



Community Grants Program

New York State Pollution Prevention Institute (NYSP2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

Preventing Pollution at Home and In our Communities – A Joint Project Proposal with Learning Disabilities Association of NYS

Organization & Contact Information



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Project Description

Huntington Breast Cancer Coalition is a grassroots organization founded to raise the visibility of the breast cancer epidemic, whose major initiative, “Prevention is The Cure”, brings a fresh perspective to the causes of disease, including interaction with environmental triggers. The goal of *Preventing Pollution at Home and in Our Communities* is to encourage dialogue regarding pollution concerns and offer safer alternative choices to families through education and primary pediatric healthcare at Children’s Environmental Health Center of Excellence. Activities of this project included:

1. Disseminating “Look Before You L.E.A.P.” interactive educational materials in order to increase awareness about environmental toxins, and their impact on our health. L.E.A.P. is an acronym for Lead, Endocrine Disruptors, Air Pollution, and Pesticides, four toxins people are exposed to on a daily basis. This information promotes dialogue within families and communities about avoiding exposure to toxins, while offering safer alternatives in a non-threatening, age-appropriate and fun manner.
2. Continuing public education efforts with valuable partners through conferences, meetings, health fairs, and other speaking engagements.
3. Advance healthy green messaging plan on the radio by developing public service announcements (PSAs) using “Ribbet” to broadcast environmental health messages. PSAs delivered information on the correlation between disease and our toxic living and working environments.



Project Status

The outreach presentations continue to include an attendance sheet as well as a confidential questionnaire to offer feedback from participants. At the child care council meetings, HBCAC was able to connect with 150 childcare centers, and 2,500 children & families. Between upstate (LDANYS) and downstate (HBCAC) opportunities, over 800 healthy reference cards, and several hundred full tote bags, which include the five sets of healthy reference cards, activity coloring book, introductory brochure, fact sheets, and board game were distributed.

