

S.P.I.N.ning Sustainable  
Consumption in Communities:  
Promoting Safer Products in Worcester,  
MA

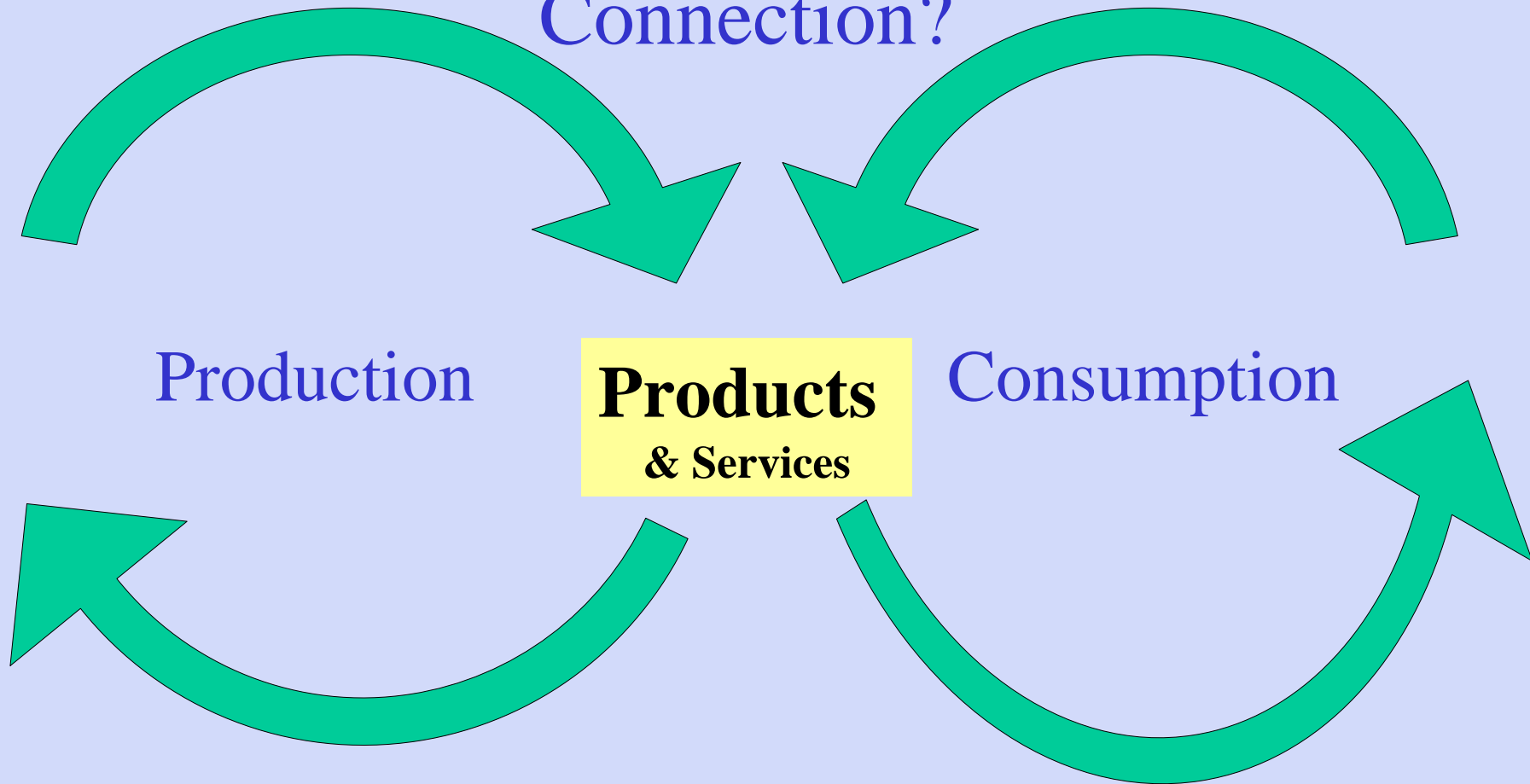
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# Consumption and Production: What's the Connection?



# Background for S.P.I.N. Project

- **Problem:** Children are exposed to numerous toxic chemicals in the home
- **Symptom:** Increasing incidence of adverse health effects
- **Solution?:** Reduce exposure through changes in household product purchase and use behavior  
= *sustainable consumption*



# Safer Products In Neighborhoods (SPIN)\*



- Piloted in Worcester, MA
- Focused on cleaning products
- Change agents: specially trained outreach workers
- Message delivered through home visits and group presentations

*\*Funded in part by the Jesse B. Cox Foundation*

# S.P.I.N. Outcomes

- Measurable changes in product use
- Measurable changes in other types of self-reported behavior change
- Local capacity for conducting environmental health outreach

# Some Lessons Learned

- Public health (esp. children's health) is an effective “hook” for toxics issues
- More effective to train outreach workers from the target community about toxics than to train outside experts about the target community
- Design of data collection process is very important
- Home visits are effective but not efficient for changing behavior

# The Pilot Program, Revised...

- “Healthy Homes, Healthy Kids” launched in Lawrence and Worcester last fall
- Target audience: 60 outreach workers, 600 parents by August 2004
- Improved methodology

# ... And Expanded

- Public health - incorporation into nursing curriculum at UML
- Occupational health - training for Brazilian janitors, others

# Next Steps

- Replication in MA and elsewhere
- Dialogue with retailers, product manufacturers?