
|  |  |  |
|  |  |  |

7-9 MONTHS BEFORE EVENT

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| Marketing | Create & deliver Save the Date notices |  |
| Draft website |  |
| Draft sponsorship letter |  |
|  |  |
|  |  |
| Materials | Draft program and submit for review |  |
|  |  |
|  |  |
| Logistics | Select caterer |  |
|  |  |  |
|  |  |  |

4-6 MONTHS BEFORE EVENT

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| Program Development | Hire event coordinator |  |
| Draft website |  |
| Draft sponsorship letter |  |
|  |  |
|  |  |
| Marketing | Launch CHE-WA website |  |
|  |  |
|  |  |
| Materials | Finalize program |  |
|  |  |  |
|  |  |  |
| Logistics | Finalize speaker contracts: travel, per diem, etc. |  |
|  | Finalize logistics plan |  |
|  |  |  |

3 MONTHS BEFORE EVENT

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| Marketing | Set up registration with Brown Paper Ticket |  |
|  | PDF graphic for email signatures |  |
|  | PDF for broadcasting in emails |  |
|  | Event abstract |  |
|  | Poster/Brochure/Flyer |  |
|  | Register now email blast |  |
|  | Invite government officials |  |
| Send press release to media |  |
| Prepare “call to action” for social media |  |
| Twitter activation & persons assigned to cover |  |
| Gather logos needed for recognition |  |
| Budget/Grants | Write sponsor package/pricing |  |
| Identify committee members to sell |  |
|  |  |
| Materials | Finalize program |  |
|  | Develop agenda |  |
|  | Develop evaluation tool |  |
|  | Develop other handouts to attendees |  |
|  |  |  |
| Logistics: Accomodations & Travel | Book rooms for speakers/staff |  |
|  | Room Block Code provided in marketing publications |  |
|  | Determine “handlers” for each speaker |  |
| Logistics:  Video/photography | Hire photographer/videographer |  |

|  |  |  |
| --- | --- | --- |
| Logistics:  Audiovisual & Seating | Requirements: internet at podium? Registration tables? Wireless for attendees? |  |
|  | Make seating plan to ensure equipment availablility |  |
| Logistics: Entertainment | Secure entertainers, sign contract, determine equipment needs |  |
| Logistics:  Flowers | Find florist, order flowers |  |
|  |  |  |
|  |  |  |

FINAL PUSH: LAST FEW MONTHS BEFORE EVENT

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| Logistics: Venue | Check venue, review changes & updates |  |
| Secure parking, liquor, other licenses |  |
| Review AV needs, catering, signage, easels, etc. |  |
|  |  |
|  |  |
| Logistics: Catering | Confirm attendees, cost |  |
|  |  |
|  |  |
| Logistics: Recycling | Confirm recycling plan and get containers |  |
|  |  |  |
| Logistics: Volunteer & staff training | Committee members updated on responsibilities  Staff & volunteer training: delegate duties, chain of command |  |
|  |  |  |
| Logstics: Speakers | Confirm & review agenda |  |
|  |  |  |
| Logistics: Entertainment | Confirm & equipment review |  |
|  |  |  |
| Marketing | Send updated press releases |  |
|  | Continue social media outreach & email marketing |  |
|  | Check registration daily |  |
|  | Email/call electeds |  |
|  |  |  |
| Materials | Print: program |  |
|  | Agenda |  |
|  | Participant surveys |  |
|  | Post event survey |  |
|  | Signage day of |  |
|  | Badges |  |
|  | Logistics Plan |  |
| DAY OF EVENT | Volunteer & staff walk through |  |
|  | Designate greeters |  |
|  | Carry communications list w/ contact info: catering, house staff, etc. |  |
|  | Set-up signage, decorations, registration tables, speaker tables, recycling containers |  |
|  |  |  |
|  |  |  |

Post Event

|  |  |  |
| --- | --- | --- |
| LEAD | TASKS | ✓DONE |
| All | Clean up and return equipment |  |
|  |  |
| Communications | Participants survey |  |
| Write summary report |  |
| Thank you notes to volunteers, speakers, sponsors, and organizers |  |
|  | Post summary and videos to CHE-WA website |  |
|  | Write closing press releases |  |
|  | Create action plan, next steps |  |
|  |  |  |
|  |  |  |
| Budget | Prepare final budget |  |

## BRAINSTORM

Use this guideline to facilitate a “BIG picture” brainstorm session with the CEH Forum planning committee.

Ask your team...

**goals**

• What are the purposes and goals for the event?

• What issue(s) do you want to address?

• What are the learning objectives?

• What is the most important thing attendees should walk away with?

**audience**

• Who is the targeted audience?

• Which professions do they represent?

• What will motivate them to attend?

• How much outreach will be needed?

• How many people should attend?

**format**

• How would you design the forum – panel discussions? Small groups? One speaker with the entire audience?

• Will you need an extra room for exhibits?

• How many days?

**speakers**

• Who are the big names in the issues you want to highlight?

• How many speakers do you need?

• What format type would best suit their styles?

• Will an emcee be needed?

**logistics**

• Where should the venue be located?

• What venues are available and how many visitors will they hold?

• Will entertainment be needed?

• How many meals will need to be catered?

**committee planning**

• What will be the roles for committee members?

• Who can be invited to help?

• Who will conduct initial stakeholder interviews?

**date/time**

• What time of year and day will best suit the event goals?

• Are there additional events that would conflict with dates?

## MAP YOUR EVENT

Use this chart to provide a guideline for your event.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| EVENT DATE/TIME | | | SIZE | |
|  | | |  | |
| THEME | | | | |
|  | | | | |
| CONTENT/FORMAT | | | | |
|  | | | | |
|  | | | | |
|  | | | | |
| KEY SPEAKERS | | | | |
|  |  |  | |  |
|  |  |  | |  |
| DESCRIPTION AND ORDER OF EVENTS | | | | |
|  | |  | | |
|  | |  | | |
|  | |  | | |

## RESOURCES

To consider themes and formats for an upcoming forum, first review previous forums and resources from affiliated groups:

***Forum 1*** First day researcher focused, science based look at latest environmental stresses on children’s health. Second day policy opportunities to protect children’s health, featured Ron Sims and Martha Berger. Standard conference style a.m, breakout sessions after lunch. 300 attendees. [See 2009 forum summary](http://www.chenw.org/CEHforum.html)

***Forum 2*** Theme “Stepping It Up Together” identified emerging health trends and encouraged collaboration among attendees. Panel discussions included active audience participation. Small group discussions enhanced collaboration. 125 attendees. [See 2011 forum summary](http://www.chenw.org/CEHforum2011.html).

