

P2 West: Inspiration, Innovation, Implementation

Region 9 & 10 Pollution Prevention (P2) Roundtable

P2 and Environmental Justice

“Engaging the Hispanic community through Safer Choice webinars in Spanish.”

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October 19, 2022

AGENDA

1 | INTRO

2 | WHY IS IT IMPORTANT TO REACH OUT TO BIPOC COMMUNITIES?

3 | OUR WORK WITH THE HISPANIC COMMUNITIES

4 | LESSONS LEARNED

5 | Q&A – DISCUSSION



What do you know about the Safer Choice?



1. INTRO

- I initially learned about *Safer Choice* in 2020
- It was during an *internship interview* with Oregon Soap Company.
- When moving to a different country, there are some many things to learn such as *environmental regulations*

2. WHY IS IT IMPORTANT TO REACH OUT TO BIPOC COMMUNITIES?

- *Environmental justice* (EJ) is the fair treatment that BIPOC and all people (race, color, national origin, or income) with respect to the *decision-making process* of environmental laws, regulations and policies (Source: EPA).
- EPA's objective is the contribution of a *safe place for everyone*.

2. WHY IS IT IMPORTANT TO REACH OUT TO BIPOC COMMUNITIES?

*“The world changes according to **the way people see it**, and if you can alter, even by a millimeter, the way people look at reality, then you can **change the world**.”*

