

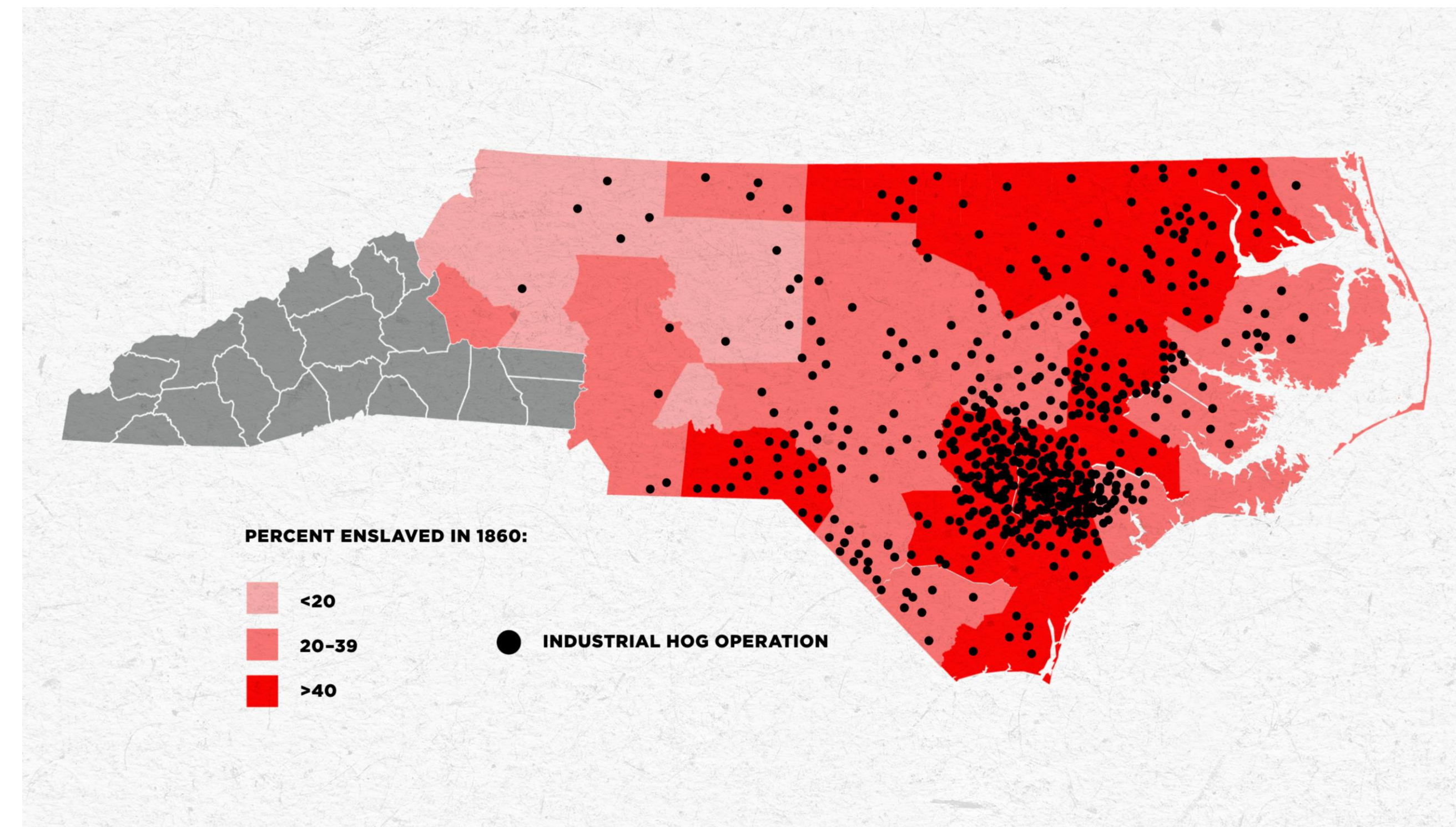
# Environmental Health Communication Strategies for Rural Southern Black/African American Communities in North Carolina

## Abstract

Currently, there are no culturally or linguistically tailored resources that address the environmental health needs of rural southern Black/African American communities in North Carolina (NC). Rural NC communities are adversely impacted by major polluting agricultural industries, specifically controlled animal feeding operations (CAFOs). The purpose of this research is to develop a toolkit that not only educates this community, but also provide them with the resources they need to protect their health and advocate for themselves and their communities.

## Background

The environmental justice movement started in Warren County, North Carolina when residents raised concerns about environmental injustices taking place in their neighborhoods. Presently, the community is facing the adverse health outcomes caused by environmental pollution from controlled animal feeding operations (CAFOs). Those who live in rural communities face the adverse environmental and health-related effects of CAFOs and their corresponding waste facilities.



## Methodology

### Audience(s)

Primary Audience: Black/ African Americans in North Carolina  
Secondary Audience: Community-based organizations leaders and subject matter experts

### Data Collection

An environmental scan of the topic was conducted which included, literature review, communication resources review, and community-based organizations review.

### Synthesis

An analysis of all material gathered and reviewed during the scan was done. From there the information was used to inform the recommendations and development of the toolkit.

## Results

- Communities are knowledgeable of the ways in which environmental injustices impact their overall health.
- Communities are in need of resources that allow them to advocate for themselves.
- Communities need a streamlined language and unified language to address their issues they are facing.

## Next Steps

In alignment with needs of the community and the information gathered throughout the research process, a toolkit is being developed and piloted at local community-based organizations. The resources created for the priority audience have a primary use case for education and advocacy, since this is what the community has expressed a need for.