***Forum 3*** “Healthy Environments for Healthy Babies” was the theme and included diverse participants from public health, community health outreach, early childhood education, and nursing, as well as academic and government sectors. Panel discussions were very interactive; no breakout sessions. 200 people.

[See 2013 forum summary](http://washington.chenw.org/CEHforum2013.html)

Key children’s environmental health organizations:

CHE national

<http://www.healthandenvironment.org>

CHE listserves: Fertility listserve

Washington Toxics Coalition

<http://www.watoxics.org>

University of California San Francisco - Program on Reproductive Health and the Environment

<http://www.prhe.ucsf.edu/prhe>

Oregon Environmental Council

[www.oeconline.org](http://www.oeconline.org)

Physicians for Social Responsibility Pediatric Environmental Health Toolkit[**http://www.psr.org/resources/pediatric-toolkit.html**](http://www.psr.org/resources/pediatric-toolkit.html)

**Environmental Working Group**

[www.ewg.org](http://www.ewg.org)

Healthy Child Healthy World

[www.healthychild.org](http://www.healthychild.org)

Health Care Without Harm

[www.noharm.org](http://www.noharm.org) [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)

## PLANNING COMMITTEE

Planning for the 2013 CEH forum started 15 months before the event. Margo Young, Gail Gensler, and Carolyn Gleason led the initial planning committee and determined the theme, submitted grants, selected a venue, and brainstormed stakeholders to interview. Invitations to forum planning work sessions went out to the CHE-WA listserv a year before the event and the planning committee was expanded.

**2013 Steering Committee**

Aimee Boulanger, CHE-WA Coordinator

aboulanger@whidbey.com

(360)969-2028

[www.healthandenvironment.org](http://www.washington.chenw.org)

Karen Bowman

Karen Bowman & Associates

(206) 617-0844

Holly Davies

Washington State Dept. of Ecology

Carolyn Gleason, MS

Regional MCH Consultant, Region X

US Department of Health and Human Services

Health Resources and Services Administration

Maternal and Child Health Bureau

2201 Sixth Avenue, Suite 843, MS 23

Seattle, WA 98121

(206) 615-2486

[cgleason@hrsa.gov](mailto:cgleason@hrsa.gov)

Gail Gensler Children's Environmental Health Programs  Local Hazardous Waste Management Program in King County 130

Nickerson St. Suite 100  Seattle, WA 98109  (206) 263-3082 phone (206) 263-3070 fax  [www.lhwmp.org](http://www.lhwmp.org/)[/](http://www.govlink.org/hazwaste/schoolyouth/)

Steven G. Gilbert, PhD, DABT

INND (Institute of Neurotoxicology & Neurological Disorders)

3711 47th Place NE

Seattle, WA 98105

Ph: 206.527.0926

E-mail: [sgilbert@innd.org](mailto:sgilbert@innd.org)

web: [www.asmalldoseof.org](http://www.asmalldoseof.org/) - Free E-book

Sonia Hoglander

HomEvolution

[info@HomEvo.com](mailto:info@HomEvo.com)

P.O. Box 3370

Renton, WA 98056

206-604-0836

Rachel Koller

Healthy Home Focus

Kristina Larson

Agency for Toxic Substances and Disease Registry (ATSDR)

Gretchen Stewart

Region 10

Children's Environmental Health

Clean Green and Healthy Schools

206-553-0527

<http://yosemite.epa.gov/R10/ECOCOMM.NSF/childrenshealth/schools>

Nicole Thomsen, REHS

Environmental Public Health Planner

Public Health – Seattle & King County

401 5th Ave, Suite 1100

Seattle, WA 98104

206-263-8516 (direct)

Nicole.Thomsen@kingcounty.gov

Heather Trim

Futurewise

Dennis Weaver

Change your Food, change your life

425-774-8971

Dennis@changeyourfood.com

Margo Young

Children's Environmental Health

U.S. EPA Region 10

1200 Sixth Avenue, Suite 900, ETPA-086

Seattle, WA 98101-3140

[young.margo@epa.gov](mailto:mader.erin@epa.gov)

206.553.1287

epa.gov/region10/children

**2009 Planning Group**

Julia Berg, [Local Hazardous Waste Management Program in King County](http://www.govlink.org/hazwaste/index.cfm) Nancy Bernard, [Washington State Department of Health](http://www.doh.wa.gov/ehp/ts/school/) Aimee Boulanger, [Collaborative on Health and the Environment](http://www.healthandenvironment.org/) Cedar Bouta, [Department of Ecology, State of Washington](http://www.ecy.wa.gov/toxicfreetips/) Angela Delahoz, [Tacoma Smelter Plume, Public Health – Seattle & King County](http://www.kingcounty.gov/healthservices/health/ehs/toxic/TacomaSmelterPlume.aspx) Steve Gilbert, [Institute of Neurotoxicology and Neurological Disorders](http://www.toxipedia.org/display/toxipedia/Welcome+to+Toxipedia) Gail Gensler, [Local Hazardous Waste Management Program in King County](http://www.govlink.org/hazwaste/index.cfm) Jeffersonn Ketchel, [Public Health – Seattle & King County](http://www.kingcounty.gov/healthservices/health.aspx) Kim Radtke, [WithinReach and Breastfeeding Coalition of Washington](http://www.breastfeedingwa.org/) Margaret Shield, [Local Hazardous Waste Management Program in King County](http://www.govlink.org/hazwaste/index.cfm) Miranda Taylor, [Gesundheit Acupuncture](http://www.taylorgoodhealth.com/) Heather Trim, [People for Puget Sound](http://www.pugetsound.org/) Dennis Weaver, [Change Your Food – Change Your Life!](http://www.changeyourfood.com/) Margo Young, [Environmental Protection Agency](http://www.epa.gov/r10earth/)

\*For an example of planning meeting notes see [sample meeting notes](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bECF6D2DC-637D-4085-98E4-4512566DF992%7d&file=Sample%20of%20Meeting%20notes%20CHE%20Forum%20planning%20meeting-2.docx&action=default)

## STAKEHOLDER INTERVIEWS

Once a theme and timeframe is established, committee members conduct stakeholder interviews to help shape the forum. Interviews take about 20 minutes, so stakeholders must first be contacted to explain the event and schedule an interview.

