

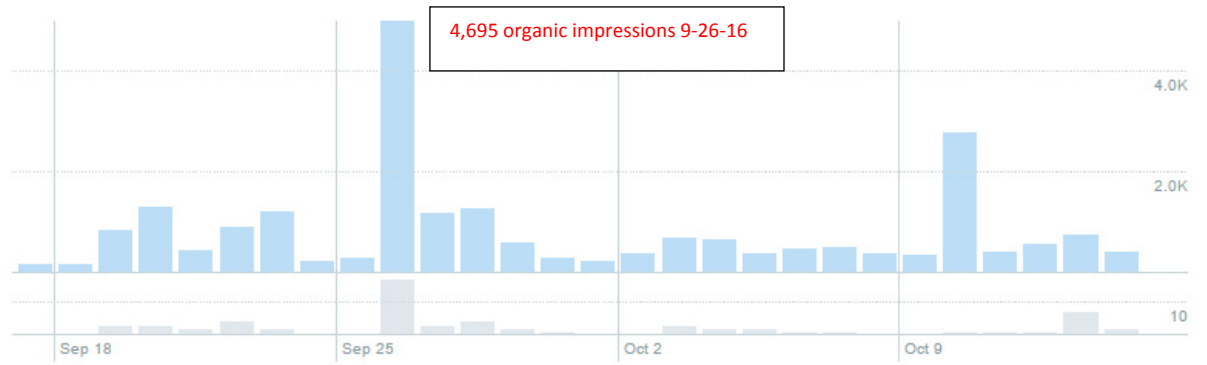
## WORLD ENVIRONMENTAL HEALTH DAY 2016






### Success Measurements Identified (Pre-campaign)

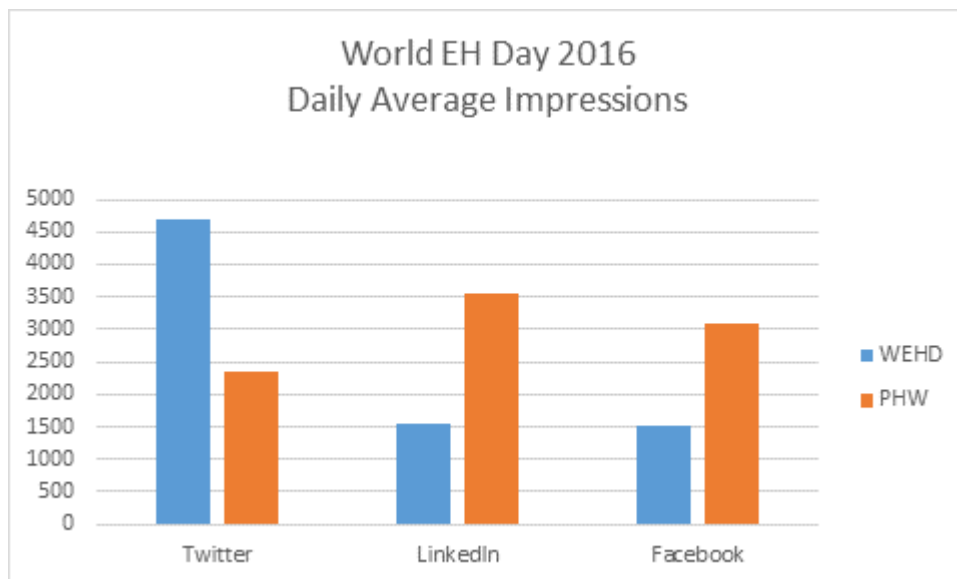
1. Impressions/reach on social media	Twitter=4,695 organic impressions LinkedIn= approx. 1400 Facebook= approx. 1500
2. Website landing page traffic	1189 page views! New content!
3. Media pick up	Wbco PharmaNews
4. Partners involved (>=5)	Total = 11 Accela American Academy of Sanitarians APHA Env Section 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



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>NEHA</b> @nehaorg · Sep 26 To find local ordinances, maps, and resources for smoke-free venues, visit <a href="http://qub.me">qub.me</a> <a href="#">#worlddehday</a>			1,460	11	0.8%
	<a href="#">View Tweet activity</a>				<a href="#">Promote</a>	
	<b>NEHA</b> @nehaorg · Sep 19 SepticSmart Week is focused on getting homeowners and communities to care for and maintain their septic systems. <a href="http://ow.ly/qb9k303Jyfi">ow.ly/qb9k303Jyfi</a>			997	17	1.7%
	<a href="#">View Tweet activity</a>				<a href="#">Promote</a>	
	<b>NEHA</b> @nehaorg · Sep 26 <a href="#">#WorldEHDay</a> check out NEHA's resources on <a href="#">#SecondHandSmoke</a> <a href="http://qub.me">qub.me</a>			929	5	0.5%
	<a href="#">View Tweet activity</a>				<a href="#">Promote</a>	
	<b>NEHA</b> @nehaorg · Oct 3 Read GHHS's paper presented at @ACEEEEdc <a href="#">#SummerStudy16</a> on non-energy benefits of <a href="#">#EE</a> & health interventions <a href="http://ow.ly/eZUu304tF6m">ow.ly/eZUu304tF6m</a>			540	2	0.4%
	<a href="#">View Tweet activity</a>				<a href="#">Promote</a>	
	<b>NEHA</b> @nehaorg · Sep 26 Great resource @wayne_in, check out more on <a href="#">#SecondHandSmoke</a> <a href="http://qub.me">qub.me</a> <a href="#">#WorldEHDay</a>			514	14	2.7%
	<a href="#">View Tweet activity</a>				<a href="#">Promote</a>	



