

## **Strategies for Optimizing National Children’s Study Community Retention: Examining the Impact of Study Branding on Community Engagement Efforts**

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**Introduction:** The National Children’s Study (NCS) Queens Vanguard Center (QVC) has implemented several activities to optimize community retention. Establishing a consistent local brand across print, social and electronic media has been critical in optimizing Study visibility in Queens.

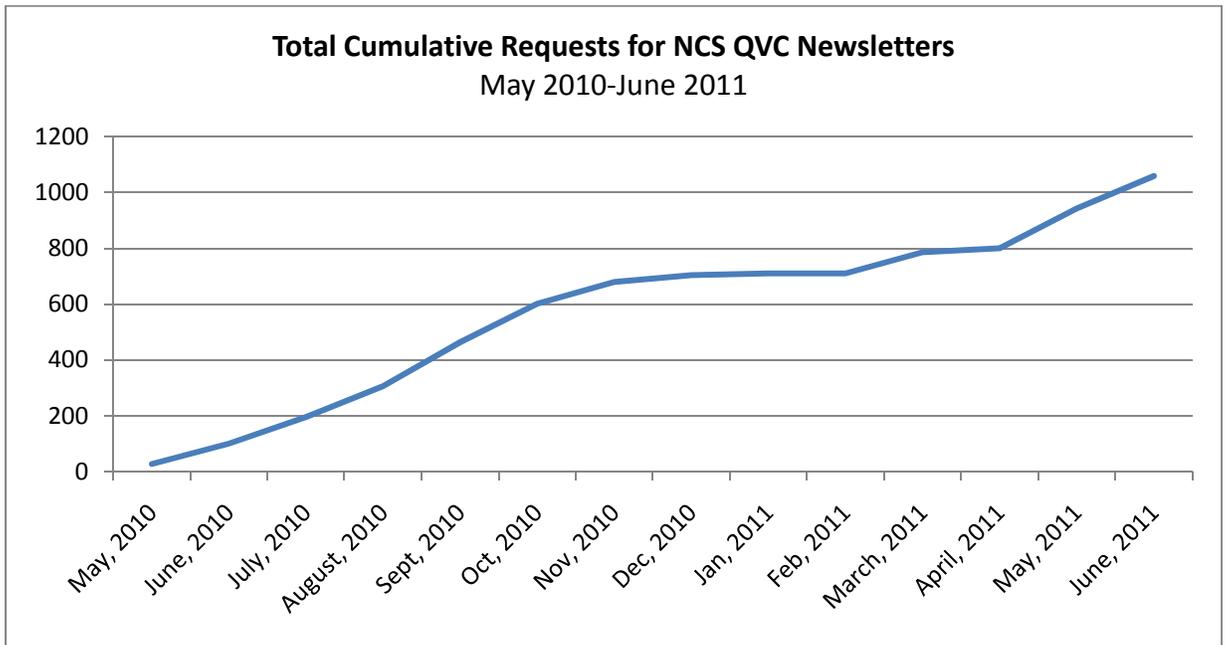
**Methods:** Incorporating community input, the QVC has created branded materials including a 90-second animated video, print and electronic newsletter, resource cards, bookmarks and postcards. In September 2010, we hosted NCS Queens Awareness Week, which corresponded with the premiere of our video, as well as the launch of our educational workshop series and our electronic newsletter. Prior to, and following this week, we tracked our engagement efforts by measuring the following process outcomes: network of contacts, community-hosted workshops and materials disseminated.

**Results:** The supporting figures demonstrate increased stakeholder reach since the targeted dissemination of NCS-branded resources for the Queens community. Our consistent increase is exhibited across a variety of key community and electronic venues, incorporating presentation, video, newsletter and other print material formats.