Sample interview questions include:

* How does your work interface with this topic?
* Here are the learning objectives for this event. Do they resonate with you?
* Here are a list of exposure topics we’re exploring. Do these resonate with you? (indoor air quality, lead, flame retardants, etc.)
* Does the event title resonate with you? Why or why not?
* Do you have suggestions for potential venues, funding sources?
* Would you be interested in helping with planning?

For a sample script for initial contact with stakeholders [stakeholder questions opening script](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b77493162-20B1-41DA-8718-63DB553D2A01%7d&file=Stakeholder%20questions%20opening%20script(2)-2.docx&action=default)

For a database of sample interview questions, see [stakeholder interview questions](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bFE7B9117-72C0-4E17-B504-F31FB5E5F7A9%7d&file=CHE%202013%20Forum_Stakeholder%20Interview%20Questions(4)-2.xlsx&action=default)

# Fundraising and Budget

## GRANTS & SPONSORS

Note for planners of 2015 forum:

*Jan. 5, 2015 is the DOE public participation grant*

*deadline for the 2015-17 funding cycle*

Large sponsors for Forum 3 were:

* Washington State Department of Ecology (through a pollution prevention grant or PPG)
* Local Hazardous Waste Management Program in King County
* Institute for Neurotoxicology and Neurological Development (nonprofit).

Other sponsors were invited by letter three months before the event to donate funds, and offered benefits including tabling space, space on the event website and program, literature included in conference packets, etc.

Smaller sponsors of the 2013 forum included NW NAHMMA, EPA and Portage Bay Café.

Even more important than dollar amounts was the group’s willingness to get the word out in newsletters, announcements, listservs, etc., which was considered an “in-kind” contribution.

For sample sponsorship letter see: [NWCEHForum13SponsorshipReques](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b7F509897-3E0B-4D89-BD1B-C39782A831E7%7d&file=NWCEHForum13SponsorshipRequesSept'13t.docx&action=default)

Other grants applied for which were ***not*** awarded include:

NIEHS: National Institute of Environmental Health Sciences

CDC: Center for Disease Control

For a complete list of past grants and supporting information see ***GRANTS*** appendix.

## BUDGET

The budget for the last forum includes venue and audiovisual expenses, refreshments and lunch, registration system fees, scholarships, and stipends for a number of national speakers. Modest registration fees ($40) were collected.

The 2013 forum came in under budget; the event was budgeted for $44,099 and actually cost $34,127. Major expenses included:

Speaker Fees: $10,900.00

Catering: $6862.00

Conference

Coordinator: $4,800.00

Videographer: $4,000.00

Venue: $3,210.50

For the complete NWCEH Forum 2013 final budget see NWCEH Forum Budget Final

# Logistics

## MASTER PLAN

A good place to start getting an idea of what it takes to host a larger event is to review the 2013 master plan, a day-of forum outline of everything that needs to be done.

[Master Plan-Forum 2013](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b7017BD73-D310-475E-974B-B17DEFA41093%7d&file=MasterPlan-Forum2013.docx&action=defaul)

More details on each task are listed in this section.

## EVENT MANAGER

An event manager was hired in June 2013 for the CEH forum. The event manager was a paid position working in support of the planning committee and their committee colleagues on the CHE-WA Children’s Environmental Health working group. She worked as staff support to all needs of the committee and was overseen/directed by the lead planning committee members.

To keep costs low, the event manager encouraged and supported volunteers to accomplish tasks in all areas of event planning, while assuring that tasks were completed and deadlines are met.

The event manager duties included:

1. Program Development: program formation, speaker logistics and evaluation design
2. Fundraising and Financial Management: sponsorship outreach and help with budgeting
3. Logistics support: venue, catering, registration management, presentation materials
4. Marketing and communications: p.r. and design, outreach

To view the 2013 event manager contract, [Event manager contrac](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b67FFACE7-0C9B-4F5C-B655-AA61F65FD512%7d&file=Event%20Manager%20contract.doc&action=default)t

To view the event manager invoice, [Event Manager invoice.doc](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b74B590A3-AA9C-45AB-B593-A883AF52AB1B%7d&file=Event%20Manager%20invoice.doc&action=default)

## VENUE

Choosing a venue, date and time is one of the first steps in planning a forum. Venues can book out 9-12 months in advance. One of the considerations is to make sure there are no conflicting conferences and events. See link to possible conference conflicts for the last forum for ideas of what to consider:

[CHE-WA possible conference conflicts 2013](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b8B36FFCA-BFFE-4219-93E6-1A7AC53B25DC%7d&file=CHE-WA-possible%20conference%20conflicts%202013.doc&action=default)

Both the 2009 and 2013 forums were held at the Tukwila Community Center in Tukwila, WA. The 2011 forum was smaller and was held at the Women’s University Club on Sixth Avenue, downtown Seattle. Feedback from the 2013 forum indicated that the Tukwila Community Center was tight on space and people had trouble viewing slides.