James Baldwin

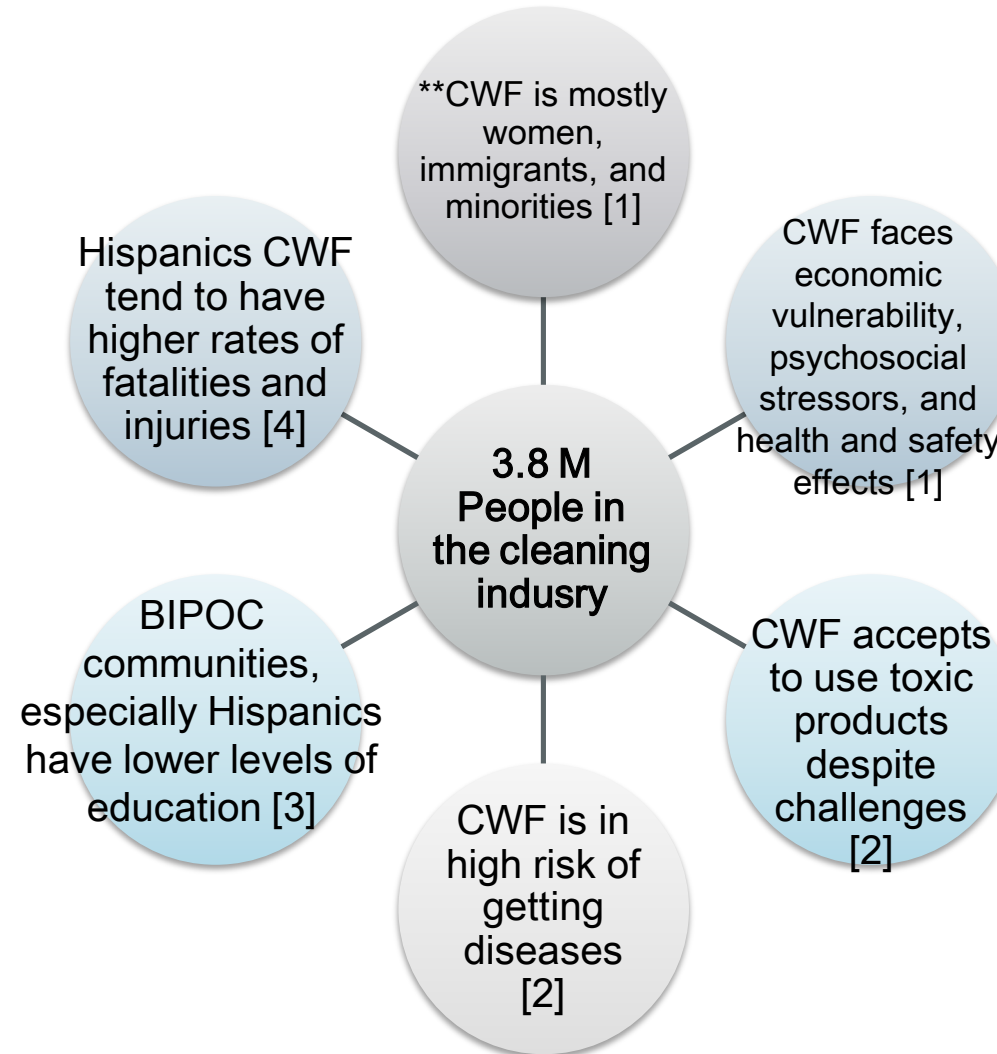


Environmental
justice

2. WHY IS IT IMPORTANT TO REACH OUT TO BIPOC COMMUNITIES?

- *Nostalgic* purchase
- Accepting *poor working conditions*
 - Legal *status*
- *Respect for authority* culture (we must have the work done)

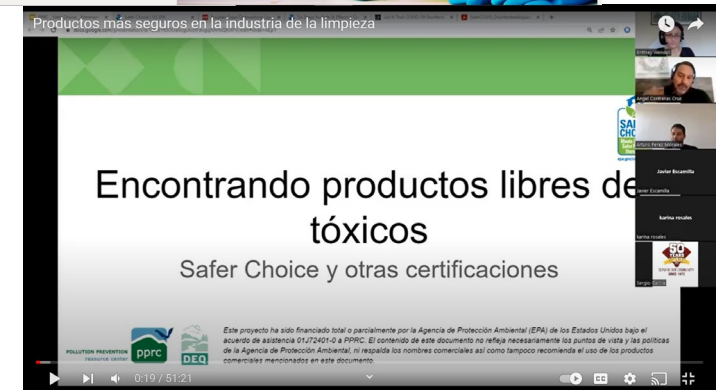
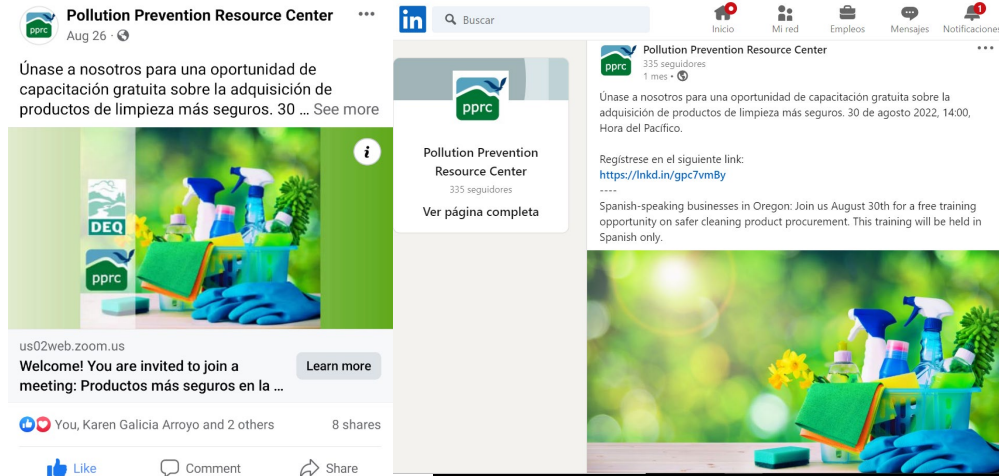
Additional challenges



**Cleaning Work Force (CWF)

3. OUR WORK WITH THE HISPANIC COMMUNITIES

- Our work started on *July 2022* engaging the *Hispanic community*
- We have broadcasted *webinars in Spanish* called “*Productos mas seguros en la industria de la limpieza*”
- We partnered with a *Hispanic business group* to expand our work.
- We use *social media* platforms such LinkedIn and Facebook, *phone and email* outreach



