



DEFENDING NORTH SEATAC PARK: THE KEY ROLE OF EFFECTIVE ENVIRONMENTAL HEALTH  
COMMUNICATION

Session: In-Person

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Environmental health communication plays an essential role in protecting human health and safety by increasing awareness and understanding of environmental health risks. It is a vital tool for protecting diverse communities and empowering them to make informed decisions about their health and well-being. The purpose of this study was to explore the best practices for communicating environmental health risks. In my internship, I assisted the Defenders of North SeaTac Park with their public outreach campaign. My work primarily consisted of leading community meetings, speaking at public comments, and managing their social media accounts. Through my research, I concluded that a multimedia approach is best when tailored to the specific needs of the community. In particular, I found that clear and accessible language is essential when communicating environmental health risks. One significant challenge in communicating environmental health risks, is the diversity of the community. As a result, it is crucial to develop targeted messaging that considers the cultural and linguistic needs of each individual community. This is especially important when communicating with diverse communities in situations where awareness one of the only defenses for public health and the future of greenspaces. Effective environmental health communication can help establish solutions to complex environmental health issues, which can equip communities with the tools to protect themselves and their local parks. Ultimately, effective environmental health communication is critical in promoting healthy and sustainable communities.