For a larger forum with space for exhibits like the 2013 forum, the following criteria are important:

* Avoid downtown Seattle?(I’m not sure this is a consensus)
* Close to airport?
* Provide plenty of parking
* Be close to a natural environment
* Allow outside catering or feature in-house organic, local catering
* Provide seating for up to 300 people
* Have space for an exhibits, if needed

For the 2013 forum the committee almost selected the Renton Community Center but did not for the following reasons:

* Awkward access to room(s) for exhibit
* Rooms we’d use would be very publicly accessible to the rest of the site
* Felt cramped all around
* Have to be out very quickly – room rental from 6am-4pm, have to be out by 5pm for evening rentals
* Seating capacity: a little small

Based on the above criteria the following venues on the current CHE-WA venue list (see [Venues\_CHE-WA\_2013.doc](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bAA2EBE20-852C-441B-B76B-E08407AB3CA2%7d&file=venues_CHE-WA_2013.doc&action=default)) are worth examining for the next forum, if a larger event is planned:

Des Moines Field House & Activity Center Limited to 250

Des Moines, WA allows outside catering

Swedish Cultural Center Seats 300, only 100 parking

1920 Dexter Ave N, Seattle allows outside catering

Mountaineers Program Center Seats 300, ample parking

Magnuson Park, Seattle allows outside catering

## CATERING

Healthy food is a must for any forum hosted by CEH. Catering for events should meet the following criteria:

* Organic (as much as possible)
* Local
* Delicious!
* Reasonably priced

Many venues have on-site catering that falls short of these criteria. That’s why, as mentioned above in Venues, it’s important to find a place that allows outside catering.

The Portage Bay Café is known for its local, organic, sustainable food; catered Forum 3 (and others?); and was a hit with attendees. See website for menus.

Portage Bay Cafe

<http://portagebaycafe.com/local/home.html>

The third forum was a one-day event for about 200 people, and included:

* Morning food and beverage service with coffee, tea, baked goods and fruit
* Lunch buffet with sandwiches and salads (including gluten free bread)
* Afternoon coffee and tea with cookies & trail mix

Total cost was about $6800 for the day.

See invoice from Forum 3: [Catering invoice](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Logistics/Invoice%20(E06047).pdf)

Contact info for Portage Bay

ROOSEVELT:

4130 ROOSEVELT WAY NE

SEATTLE 98105

206.547.8230

[ROOSEVELT@PORTAGEBAYCAFE.COM](mailto:ROOSEVELT@PORTAGEBAYCAFE.COM?subject=FROM%20WEBSITE)

CATERING OFFICE:

2821 NW MARKET

SEATTLE 98107

206.551.4084

[CATERING@PORTAGEBAYCAFE.COM](mailto:CATERING@PORTAGEBAYCAFE.COM?subject=FROM%20WEBSITE)

CEH working group member Dennis Weaver has contacts with Portage Bay and other local catering companies and should be consulted when selecting caterers:

Dennis Weaver

425.774.8971

[dennis@changeyourfood.com](mailto:dennis@changeyourfood.com)

## EXHIBITS

Another part of the 2009 and 2013 forums was the exhibit area, where children’s health organizations could display their info and staff tables. When contacting venues make sure to reserve this space if needed. CHE-WA member Rachel Koller (862.324.6255) organized this section for the last forum. She started inviting organizations about 3 months before the event, based on a list created by the planning committee.

For the list of exhibitors in 2009 and 2013 see [final exhibit tables 2013 forum.xls](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bA2B71FF7-F387-4475-BE62-EA0ED295347B%7d&file=final%20exhibit%20tables%202013%20forum.xlsx&action=default)

For the table signage used in the 2013 forum see [ExhibitorSigns.pptx](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bAD29CE3C-6B5D-4BBB-9715-AB45C853A92D%7d&file=ExhibitorSigns%20w%20rk%20edit.pptx&action=default)

The number of organizations invited is determined by the size of the available room and number of tables. The 2013 event had fewer tables due to a smaller room.

Below is the email Rachel sent to exhibitors 2 weeks before the forum:

*The CHE-WA forum is just about 2 weeks away! Thank you in advance for*

*tabling at the event. Here's information for the day of on where to go*

*and what to expect. Please don't hesitate to contact me with any*

*questions, and the day of I will be available in person or on my cell*

*862.324.6255.*

*Where: All exhibit tables will be set up in the social hall at Tukwila*

*Community Ctr. There will be a placard on each table noting where each*

*organization should set up. Signage will be in place directing people*

*to the exhibit area.*

*What: We've got 8 - 8' tables total, and each organization has a 1/2*

*table - so approx. 4 feet of table space.*

*When: Please have everything in place and ready to go by 8am. The*

*building will be open for you to come and set up anytime after 7am.*

*Please be staffing your table at the following times:*

*8:00-8:30am: breakfast and registration*

*10:30-10:45am: morning break*

*12:30-1:15pm: lunch*

*2:30-2:45pm: afternoon break*

*4:00-4:15pm: post-forum (this is optional)*

*Also just a reminder to register for the event if you haven't already!*

## VIDEOGRAPHER

Notes from Gail Gensler:

### Estimates

In 2013, we got estimates from two videography people who LHWMP already had under contract; [BergWorks](http://www.bergworksmedia.com) and [Latino NW Communications](http://www.latinonorthwest.com). This meant no competitive bid was needed. Latino NW came in significantly higher but budgeted for 3 cameras, vs. Robert Berg's 2 cameras, and DVD/Master copies whereas Berg did not, affecting the price. Their editing estimates are approx. the same ~$3,000. We selected BergWorks.

The total invoice for video recording with 2 cameras and editing was $3,875. See [**Videography BergWorks Invoice**](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Logistics/Videography_BergWorks_CHE-WA_Invoice_12-10-13-3%20copy.pdf)

**Contacts**

BergWorks: Robert Berg, BergWorks Media, 1224 NE 187th St, Shoreline, WA 98155 206-239-8974

CHE-WA : All contact with BergWorks was handled by CHE-WA member Rachel Koller, [rachel.s.koller@gmail.com](mailto:rachel.s.koller@gmail.com) Her telephone:

|  |  |
| --- | --- |
| **Phone #1:** | 206-297-2610 |
| **Phone #2:** | 862-324-6255 |

**Other videographers**  
Gail also spoke with the KCTV staff videographer, James Burns, to see if this event would interest them. His response follows. It didn’t work out to work with them.

