### Success Measurements Identified (Pre-campaign)

| 1. Impressions/reach on social media | Twitter=4,695 organic impressions  
LinkedIn= approx. 1400  
Facebook= approx. 1500 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Website landing page traffic</td>
<td>1189 page views! New content!</td>
</tr>
<tr>
<td>3. Media pick up</td>
<td>Wbco PharmaNews</td>
</tr>
</tbody>
</table>
| 4. Partners involved (>=5) | Total = 11  
Accela  
American Academy of Sanitarians  
APHA Env Section  
APHL  
Child Care Aware  
Colorado State University  
EPA  
Green & Healthy Homes Initiative  
HUD  
NACCHO  
American Lung Association Indiana |
| 5. Participants in Twitter chat or public health talk or Thunderclap | Thunderclap = 92,000 |
| 6. Participants on Kickoff Call - one month and one week before |  |
| 7. Toolkit developed: sample tweets, FB posts, twitter cards/graphics, tracking metrics in Excel, paragraph for newsletters | Yes, and it was awesome! |

- Special thanks to the partners who participated in our Twitter chat:  
  Green & Healthy Homes Initiative, Public Health at GSU, NCHH, Michele Samarya-Timm - American Academy of Sanitarians, American Lung Association Indiana, and Child Care Aware USA  
- Our Thunderclap on Sep. 26 garnished 92,000 total impressions!
Your Tweets earned **21.3K** impressions over this **28 day** period

4,695 organic impressions 9-26-16
<table>
<thead>
<tr>
<th>Tweets</th>
<th>Top Tweets</th>
<th>Tweets and replies</th>
<th>Promoted</th>
<th>Impressions</th>
<th>Engagement</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEHA @nhaorg · Sep 26</td>
<td>To find local ordinances, maps, and resources for smoke-free venues, visit qub.me #worldehday</td>
<td></td>
<td></td>
<td>1,460</td>
<td>11</td>
<td>0.8%</td>
</tr>
<tr>
<td>NEHA @nhaorg · Sep 19</td>
<td>SepticSmart Week is focused on getting homeowners and communities to care for and maintain their septic systems. ow.ly/qb9k30sJyf</td>
<td></td>
<td></td>
<td>997</td>
<td>17</td>
<td>1.7%</td>
</tr>
<tr>
<td>NEHA @nhaorg · Sep 26</td>
<td>#WorldEHDay check out NEHA’s resources on #SecondHandSmoke qub.me</td>
<td></td>
<td></td>
<td>929</td>
<td>5</td>
<td>0.6%</td>
</tr>
<tr>
<td>NEHA @nhaorg · Oct 3</td>
<td>Read GHI's paper presented at @ACSEEdc #SummerStudy16 on non-energy benefits of #EE &amp; health interventions ow.ly/eZUu3041f6m</td>
<td></td>
<td></td>
<td>540</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td>NEHA @nhaorg · Sep 26</td>
<td>Great resource @wayne_in check out more on #SecondHandSmoke qub.me #WorldEdDay</td>
<td></td>
<td></td>
<td>514</td>
<td>14</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

World EH Day 2016
Daily Average Impressions

WEHD= world environmental health day  PHW= national public health week
## World EH Day NEHA.org Analytics

<table>
<thead>
<tr>
<th>Page Title</th>
<th>September 2016</th>
<th>26 September 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PageViews</td>
<td>Average Time On Page</td>
</tr>
<tr>
<td>World EH Day</td>
<td>670</td>
<td>00:02:01</td>
</tr>
<tr>
<td>Tobacco and EH Professionals Blog</td>
<td>23</td>
<td>0:01:22</td>
</tr>
<tr>
<td>Environmental Health and Tobacco</td>
<td>143</td>
<td>00:01:37</td>
</tr>
<tr>
<td>Second Hand Smoke</td>
<td>77</td>
<td>00:03:13</td>
</tr>
<tr>
<td>Third Hand Smoke</td>
<td>227</td>
<td>00:03:47</td>
</tr>
<tr>
<td>World Environmental Health Day Toolkit</td>
<td>49</td>
<td>00:03:00</td>
</tr>
</tbody>
</table>

- Top Facebook Post week of 9/26/16:

  ![Facebook Post](image)

  It’s #WorldEHDay- join our Twitter Chat by using #WorldEHDay at 1:00 P.M. MDT [link]

  1,569 people reached

- Top Twitter Post week of 9/26/16:

  ![Twitter Post](image)

  [link]
Additional metrics:

Video views:

<table>
<thead>
<tr>
<th>Video Analytics by Month</th>
<th>Plays</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>World EH Day: Hidden Hazards of Third Hand Smoke</td>
<td>32</td>
<td>212</td>
</tr>
</tbody>
</table>

Pick up from partners – placed on their sites, newsletters, etc.
World Environmental Health Day
26 September 2016

26 September has been observed as World Environmental Health Day (WEHD) for the past four years. The WEHD is intended to raise awareness of environmental health issues and encourage action to protect and improve the environment.

This year, the WEHD will focus on tobacco control as a response to the global tobacco pandemic. Smoking and the use of tobacco is the primary cause of preventable illness and death. An estimated six million people die annually from tobacco-related diseases. This number is expected to rise to eight million by 2030. There is a growing body of evidence that links tobacco use to a range of diseases, including cancer, cardiovascular disease, respiratory disease, and other chronic illnesses.

How to get involved
Many activities are taking place around the world in connection to this big event. The WEHD website is being updated regularly with new information and resources. Visit the WEHD website to see what activities are taking place in your region.

2016
USA
National Environmental Health Association - NEHA
Website: www.neha.org

India
Department of Environmental Health Engineering, All India Institute of Medical Sciences, New Delhi
Website: www.aiims.edu

Saudi Arabia
Environmental Health Section, Ministry of Health, Kingdom of Saudi Arabia

World Environmental Health Day
September 26, 2016
Tobacco harms in more ways than one... take a 2nd and 3rd look!

Further information about the theme of 2016

Further information about the theme of 2016: Tobacco Control... a response to the global tobacco pandemic

How to get involved

Many activities are taking place around the world in connection to this big event. The WEHD website is being updated regularly with new information and resources. Visit the WEHD website to see what activities are taking place in your region.
Resource Roundup: 2016 World Environmental Health Day – Fighting Second and Third-Hand Smoke

Each year, the International Federation of Environmental Health (IFEH) hosts World Environmental Health Day to encourage global recognition of critical environmental health issues. Past themes have focused on raising awareness about protecting children’s environmental health, addressing environmental health inequalities, and preparing for emerging environmental health risks and challenges.

Launched in 2011 during an IFEH Council meeting in Indonesia, this observance already has a rich tradition of multinational collaboration, engaging a diverse range of agencies from the public and private sectors throughout the past six years.

Monday, September 26, 2016 marked the sixth annual World Environmental Health Day, ushering in a more finite theme: the global tobacco pandemic. Formally supported by nine nations, including the U.S., this campaign highlighted the adverse health risks resulting from tobacco products, while urging global action to lower tobacco usage and promote smoke-free environments.
Happy World Environmental Health Day!

We here at the Florida Environmental Health Association would like to wish you all a very happy World Environmental Health Day!

Thank You for all that you do!