3. OUR WORK WITH THE HISPANIC COMMUNITIES

(Topics we covered in the webinar)

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Objetivos

- Comprender los peligros y los impactos de los productos químicos tóxicos
- Cómo encontrar/identificar tóxicos en los productos
- Comprender las certificaciones de productos libres de tóxicos
- Compra de productos no tóxicos

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Encuesta

- ¿Está usted familiarizado/familiarizado con Safer Choice?
- ¿Usted ha comprado antes productos Safer Choice?
- ¿Cuál es la cualidad más importante que busca al seleccionar un producto de limpieza?

Selección de Productos Safer Choice

- Evitar productos tóxicos: PRECAUCIÓN, ADVERTENCIA, PELIGRO o VENENO
- Seleccionar productos certificados por agencias

<p>Safest (Más Seguro)</p> <p>Encuentra productos con estas etiquetas en la parte delantera o trasera</p> <p>Tenga en cuenta: los productos EPA Safer Choice son los más seguros en su clase, incluso si contiene la leyenda PRECAUCIÓN en la etiqueta.</p>	<p>Safe enough (Suficientemente Seguro)</p> <p>Seleccionar productos que no contengan las palabras PRECAUCIÓN, ADVERTENCIA, PELIGRO o VENENO.</p>	<p>Sometimes harmful (Algo dañino)</p> <p>Seleccionar productos que contengan las palabras PRECAUCIÓN o ADVERTENCIA.</p>	<p>Avoid (Evite)</p> <p>Evite productos que contengan las palabras PELIGRO o VENENO. Estos productos son los más dañinos para usted y su familia.</p> <p><small>Imagen tomada de King County, WA Hazardous Waste</small></p>
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Source: [King County Safer Choice Practitioner Training](#)

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Etiquetas Safer Choice

- Meets U.S. EPA Safer Product Standards
epa.gov/saferchoice
- Etiqueta Opcional para Uso Industrial
epa.gov/saferchoice
- Etiqueta Libre de Fragancia
epa.gov/saferchoice

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Lista DfE & N

Links Importantes

- [Desinfectantes Certificados DfE](#)
- Desinfectantes Safer
- [Lista N: Desinfectantes efectivos para el Coronavirus \(COVID-19\)](#)
- Efectivo contra COVID-19, pero no necesariamente más seguro para la salud pública

¡Gracias!