1.      He is only interested in stuff that they could put on the channel.

2.      Send him something in writing.

3.      They would definitely not shoot the whole day; for a conference, he'd shoot just a piece.

4.      He actually prefers shooting a panel over a single speaker.

5.      There would be no charge.

6.      He needs to know if we want them by 3 weeks before the event, if not earlier.

### Edits

For any videographer: expect that someone will have to watch all the footage to catch edits and make comments before final upload. This is what it looked like for 2013: [CHE-WA 2013 Forum Video edits needed](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b29B41C6F-639B-447E-B39A-7E97BFDB4665%7d&file=CHE-WA%202013%20Forum%20Video%20edits%20needed.doc&action=default)

### Payment

IMPORTANT!!  
King County invoices for any given year must be submitted by ~December 10 of the year in order to be paid with $ from that year’s budget.

### Uploading to CHE website

The LHWMP webmaster needed the RAW files to be an .MP4. LHWMP’s webmaster uploaded the files to the YouTube Channel for Local Hazardous Waste Management Program, youtube.com/hazwastehelp. Then Nancy Hepp (CHE-WA webmaster) linked to those YouTube files on the CHE website.

## RECYCLING

CHE-WA member Michelle Gaither handled recycling for the last forum at the Tukwila Community Center. Here are her notes about that event and tips for next time:

* COMPOSTABLES: The last forum venue did NOT have their own compostables collection, although they did have other recycling. I had to bring in compost collection receptacles and biobags, AND haul it all out.
* CATERING: Last caterer used compostable dishes. Also works if venue has washable dishes & dishwasher.
* IMPORTANT: Work with caterers to bring a brand of dishware that is acceptable to Cedar Grove, as there are many “compostable” brands on the market that do not adequately break down in composting, like the brand “Trellis.”
* SORTING: Last attendees fairly savvy at sorting, but I still had to do some sorting. It would be great to have 2 stations, and a dedicated monitor for each towards end of lunch or snack times.
* ANNOUNCING: Don’t forget to tell attendees about recycle/compost right before food breaks.
* SIGNAGE: It would be great to take pictures of dishware, napkins, etc and make our own signs for next time. Signage was too small, had to bend down to read it because didn’t want to add tape to walls. Also too generic, not specific for event.
* SET-UP: Ideally, we'd have 2 or 3 stations, with consistent/same size bins right next to each other (waste, recycle, compost). Instead, the caterers put a few of their own small ones out here and there, then I had these huge round red cans, next to a different size waste bin and yet another size recycle bin. Caterers also put their bins next to the food table, without recycle or waste receptacles nearby, which made it too easy for attendees to just throw everything in there, including recycle/garbage.   I do not suggest this for next time.

For next time, something like this would be great: <http://alinskytradition.wordpress.com/2011/10/25/the-dirt-on-dirt-composting-on-campus/> scroll down.



## NURSING CEU INFO

Certain licensed professionals are required to take continuing education units (CEUs) in order to maintain their license. Nurses fall under that category, and Forum 3 was set up in order to provide 7.5 hours of CEUs to nurses who signed up for them.

We got CEU’s by working with Karen Bowman, who is a CHE-WA member and an Approved Provider. Contact: [kbowman@karenbowman.com](mailto:kbowman@karenbowman.com) 206-617-0844. We had to start the process.

**This text was required to go on the website in order to get credits approved:**

Provider approved: Provider approved by the California board of Registered Nursing. Provider Number CEP 14441 for 7.5 contact hours. Karen R. Bowman, MN, RN, COHN-S CEP Provider 14441 for this course

Course objective: Upon completing this conference, the nurse will be able to: a. List two ways that pre-conception environmental exposures may affect fetal development. b. Define epigenetics and summarize how it may affect reproductive health. c. State one possible, practical application to improving patient care based on the research presented.

Course content:

**Current Research Findings on the Science of Human Fertility, Conception and Fetal Development**   
How we’re "supposed" to develop and function, and some of the potential outcomes when systems are disrupted at vulnerable points in our development (before, during and after pregnancy).

**Cumulative Exposures: It’s Not Just the Chemicals**   
How stress, nutrition, poverty *and* chemical exposures work together to impact the developing child

**Effective Action**New efforts to protect reproductive health

**Emerging Issues**Electromagnetic Fields, Nanoparticles, Obesogens, and Others  
Hot topics on the cutting edge of children’s environmental health –cause for alarm?  
What do we know and how should we be responding?

Refunds: There are no refunds for nonattendance at this conference.

Cancellation policy: This course will not be canceled unless under extreme weather conditions at which time participants will be notified via email.

We also had to give the following information to our Approved Provider (in this case Karen Bowman) as part of her being able to get us CEU’s:

* The final program for the day, listing all sessions and speakers.
* The list of likely questions that will be posed to the speakers for each session. (This is in lieu of getting each speaker’s talk and PPT, since they won’t have these.)

**Who did what?**

**CHE-WA**

* Put the following information onto the website.
* Policy regarding refunds (including time lines) for nonattendance by the registrant.
* A clear, concise description of the course content, objectives, or both.
* Notification process if course is canceled.
* Time period within which the full or partial registration fee will be refunded.
* Developed an evaluation tool for any nurses who wanted credits.
* Got the following information to Karen Bowman.
* Course outline, date(s) and place(s) given.
* Curriculum vitae or resumes for all instructors.
* Name and license number or other identification of RN's taking the course.
* Record of any certificate issued to them.

**Karen Bowman**

* Created and pre-signed the certificates.
* CHE WA gave out the certificates at the event to each nurse in exchange for a completed evaluation.

