



P2 Bulletin

the newsletter of the New York State Pollution Prevention Institute (NYSP2I)

Special Edition!

Welcome to *P2 Bulletin's* First Special Edition!

The Special Edition is a means to provide our stakeholders with more information on specific NYSP2I initiatives. Our first edition showcases the NYSP2I Community Grants Program and provides highlights of the community-oriented projects thus far. NYSP2I believes that the engagement of community organizations such as environment, health, labor, and neighborhood organizations in promoting pollution prevention (P2) in New York State is critical. By providing financial and technical support for projects that raise awareness and understanding of P2, the Program is one vehicle through which NYSP2I contributes to the improvement of the health, environmental quality, and economic vitality of New York State communities. We are proud of the Community Grants Program and the successful projects that have been implemented to date!

Over the past 3 years, NYSP2I has received 75 proposals from community organizations, counties, and other non-profit entities. Topics vary from educating children and their parents about endocrine disruptors around the home to assisting New York businesses meet consumers' demand for safer products.



Upstate, Downstate, New York State!

NYSP2I encourages applicants across the state to apply to the Community Grants Program, from rural communities to large cities. Proposals have been received from Brooklyn, Syracuse, Rochester, New York City, Astoria, Ithaca, Poughkeepsie and many more cities and towns. Clearly there's a real demand for P2 initiatives at the local level!

*Since 2008, NYSP2I has **funded 21 projects impacting over 6,000 people** in New York State communities.*

Evaluation process

NYSP2I reviews each proposal carefully to determine eligibility, practicality of deliverables, and whether the timeline is realistic and the budget is reasonable. NYSP2I further considers if the project fits with NYSP2I's priorities and if it will impact a large community or only a select group. NYSP2I encourages projects that can be replicated throughout New York State with little to no additional cost.

Metrics, Metrics, Metrics!

The ability to measure progress and outcomes is essential to evaluating the impact of each project.

Among the considerations, NYSP2I will review:

- How many people will be impacted?
- How much outreach will be conducted for a project?
- How will the organization track performance?

Once the selections are made, applicants are notified and projects begin!

Six applicants were selected for the 2010-2011 grant cycle:



Sunset Park Clean Air, Clean Water & Climate Health Initiative

UPROSE, 166a 22nd Street, Brooklyn, NY 11232 ♦ www.uprose.org

UPROSE is an intergenerational, multi-racial, multi-national organization dedicated to the development of Southwest Brooklyn and the empowerment of its residents primarily through broad and converging sustainable development, environmental and youth justice campaigns.

UPROSE proposed to train and educate the Sunset Park community on environmental and public health issues affecting their community such as water quality, air quality, and climate change issues. The educational and action-based activities will increase knowledge of such issues and provide pollution prevention steps the community can take to be a part of the solution.

UPROSE will train youths to test tap water and local waterways for contaminants (such as lead, mercury, pesticides, bacteria, nitrates, etc.) using water testing kits. The youth participants will then take a sample of their tap water, verify the results, and keep journals about their work. In addition, youths will be trained to conduct air monitoring using a mobile air-monitoring device to document levels of sulfur dioxide (SO₂), nitrogen dioxide (NO₂) and carbon monoxide (CO) in various locations across the community. UPROSE will video record air and water testing activities and present results to the community.



**CLEAN
AIR
COALITION**

Air Pollution Prevention Program

Clean Air Coalition of Western New York, 341 Delaware, upper, Buffalo, NY 14202

www.cacwny.org

The Clean Air Coalition organizes community members and builds diverse coalitions to implement initiatives to reduce environmental hazards to protect the right of Western New York residents to breathe clean air and live, work and play in a healthy environment. The Coalition was founded by residents in Tonawanda who suspected their health problems and the odor in the air were linked to the 53 industrial plants in their neighborhood.

In order to increase awareness and understanding of how pollution prevention may help improve air quality among Tonawanda residents and industry, the Coalition will host educational panels for residents about the successful implementation of pollution prevention practices locally as well as develop a short film focused on how pollution prevention practices can help reduce Tonawanda's air pollution issues.



