



# 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 Business Pollution Prevention Project

### Organization & Contact Information

Clean and Healthy New York, Inc.  
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Contact Person: Kathy Curtis.; Title: Policy Director  
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### Project Description

Clean and Healthy New York advances broad policy and market changes to protect people and communities from toxic chemicals through effective grassroots organizing, policy advocacy achievements, and collaborative campaigning.

In 2008, NYSP2I provided funding to Clean and Healthy New York 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 relevant laws and regulations
- A ‘house party’ kit (peer-to-peer education format proven highly effective by related issue campaigns) and disseminated the materials at speaking engagements, conferences and other events, and through numerous partner organizations.



In 2009, the *Business Pollution Prevention Project* addressed 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 manufacturing or selling safer products were researched and 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, market trends and tips for talking to consumers. Not only was a network of businesses working for a sustainable economy in New York established, Clean and Healthy New York was able to secure additional funding to continue its work!

### Project Status

Strong interest from both consumers and businesses has encouraged NYSP2I and Clean and Healthy New York to partner in hosting the *Healthy Economy and Healthy Environment* conference in Albany in late 2011. The 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.