Links to CEU documents

[Signed CHE-WA certificate](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Logistics/signed%20CHEWA%20certificate%20copy.pdf)

[Cal board of nursing info](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b174F4105-5430-474B-9FA2-017E3C7F3918%7d&file=cal%20board%20of%20nursing%20info%20for%20uw.doc&action=default): criteria for contact hour approval

[Class roster](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Logistics/Class%20roster%20copy.pdf): sample roster

[Course evaluation](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Logistics/Course%20Evaluation%20CHEWA12.13-2%20copy.pdf): sample class evaluation (required for CEU)

## FLOWERS

Flower order from the 2013 Forum:

**Ordered from:** Ballard Market, 1400 NW 56th ST, Seattle, WA 98107  
**Contact there:** Kristen in the floral department: [floral211@tc-markets.com](mailto:floral211@tc-markets.com)

**Cost:** $300.36

**Paid by:**   
Steven G. Gilbert, PhD, DABT, INND (Institute of Neurotoxicology & Neurological Disorders), 3711 47th Place NE, Seattle, WA 98105, Ph: 206.527.0926 E-mail: [sgilbert@innd.org](mailto:sgilbert@innd.org)

**Ordering timing:** We called them ~ 1 month ahead.

**Details:** 68 pots with varied colored flowers/succulents on white table linens

20 round tables with 10 people /table……………………………………….3 small pots/table = 60 pots

4 rectangular tables (2 drink tables, 2 registration tables)…………2 small pots/table =    8 pots

**Other:**   
We offered the following, but they didn’t take us up on this. “If you have little tent cards noting that the flowers are locally sourced and/or grown without pesticides, we’d be happy to put the cards on the tables.”



In 2009 Ballard Market donated half the cost of the flowers for this event; in 2013 we purchased the flowers. In the center of each table we put a group of flower pots together on a doilie with a cut-out of paper dolls of children holding hands around them.

## VOLUNTEERS/STAFF COORDINATION

One month before event, make sure:

* + Committee members updated on responsibilities
  + Volunteers and staff are trained: delegate duties, chain of command
  + Staff training

## ENTERTAINMENT

No entertainment was provided for Forum 3, this is a placeholder in case entertainment is included in future forums.

## PHOTOGRAPHY

A photographer was not hired for the last forum, just a videographer; this is a placeholder in case photography is need for future forums.

# Materials

Day of event materials for Forum 3 included a program, signage, evaluation form, and forms for taking notes and action.

## PROGRAM

CHE-WA members created a 12-page program for the day of the event that included:

* Sponsor logos
* Agenda
* Speaker bios with photos
* Resources section

Timing:

Once speakers are decided on and a venue is established, work should begin on a draft program so that speakers have time to review the program.

Link to program: [NWCEHForum2013Program-2](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/NWCEHForum2013Program-2.pdf)

## OTHER MATERIALS

Other materials participants received:

1. Evaluation form, which could also be accessed online through survey monkey.
2. “Notes for Effective Action” divided by panel so attendees could note those items that most resonated with them
3. “Script for Action and Results” to create action items out of what they learned at the forum
4. List of exhibitors

Links to materials:

[Forum Attendee Cover](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/ForumAttendeeCover.pdf)

[Notes for Effective Action](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/NotesforEffectiveAction-2.pdf)

[Script Action and Results](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/script%20action%20and%20results-4.pdf)

[Speaker Agenda](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b1ABBED3C-181B-48DC-A20D-770C97E7E9B6%7d&file=speaker%20agendaNov'25'13-2.docx&action=default)

[Participant Evaluation](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bBCC903D4-2856-4AF8-B738-5510DC3E49B4%7d&file=Participant%20Evaluation-2.docx&action=default)

[final exhibit tables 2013 forum.xls](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bA2B71FF7-F387-4475-BE62-EA0ED295347B%7d&file=final%20exhibit%20tables%202013%20forum.xlsx&action=default)

## SIGNAGE/BADGES

Signage needs will vary by event, depending on space available. Signage used in Forum 3 included:

**Printed Signs**

* Large banner with CHE logo that reads “Welcome! Northwest Children’s Environmental Health Forum – *The Collaborative on Health and the Environment – Washington*”
* Welcome poster at front door
* Directional signs on easels
* Registration table with arrow
* Thank you for attending sign with easel
* Vendor signs
* Compost signs
* CHE Sign
* Exhibitor sign

**Slides**

* WELCOME and Entry SLIDES
* Lunch slide
* Exit slide (timed rotation at Welcome, a set for Lunch, and one set for Exit)
* Thank you for attending

**Name badges (different color per attendee status?)**

* Speakers
* Attendees
* Exhbitors
* CHE-WA members

Links to signage:

[1311\_HazWasteChildrensHealthBanner](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/1311_HazWasteChildrensHealthBANNER%20copy.pdf)

[CHESIGN](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b9A4017C5-3132-4A60-9A89-1304D4FCFAC1%7d&file=CHESIGN%20gj-2.doc&action=default)

[Compostsigns](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/compostSigns%20copy.pdf)

[Exhibitor signs](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b2EE71FA6-6148-4DA0-A766-C00652025BFB%7d&file=ExhibitorSigns%20w%20rk%20edit-2.pptx&action=default)

[Overview](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b8DFBFB96-845E-4B18-AFE3-06422A675084%7d&file=Overview.doc&action=default)

[Welcome slide powerpoint](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/Lightbox.aspx?url=https://kc1-my.sharepoint.com/personal/gensleg_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/welcome%20copy.jpg)

[Welcome slide jpg](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/Lightbox.aspx?url=https://kc1-my.sharepoint.com/personal/gensleg_kingcounty_gov/Documents/CHE-Forum%20Manual/Materials/welcome%20copy.jpg)

# Marketing

## OUTREACH

### Forum Audience

Marketing for the forum starts with a big picture statement about who the target audience is. For example, the big picture statement for Forum 3 was:

*People who are influencers on the health and wellness of men, women, and children, and who want to be engaged in creating a healthier environment for healthy babies.*

Next steps from there are:

1. Specifying which professions fit that targeted audience
2. Figuring out the reasons people would want to attend.
3. Creating targeted marketing messages for each professional group.
4. Creating a short abstract that describes the event and its goals.
5. Creating a Save the Date Flier with these messages, and making it accessible as an email attachment, body of email, web text, and paper flier. Reformat to read Register Now as the date of the event gets closer.