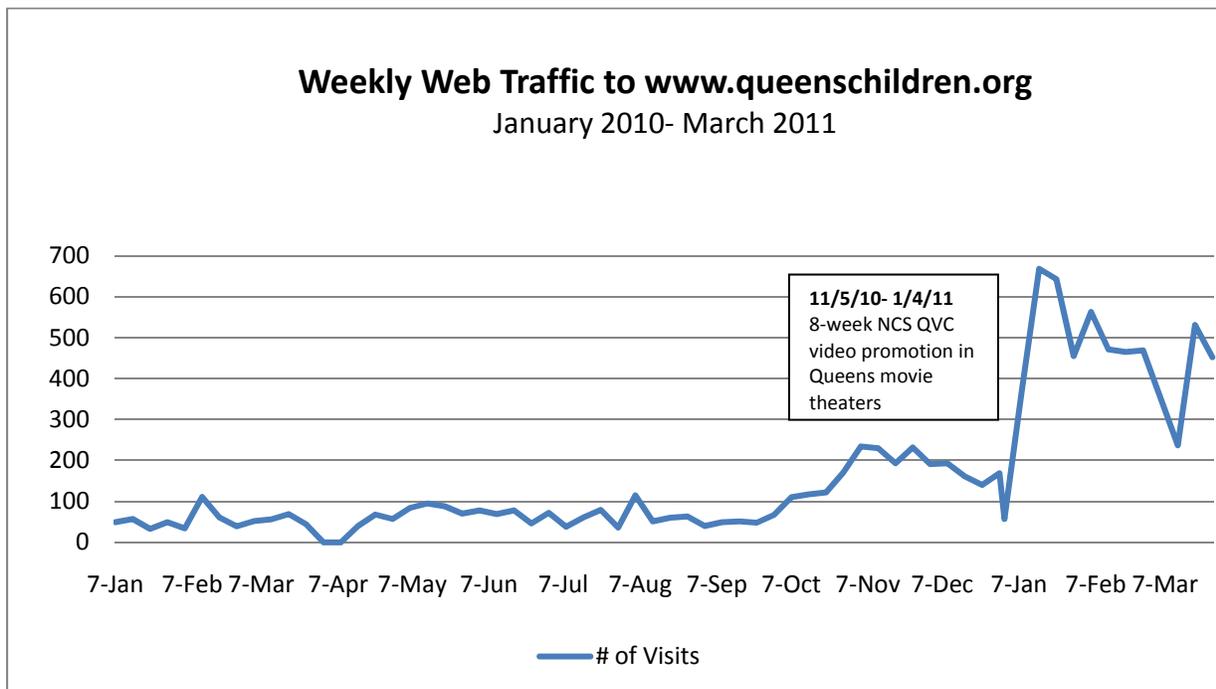
**Conclusions:** In our Queens outreach efforts, having a consistent identity helps to optimize visibility. The development of local resources and materials has been an iterative process, guided by community input, both in content and venues for dissemination. The creation of an NCS Awareness Week generated opportunities for increased visibility and solidified the local NCS brand. Finally, the creation of community-relevant and graphically consistent outreach materials has expanded Study visibility in Queens, as measured by the increase in demand for branded materials over time.

I. Tables and Figures

A. Increased new requests for print and electronic newsletters



B. Increased web traffic to [www.queenschildren.org](http://www.queenschildren.org) as a result of video launch featuring Study information and Queens website address



II. Appendix: National Children’s Study Queens Vanguard Center branded graphic materials

A. Postcard

Queens Vanguard Center  
THE NATIONAL CHILDREN'S STUDY

Learn about the National Children's Study  
Call 877.782.6965  
Email [info@queenschildren.org](mailto:info@queenschildren.org)  
Visit [www.queenschildren.org](http://www.queenschildren.org)

Help Spread the Word

- **ADVOCATE** for the National Children's Study in your community
- **READ and SHARE** our newsletter  
Sign up at [newsletter@queenschildren.org](mailto:newsletter@queenschildren.org)
- **INVITE** the National Children's Study to your community events
- **VIEW and SHARE** our video  
Go to [www.youtube.com/queenschildren](http://www.youtube.com/queenschildren)
- **POST** our window cling in local businesses & organizations

I SUPPORT Yo apoyo Je soutiens Wipiaman ni mihomanao

THE NATIONAL CHILDREN'S STUDY  
Queens Vanguard Center

**About The National Children's Study**

The National Children's Study is a long-term research project that will look at how children's environment—the air they breathe, the water they drink, and the communities they live in—affects their health and well-being into adulthood. More than 100,000 children from counties across the United States will take part in the Study—from before birth until age 21. The National Children's Study has been in Queens since January 2009.

B. Bookmarks

Eight versions available (letters A-Z) in English and Spanish

(English)

**a to z** guide to growing up green & healthy in Queens

**a** is for apple. Buy organic apples when possible, to avoid pesticide residues.

**b** is for BPA. Look for plastic products labelled BPA-free to avoid Bisphenol A, a chemical linked to problems in children's growth and development.

**c** is for carbon footprint. Try to cut your electricity use to help reduce your carbon footprint, or carbon dioxide (CO<sub>2</sub>) pollution.