Green Edges, Clean Blueways

Going Coastal, 22 E 1st Street, #615, New York, NY 10003 ♦ www.goingcoastal.org

Going Coastal, Inc. is a grassroots nonprofit educational, cultural and publishing organization dedicated to connecting people to coastal resources by raising awareness of the immense value of the coastal environment, encouraging a sense of community and promoting preservation, protection and conservation.

Going Coastal sought funding support to develop, produce and distribute a multi-media awareness campaign focused on ways to reduce stormwater runoff and eliminate pollution at marinas while boating and fishing. The objective is to protect human health, the environment and community by reducing the generation of all wastes and use of toxic chemicals at marinas. A key focus will be encouraging environmentally friendly practices and expanding resource conservation practices at marinas and within the boating and fishing community through pollution prevention.

When the project is complete, Going Coastal will provide access to an online Marina P2 Toolkit consisting of practical ways for reducing pollution and a Facebook page with up-to-date information for marinas, boaters and fishers to interact and share successes as well receive bi-annual newsletters with pertinent marina information. In addition, a mobile application of an online toolkit will be available for cell phones and other devices.



Eco-Healthy Child Care and Kids Program

Child Care Council, 595 Blossom Rd # 120, Rochester, NY 14610 ♦ childcarecouncil.com

Child Care Council is a full-service, comprehensive child care resource and referral agency providing direct and personalized services to parents, child care providers, child care center and school-aged program staff and owners, local community agencies, government and the general community.

The Council proposed to raise awareness and educate the greater Rochester child care educator population about creating a healthier, thus safer environment by providing technical assistance and training. The *Eco-Healthy Child Care and Kids Program* (EHCK) was formed in April 2010 as a result of child care demands for information regarding environmental health issues in their homes and facilities.

The Council has developed both an in-home Intensive Technical Assistance curriculum and training and an advanced Assessment & Accreditation Program. Training will be provided to child-care providers in Monroe, Wayne and Livingston counties.



Retrofit NYC, Block by Block

Pratt Center for Community Development, 200 Willoughby Avenue, Brooklyn, NY 11205
www.prattcenter.net

Pratt Center for Community Development helps community-based organizations revitalize their neighborhoods, build and preserve thousands of units of affordable housing, promote local economic development and job creation, build child care and community centers, and improve the environment.

Retrofit NYC, Block by Block is an ambitious initiative to make New York City a model for improving energy efficiency in urban neighborhoods and demonstrating the public benefits of energy upgrades to existing housing. This includes reduced pollution and costs, new jobs, improved health outcomes, more durable housing and a sustainable environment. With funding provided by the NYSP2I, Pratt Center will create educational materials to increase awareness and encourage more informed choices among homeowners and tenants to improve both indoor and outdoor air quality. The materials will highlight health and environmental risks, local case studies, practical suggestions on sources of pollution in homes and will cover topics that are locally relevant and focused on feasible steps, such as:

- Safe cleaning products and pesticide control methods
- Safe, healthy and sustainable food sources
- Toxins in common consumer products with an emphasis on plastics and toys
- Gardening



Pollution Prevention Education for Municipal Operations

Monroe County Department of Environmental Services, 444 East Henrietta Road,
Rochester, NY 14620 ♦ www.monroecounty.gov

The Monroe County Department of Environmental Services has a commitment to protecting the county's land and water from pollution. To control the magnitude of industrial and residential solid waste and wastewater generated by our society demands a coordinated, comprehensive and forward-looking approach. The Department of Environmental Services is very collaborative in nature to address and minimize the adverse impacts that Monroe County's population has on its surrounding land and waterways.

The goal of the *Pollution Prevention Education for Municipal Operations* project is to educate municipalities with best management practices to reduce stormwater pollution from their daily operations. The Monroe County Department of Environmental Services will provide training tools in municipal pollution prevention to regulated municipalities throughout New York State. Four educational posters will be designed and printed to serve as a reminder to municipal staff to take measures in their daily routine to protect water quality. In addition, the project will utilize the New York Stormwater Regional Training Centers (a partnership of four organizations: the Monroe County Soil and Water Conservation District, the Central NY Regional Planning and Development Board and the Saratoga and Orange County Cornell Cooperative Extensions) to conduct a training session in each region by promoting the reduction of stormwater pollution through the use of the educational posters.