See Marketing appendix for pdf files of abstract both fliers:

[NWCEH Forum Abstract\_9-3-13](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b3C1C1813-9412-44E7-9332-8D4CCF338C6E%7d&file=2013%20NW%20CEH%20Forum%20Abstract_9-3-13.doc&action=default)

[NWCEHForum2013SaveTheDate.pdf](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Sponsors%20and%20Marketing/NWCEHForum2013SaveTheDate.pdf)

[NWCEHForum2013RegisterNow-2.pdf](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/Documents/CHE-Forum%20Manual/Sponsors%20and%20Marketing/NWCEHForum2013RegisterNow-2.pdf)

To determine where to send the flier, consider the following:

* Attendees of previous forums
* Professional organizations related to the selected message
* List servs (NW Kids Env Health and CHE-WA national (Erika Sanders))
* Calendar postings (for ex. Parent Map and Seattle’s Child)
* Elected officials
* Environmental NGO’s
* Medical Community
* Public Health
* State agencies that have regulatory authority over selected issues
* Contractors such as Triangle, Cascadia, etc. (Debbie Nadelsen, Chuck Lennox, etc.)
* Equal Start Coalition

In the last few weeks before the forum, a final email was sent to all registrants with information about directions, parking, picking up registration materials, etc. See:

[Final email to participants](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bD7462316-2C11-4A10-AB09-ED8BA0B9E70F%7d&file=Final%20email%20to%20participants.doc&action=default)

CHE-WA already has spreadsheets with marketing information. See:

Public officials marketing list: This includes sections for Individuals, Assns, Agencies; Elected Officials; Media; State Partners, Federal Partners, Equal Start Coalition

See also:

[Text for Nov. 13 email blast](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b6A216D3F-FF9B-4166-A0E9-E8B8A7A35123%7d&file=Text%20for%20Nov.%2013%20blast%20email_gg%20edits_for%20Dec.%204%20Northwest%20Children%20Env'l%20Forum-2.doc&action=default)

[CHE Marketing Meeting 8-15-2013](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b6D458B2D-B04A-4557-9BA7-5C859BE9465E%7d&file=CHE%20Marketing%20meeting_8-15-2013-2.doc&action=default)

[Key folks to market to 10-29-2013](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b7371FA24-3683-47B8-9B00-9CEC1985D69B%7d&file=Key%20folks%20to%20market%20to_%2010-29-2013-5.doc&action=default): List of organizations

[Marketing list from 2009 event](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bA6C0FD7D-00F5-40F8-B841-ED62B2D0AC90%7d&file=Marketing%20List%20_from%202009%20event_%20Margo.doc&action=default)

[Master\_List2 Done !! Sunday night](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b82A953FA-3D5B-43D6-8420-06D01608B63D%7d&file=Master_List2%20DONE%20!!%20%20sunday%20night.xlsx&action=default): List of orgs w/ email, not sure which year

[Brown Paper Tickets final registration](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bE93E85E8-137A-4599-A065-377595EA9EC6%7d&file=BrownPaperTicketsfinal%20registrationreport.xlsx&action=default): List of all who attended 2013 forum

### Press

The public officials marketing list has a section on media.

During the event, members of the press received and event background for media leaders:

[Forum press background 3](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bE05B23BB-5AB0-43C2-AF1E-EB394A3E5B33%7d&file=Forum%20press%20background-3.doc&action=default)

### Social Media

Dennis Weaver and Gretchen Stewart handled the twitter world for Forum 3.

<https://twitter.com/KidsEnvirHealth>

These are all the @’s they Tweeted to from @KidsEnvirHealth

@seattlechildren

@toxipedia   CHE-WA’s Steve Gilbert

@EcologyWA

@CelebrateGreen   Corey Hope Colwell-Lipson, FORUM Speaker

@HCWithoutHarm   Katherine Pryor, Healthy Food in Health Care, FORUM Exhibitor

@changeyourfood

@UncleMatts

@RealSalt

@EPA

@EPAnorthwest

@psrnational   Physicians for Social Responsibility - Robert M. Gould, MD,

                         FORUM Speaker

@4EnviroHealth

@OrganicTrade   The Organic Trade Association

@Bastyr   Bastyr University

@WA\_Toxics   Laurie Valeriano

@LHWMP

@PHCafe   Marilyn Hair, MPH

‏@seattletilth   Seattle Tilth

‏@LetsDoThisKC   ‘Healthy King County’ Let's Do This! - Val Thomas-Matson

 @CEHN   Collaborative on Health and the Environment - Elise Miller, Med, Panel Moderator/Speaker

 @UICSPH   University of Illinois at Chicago School of Public Health - Susan

  Buchanan, MD, MPH, Speaker

 @UWDEOHS   Department of Environmental and Occupational Health Sciences  at the University of Washington - Sheela Sathyanarayana, MD,

 MPH, Speaker

## REGISTRATION

CHE-WA used Brown Paper Tickets to handle registration for the event. Registration was open on BTP about 3 months before the event, after attendees were sent “Save the Date” and “Register Now” notices. The registration information for Forum 3 was:

Event registration link:

<http://www.brownpapertickets.com/event/476839>

Password: nwcehforum1

Gmail account is [nwcehforum2013@gmail.com](mailto:nwcehforum2013@gmail.com)

Password: healthykids

Below is an email from Forum 3 that may help to address any confusion about registration:

*Hi Margo-*

*I signed up for BPT before I had confirmation of the forum's gmail, so I guessed at it and got it wrong (though the emails go to the right address).  Sorry for the confusion.  Here it is:*

*user:*[*nwceh@gmail.com*](mailto:nwceh@gmail.com)

*pass:  nwcehforum1*

*It is also in the top left corner of the spreadsheet with discount codes, if that helps.*

*I did try to change the user name, but was unable to.*

*Hope that helps!*

*Kate Dean*

*Agricultural Enterprise Development Consultant*

*360-301-1750*

[*kateodeanell@gmail.com*](mailto:kateodeanell@gmail.com)

### Scholarships

A limited number of scholarships were available for the last forum. They covered the $35 registration fee for the conference, including lunch. They did not cover lodging or travel. To apply for a scholarship, a request was sent to Gail Gensler [gail.gensler@kingcounty.gov](mailto:gail.gensler@kingcounty.gov) via a 2-page form. See [scholarship form](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bE24E1654-BAD7-4F48-BFC0-9149AA16B08E%7d&file=Scholarship%20form.doc&action=default) for a sample.