WEHD= world environmental health day PHW=[national] public health week

## World EH Day NEHA.org Analytics

Month / Day	September 2016		26 September 2016	
Page Title	PageViews	Average Time On Page	PageViews	Average Time On Page
World EH Day	670	00:02:01	250	00:02:06
Tobacco and EH Professionals Blog	23	0:01:22	13	00:00:31
Environmental Health and Tobacco	143	00:01:37	43	00:01:13
Second Hand Smoke	77	00:03:13	18	00:02:26
Third Hand Smoke	227	00:03:47	79	00:04:32
World Environmental Health Day Toolkit	49	00:03:00	18	00:01:38

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



**National Environmental Health Association**

Published by Hootsuite [?] · September 26 at 8:35am · 🌐

It's #WorldEHDay- join our Twitter Chat by using #WorldEHDay at 1:00 P.M. MDT <http://ow.ly/wkYi304dR6f>



1,569 people reached

Boost Post

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



**NEHA** @nehaorg · Sep 26

To find local ordinances, maps, and resources for smoke-free venues, visit [qub.me](http://qub.me) #worlddehday

[View Tweet activity](#)


1,398

### Additional metrics:

Video views:


Video Analytics by Month	Plays	Impressions
World EH Day: Hidden Hazards of Third Hand Smoke	32	212

Pick up from partners – placed on their sites, newsletters, etc.



**APHA**  
AMERICAN PUBLIC HEALTH ASSOCIATION  
*For science. For action. For health.*



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## World Environmental Health Day

OBSERVANCES //

Date: SEP 26 2016, 0:00 AM - 0:00 AM EST

**Description**

**TOBACCO HARMS IN MORE WAYS THAN ONE: TAKE A SECOND LOOK!**

Join the National Environmental Health Association and the International Federation of Environmental Health in celebrating World Environmental Health Day. This year's theme is tobacco control, with a specific focus on the negative health effects of second- and third-hand smoke to both individuals and societies.

[Learn more](#)

[Become a Member](#) >  
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[Newsletter sign up](#) >



#### Activities 2016

Some of the activities and events that take place in connection with the 2016 World Environmental Health Day, 26 September 2016 will be displayed on this web site.

Please submit information on activities to:  
IFEH [pro@ifeh.org](mailto:pro@ifeh.org) in order to get it displayed on this website.

[Information about 2016 World Environmental Health Day](#)

[Further background information](#)

**USA**  
National Environmental Health Association  
NEHA

[More info...](#)

**INDIA**  
St. Jude's Alumni Education & Welfare Association  
More info...

**ENGLAND, WALES AND N. IRELAND**  
Chartered Institute of Environmental Health  
CIEH

[More info...](#)

#### Activities 2015

Look up some of the activities and events that took place in connection with the 2015 World Environmental Health Day, 26 September 2015

[Link](#)

#### Activities 2014

Look up some of the activities and events that took place in connection with the 2014 World Environmental Health Day, 26 September 2014

[Link](#)

#### Activities 2013

Some of the activities and events that took place in connection with the 2013 World Environmental Health Day, 26 September 2013 are displayed below.

[Link](#)

**INDIA**  
Department of Environmental Health Engineering, Sri Ramachandra University, Chennai, Tamilnadu, India:

[More info...](#)

**SAUDI ARABIA**  
Environmental Health Section, Royal Commission Jubail, Kingdom of Saudi Arabia:

## World Environmental Health Day 26 September 2016

26 September has by the International Federation of Environmental Health been declared:

### World Environmental Health Day

to be celebrated each year

#### Theme for the 2016 World Environmental Health Day:

### Tobacco Control... a response to the global tobacco pandemic

Smoking, and the use of tobacco, is the primary cause of PREVENTABLE illness and death. Six million people are killed globally by tobacco EVERY YEAR. Of this number 600,000 are killed by second-hand smoke. There is clear evidence to link tobacco to lung cancer but there is also evidence of an association with cancer of the kidney, cancer of the larynx and head and neck, breast cancer, bladder, oesophagus, pancreas and stomach cancer. About a half of all life-long smokers will die prematurely and on average cigarette smokers die 10 years younger than non-smokers.

Smoking is therefore a major Public Health and Environmental Health issue Worldwide and the IFEH Board would wish to encourage all Member Organisations to take part in this years' World Environmental Health Day (WEHD) in September 2016.

[Further information about the theme of 2016](#)

#### How to get involved

Many activities are taking place around the Globe in connection to this big event. The IFEH wants as many as possible of the events in this connection to be known. And let us be clear - it doesn't cost anything to get your event displayed on this site.

Just send information about your initiative to [pro@ifeh.org](mailto:pro@ifeh.org) if you would like your this information to be published on this site.

International Federation of Environmental Health



World Environmental Health Day  
26th September 2016



Hymn to the World Environmental Health Day Indonesian students together with the IFEH Council members in Indonesia 26 September 2011

#### 2016 USA

National Environmental Health Association - NEHA  
website: [www.neha.org](http://www.neha.org)



The NEHA, US is planning several initiatives in connection with the 2016 WEHD

[Look up further information on their website](#)

#### 2016

# NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health

## HEALTHY PEOPLE, HEALTHY PLACES

### THE ESSENTIAL ELEMENTS OF LOCAL PUBLIC HEALTH



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## 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.

## RECENT POSTS

[New Health Impact Assessment Resources for Local Health Departments](#)

[New Resource: Model Aquatic Health Code Network September 2016 Webinar](#)

[NA STAD Launches Platforms to Elevate Standard of Healthcare for Black Gay Men and MSM](#)





Mon 9/26/2016 6:38 PM

Sandra Whitehead <whitehead.sandra.1@gmail.com>

Fwd: Happy World Environmental Health Day

To: Clare Sinacori; David Dyjack

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!