Past Recipients

P2 efforts at the local level are what it's all about! Past recipients have been successful in implementing their projects in their communities. Past projects have aimed at increasing awareness among children, engaging businesses to learn more about P2, and encouraging communities to work together to make a better tomorrow.



NYSP2's past Community Grant Projects have been extremely successful in reaching thousands of children — our future environmental stewards. Below is a summary of the organizations and their contributions to this important group:

Western New York Committee of Occupational Safety and Health (Buffalo) created a children's book, *Lucy's Lovely Lawn*, aimed at addressing the dangers of pesticide use. Presentations for the *Lucy's Lovely Lawn* children's book were given to 150 students, elementary teachers and educators.



Cornell Cooperative Extension of Oneida County (Syracuse) visited 176 classrooms and provided education to 3,718 students through the *Personal Responsibility in Pollution Prevention* project in order to educate school children and members of the community on what an individual can do to reduce his or her environmental impact through pollution prevention.

Huntington Breast Cancer Action Coalition and The Learning Disabilities Association of New York State (LDANYS) (Long Island) teamed up to distribute the Look Before you LEAP children's materials. This colorful interactive material has important information for children and is presented in a 'fun way.' Parents also enjoyed the Healthy Reference cards that serve as 'cheat sheets' that give useful alternatives to potentially toxic products.

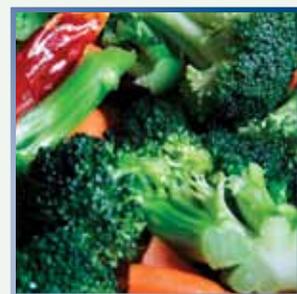


NYS businesses have also benefited from grassroots organizations' outreach efforts. For example:

New York Industrial Retention Network (New York City) hosts an educational seminar series formed under NYIRN's Green Manufacturing Initiative called the *Spec It Green: the Local Advantage*. In all, the program strives to educate New York City's building products manufacturing companies about the sustainable building sector through workshops and technical assistance. Over 170 attendees benefited from the workshops held by NYIRN! Not only was there collaboration between the private sector and public agencies, but also among businesses facing similar challenges.

New York Committee for Occupational Safety and Health (New York City) increased awareness and use of green cleaning products among schools, healthcare facilities and municipalities on Long Island through their *Green Long Island* project. NYCOSH reported conducting sustained outreach to 40 Long Island unions that represent over 100,000 members, presenting five workshops attended by 61 people, speaking about the project at three events attended by over 600 people, and connecting with 45 media outlets to discuss the workshops. NYCOSH also distributed two surveys which generated an overwhelming response: they received 195 survey responses from custodial/maintenance employees and 486 responses from teachers and clerical employees in Long Island public schools!

Sullivan County Community College (Loch Sheldrake) received funding for the *Greening Food Services* project. The goal of this project was to work with State, regional and local stakeholders to raise awareness and understanding of strategies to reduce the environmental and health impacts of the food service industry. A 10-page overview guide on Getting Started in Greening Food Services was created for food service companies wanting to 'green' their services.



Center for Environmental Information (CEI) (Rochester) was concerned by traces of medicines found in streams and the Great Lakes where a large portion of this region gets its drinking water. As a result, CEI used its *CARE Collaborative*, along with a



group of expert partners to develop, evaluate, recommend and provide outreach/education on processes that prevent the over-dispensing of medications. CEI developed outreach materials for urgent care centers, hospices, and nursing homes to implement best management techniques and practices for handling the disposal of pills and the risks associated with improper management of old pills.

NYS communities have expanded their P2 efforts through the grants program. Several organizations have undertaken initiatives in reaching businesses, government and communities and bridging the gap! Below are some examples:

Audubon International (Selkirk) organized and hosted the *2009 Sustainable Communities Summit Genesee Finger Lakes Region* event. Community leaders from the Genesee-Finger Lakes Region of New York State attended a full-day of panel discussions, lessons, advice, and leadership on making our communities more sustainable. A total of 85 community leaders, local government, and businesses came together to discuss the urgent need of sustainability practices.