# Follow-Up

## FORUM 3

Shortly after the last forum attendees were contacted by email. There were thanked and referred to resources and a survey, including:

1. Forum website updates: with videos and PPT’s from forum
2. Invites to monthly meetings and speakers
3. Personalized Children’s Environmental Health Training
4. Links to follow children's environmental health news in the Pacific Northwest
5. Tell us your story!: one-question survey using surveymonkey

For link to complete email:

[First email followup to participants-3](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b8D6CF551-BAC4-4C1C-A276-BD291F5C460D%7d&file=First%20email%20followup%20to%20participants-3.doc&action=default)

### Future Projects

A lot of great brainstorming comes out of events where like-minded professionals come together. Some of the key ideas from Forum 3:

* Develop a portable mini-forum that can be given on a 90 minute webinar, or at a 2-3 hour in-person workshop that can be presented by phone, online and in-person at events in 2014.
* Table-top exhibit: to support the above programs while they are in-person.
* CEH Forum How-To Manual (this document).
* Film screening of environmental health documentary Unacceptable Levels

### Public Relations

Gail also put together a one-page summary of Forum 3 for PR purposes.

Link to notes:

[Forum 2013 follow-up projects](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bD5049C20-56C7-413D-933B-983A52DDB8AD%7d&file=Forum%202013%20follow-up%20projects-4.doc&action=default)

[Post-event summary for PR](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bD9BFB990-F3BA-4090-92DA-9B116D33B001%7d&file=Post-event%20summary%20for%20PR_draft%20(2).doc&action=default)

### Summary

Overview

* 200 people
* Series of panels, no breakout sessions
* Same speakers at each panel

What worked

* Seating chart created more interactions
* More in depth, focused on one issue
* Using same speakers on each panel saves speaker fees
* Q&A made it feel more participatory

Needed improvements

* People needed more time to network, not enough time after each presentation
* Hard to talk across large conference table
* Venue too small, issues with viewing slides

### Evaluations

Overall, participants at the 2013 forum had very positive comments about the quality of information presented, and the way that it was presented. In particular, they raved about the speakers, calling them “excellent” and “amazing” and noting the “nice variety” and “good diversity.”

A summary of responses and quotes from two of the evaluation questions are listed in the table on the following page.

|  |  |  |
| --- | --- | --- |
| Survey Question | Response | Sample quotes |
| Question 1: How useful did you find the information presented in the panel discussions? | Very useful  (81%)  (69/85) | ***“The information was very interesting, very important and can be used on my practice, prenatal education and prevention for expecting mothers.”***  *“The new research shared was fascinating and well explained. Much of it is directly relevant to my work and the rest was simply useful for my personal health and reducing exposure.”*  ***“I liked the panel format. First time I've been to a conference w/ mostly panels and I really enjoyed it! Good for audience members w/ short attention span.”*** |
|  | Good  19%  (16/85) | ***“I thought it was very useful and well executed, though at times it felt a bit too insular. Perhaps the panelists need some time to socialize beforehand? I don't know.”***  *“Good science info - Would like to have to more connected to policy change/ development / advocacy, rather than individual - level interventions.”* |
| Question 4: How did you feel about the quality of the speakers? Did any speakers in particular stand out? | Excellent  85%  (56/66) | Almost every speaker mentioned at least once. Top 3 were:   1. Ted Schettler 2. Peggy Shepherd 3. Emma Medicine White Crot   ***“Great representation of thought leaders and advocates. Good mix of academics, practitioners, and advocates.”***  *“I liked the balances between down to earth policy-makers lobbyist, practitioners (i.e. Emma White Crow) & researchers.”* |
|  | Good  15%  (10/66) | ***“I really like visuals, some of the sessions had no PowerPoint/visuals and it was hard for those of us that aren't auditory learners.”***  *“The speakers were good, some lingo was a little too "scientific".”* |

### Ideas for next time

There were a wide variety of topics mentioned under Question 8, “Do you have topic/content suggestions for future CHE-WA meetings & forums? Just under 50 participants answered this question so it can’t be considered representative of all attendees. Everything from epigenetics, to bpa in medical supplies, to nanotechnology, to air and water quality, to human health effects from toxic metals was mentioned.

A few themes that did emerge were “social marketing” issues – how raise awareness, create an action agenda, provide tips for families, pregnant women, and children. Environmental justice and migrant farm worker issues were also mentioned.

Link to entire evaluation:

[CHE Forum 2013 Evaluations](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b3BACF948-6E23-4F2C-AAC3-90FABA746478%7d&file=CHE%20Forum%202013%20Evaluations.xlsx&action=default)

## FORUM 2: 2011 We Stepped It Up Together

For a summary of Forum 2 see CHE-WA website:

<http://www.chenw.org/pdfs/NWCEHForumSummary.pdf>

<http://www.chenw.org/pdfs/SmallGroups2011.pdf>

Evaluations: No info about them for Forum 2

## FORUM 1: 2009

For a summary of Forum 1, see CHE-WA website and Margo’s summary:

<http://www.chenw.org/CEHforum.html>

[NW CEH Forum – Summary after the event from Margo](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7b49AAD289-85B7-4E0C-B0A8-E0386084ADFF%7d&file=NW%20CEH%20Forum%20-%20Summary%20aftert%20the%20event%20from%20Margo.doc&action=default)

A 2009 summary of evaluation surveys includes answers to the following questions:

* What worked?
* What didn’t work or could have worked better?
* Other things we learned
* What would we do better next time?

See [2009 Forum evaluation summary](https://kc1-my.sharepoint.com/personal/gail_gensler_kingcounty_gov/_layouts/15/WopiFrame.aspx?sourcedoc=%7bE8CCC5CA-E8F3-4C32-8253-4B41A60265E8%7d&file=2009%20Forum%20evaluation%20summary-2.doc&action=default)