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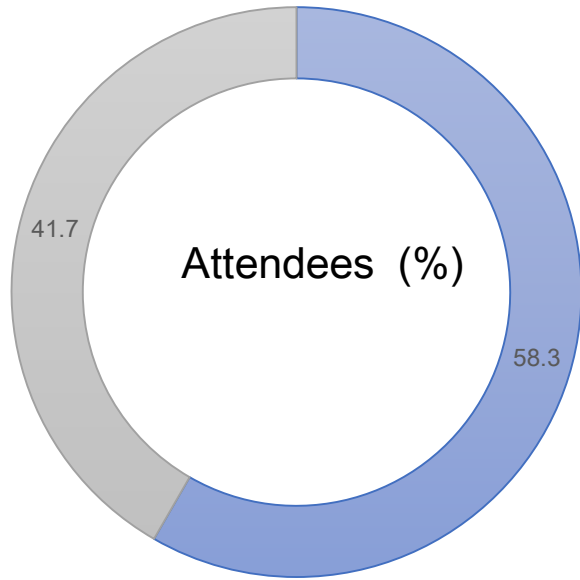
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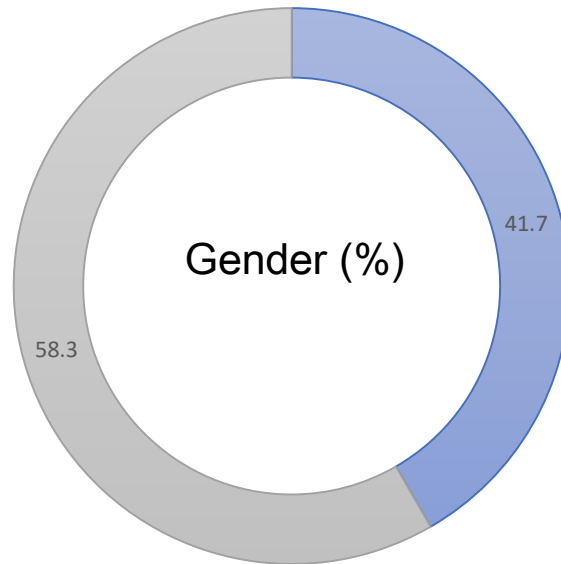
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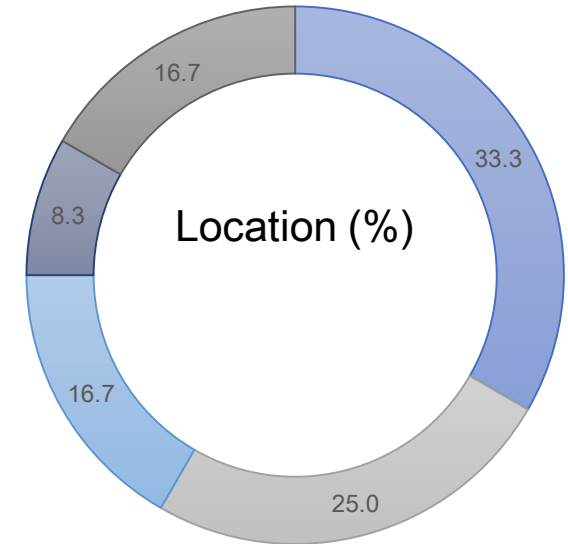
3. OUR WORK WITH THE HISPANIC COMMUNITIES *(Key Takeaways)*



■ Agency
■ Business



■ Female ■ Male



■ Hillsboro ■ Portland ■ Gresham ■ Oregon City ■ Vancouver

3. OUR WORK WITH THE HISPANIC COMMUNITIES *(Key Takeaways)*

Sells Local Chapter

"I liked the webinar/class on how to take care of the environment. I think you are also contributing with your bit of change to improve the environment"

Owner of Cleaning Business

"How can we pass our message to the EPA? They can learn a lot from us (final – user of cleaning products)"

Radio Host

"It seems that you are very active working with the Hispanic community. This is fantastic"

Owner of Cleaning Business

"I decided to attend this webinar because I am the owner of a cleaning business and worry about my employees"

Owner of a Cleaning Business

"I learned a lot from the webinar. Please, share a copy of the DfE list. I use a lot of these products and want to try a safer one"

TV Host

"PPRC is looking to educate cleaning business to reduce the use of toxic chemicals and consider safer options that reduce the environmental impact"

4. LESSONS LEARNED

Create all *pollution prevention* fact sheets in multiple languages

Create a Safer Choice *sample program* to promote certified products

Create social media content in Spanish

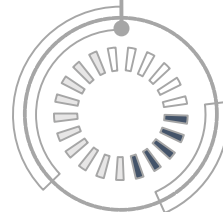
Provide virtual or in-person Safer Choice product *demonstrations* to local organizations or businesses

Build partnerships with *Hispanic organizations* and co-apply for grants

Organize *round tables* or conduct *surveys* with Hispanics working in the cleaning industry

Provide *certified trainings* to businesses to help them to increase business opportunities

Employ *bilingual staff* to reach Hispanic communities





THANKS!

* Do you have any questions?

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- [3] NIOSH. Safety and health among hotel cleaners. Cincinnati, OH: US Dept. of Health and Human Services, Centers for Disease Control and Prevention, National Institute for Occupational Safety and Health; 2012.
- [4] CDC. Work-related injury deaths among Hispanics–United States, 1992–2006. *MMWR Morb Mortal Wkly Rep*. 2008;57(22):597–600.
- [5] Productos más seguros en la industria de la limpieza. YouTube video retrieved from the PacNWPPRC channel.