Greening USA (Syracuse) held a *Sustainability Academy*, a workshop series about how to live, work and play without harming the environment or the future of our communities. Over the course of the Academy, Greening USA was able to implement six events over two semesters: two festivals and four workshops. In addition, Greening USA integrated a fall tree planting and festival event into the fall semester of the Academy as well. An estimated 750 people participated in all the sessions.



Water Education Collaborative (WEC) (Rochester) is leading an awareness campaign to educate residents of the Genesee Regional Watershed of Lake Ontario about the enormous impact they can have on the water quality in the area. Through funding received from the NYSP2I, WEC will create a stationary public stormwater exhibit featuring *Larry the H2O Hero* (WEC's mascot) to raise public awareness and understanding of stormwater pollution prevention practices. WEC will also direct residents towards implementing environmentally based and greener behaviors around their homes. A grand opening of the stormwater display will be held June 12, 2011 at Monroe County's Seneca Park Zoo in Rochester, NY.



WXXI Public Broadcasting (Rochester) collaborated with the University of Rochester, Center for Environmental Health Services Center and the partner organizations of the Rochester Healthy Home project to create the *Healthy Homes* DVD. This video educates the general public, landlords, renters and homeowners in finding and eliminating health hazards caused by pollutants in the home. The DVD is available on YouTube and will be posted this Spring on the NYSP2I website.



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111 Lomb Memorial Dr. • Rochester, NY 14623
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Executive Editor: Dr. Anahita Williamson, Director

Managing Editor & Writer: Erica Hernandez

Editor: James Sutherland

Graphic Design: Laura W. Nelson

And it keeps getting better ...

One of the most popular community grant projects has been the efforts of **Film Biz Recycling**. Film Biz Recycling was successful in producing the *Practical Guide to a Greener Production*. Due to popular demand, Film Biz Recycling and NYSP2I will be hosting *Environmental Management: The Emerging Position in Film and Television Production*, a workshop designed to expand knowledge on greening movie sets. This exciting and practical workshop will feature speakers from the film industry discussing how to work with upper and middle management with useable P2 tools and increase awareness of P2-related changes and options in the industry. The workshop is scheduled for April 30, 2011 in Brooklyn, NY.



In 2008, NYSP2I provided funding to **Clean and Healthy New York** (Schenectady) for the *Preventing Pollution at Home* project. The goal of this initiative was to help New Yorkers take steps to prevent pollution in their homes, thereby protecting their health and that of their family, while creating market drivers for broader transformation. As a result, Clean and Healthy New York created a set of materials targeted to New Yorkers that provides simple tips on reducing toxics in the home, resources for more information, and information about relevant laws and regulations. In addition, a 'house party' kit (peer-to-peer education format) was designed and distributed throughout NYS.



In 2009, Clean and Healthy New York conducted a *Business Pollution Prevention Project* addressing the combined problems of pollution caused by everyday products, retailer confusion about safer and greener choices due to information gaps, and the need for greater business involvement in the movement toward safer products. A total of 321 New York-based businesses that manufacture or sell safer products were researched. Then a set of materials was created to target New York businesses to provide basic information

on: NYS Executive Order 4 (green purchasing), available technical and financial resources, the business case for safer chemicals, relevant state and federal policies, and market trends and tips for talking to consumers. Not only did this establish a network of businesses working for a sustainable economy in New York, but Clean and Healthy New York was able to secure additional funding to continue its work.

Strong interest from both consumers and businesses has encouraged NYSP2I and Clean and Healthy New York to partner in hosting the *Advancing Healthy Economy and Healthy Environment* conference in Albany in late 2011. This conference will provide an important platform for advancing pollution prevention goals within the State by bringing together interested businesses, policymakers and advocates for a healthier New York.

Stay Tuned!

NYSP2I will continue to provide updates on the Community Grants Program through *P2 Bulletin* and the NYSP2I website. The next request for applications is expected to be released in fall 2011. In the meantime, please contact NYSP2I at 585-475-2512 or visit our website at www.nysp2i.rit.edu should you have any questions about our program or are interested in joining our mailing list to be notified of the next release!



New York State Pollution Prevention Institute

Rochester Institute of Technology
111 Lomb Memorial Drive
Rochester, NY 14623-0426
585.475.2512, phone ◆ 585.475.6610
nysp2i@rit.edu ◆ www.nysp2i.rit.edu