The **a to z** bookmarkazine produced by the National Children's Study Queens Vanguard Center.  
[www.queenschildren.org](http://www.queenschildren.org)

Did you know?  
The National Children's Study is the largest long-term study of children's health ever to be done in the United States.

I SUPPORT Yo apoyo Je soutiens Wipiaman ni mihomanao

THE NATIONAL CHILDREN'S STUDY  
Queens Vanguard Center

Show your support—find Queens Children on:

LIKE us!  
FOLLOW us!  
WATCH us!

The **a to z** bookmarkazine produced by the National Children's Study Queens Vanguard Center.  
[www.queenschildren.org](http://www.queenschildren.org)

(Spanish)

guía de **a a la Z** para vivir verde & saludable en Queens

**a** es para apio. Compre apio orgánico cuando sea posible para evitar residuos de pesticidas.

**b** es para BPA. Busque productos marcados BPA-free para evitar Bisphenol A, un químico asociado con problemas en el crecimiento y desarrollo de los niños.

**c** es para huella de carbono. Trate de reducir el uso de electricidad para ayudar a reducir su huella de carbono, o contaminación de dióxido de carbono (CO<sub>2</sub>).

La guía es producida por el National Children's Study Queens Vanguard Center.  
[www.queenschildren.org](http://www.queenschildren.org)

¿Sabía usted que?  
El National Children's Study es el estudio más grande a largo plazo jamás hecho en los Estados Unidos sobre la salud de los niños.

I SUPPORT Yo apoyo Je soutiens Wipiaman ni mihomanao

THE NATIONAL CHILDREN'S STUDY  
Queens Vanguard Center

Demuéstranos su apoyo—busque Queens Children en:

Me GUSTA!  
SIGUENOS!  
OBSERVANOS!

La guía es producida por el National Children's Study Queens Vanguard Center.  
[www.queenschildren.org](http://www.queenschildren.org)

**C. Resource Cards**

Three versions available in English and Spanish: Plastics, Pesticides and Pregnancy foods

**(English)**

**pocket guide** tips for growing up **green & healthy** in Queens

**tip** → Find plastic products labelled BPA-free.

BPA (Bisphenol A) is a chemical linked to problems in children's growth and development.



The pocket guide is produced by the National Children's Study Queens Vanguard Center.  
www.queenschildren.org

**pocket guide** tips for growing up **green & healthy** in Queens

✓ Use safer plastics, labelled 1, 2, 4, and 5.



✗ Avoid plastics labelled 3, 6, and 7.



**(Spanish)**

**guía de bolsillo** consejos para vivir **verde & saludable** en Queens

**consejo** → Busque productos de plásticos marcados BPA-free.

BPA (Bisphenol A) es un químico asociado con problemas de crecimiento y desarrollo en los niños.



La guía de bolsillo es producido por: National Children's Study Queens Vanguard Center.  
www.queenschildren.org

**guía de bolsillo** consejos para vivir **verde & saludable** en Queens

✓ Use plásticos más seguros, marcados 1, 2, 4 y 5.



✗ Evite plásticos marcados 3, 6, y 7.



**D. Animated Video**

Still image samples from the 90-second animated video, video text translated in Korean, Japanese and Spanish



## E. Newsletter

Print version disseminated quarterly, Electronic version disseminated monthly

(Winter 2011 Print version)

**growing up green & healthy in Queens**  
outreach newsletter of the National Children's Study  
Queens Vanguard Center  
winter 2011

**About the National Children's Study**  
The National Children's Study is a five-year research project that will look at how children's environment—the air they breathe, the water they drink, and the chemicals they live in— affects their health and well-being into adulthood. More than 100,000 children from counties across the United States will take part in the Study— from before birth until age 21. The National Children's Study has been in Queens since January 2009.

**In this issue:**  
 • In the community—Profile of Fast Food and Study Investigator Dr. Barbara Brenner  
 • Green & healthy at home—What are pesticides? Plus, tips for a healthier diet in the new year  
 • Community events & outreach photos

**Upcoming events**  
 Sing wars and happy this winter— get out to some fun events in Queens!  
 • Saturdays and Sundays—Acts for Families Program at the Noguchi Museum, Long Island City, 11:30am to 1:30pm  
 • Saturday, February 12—Flushing's 15th annual Lunar New Year Parade. The parade begins on Union Street and 36th Avenue, and ends at Main Street and 36th Avenue, Flushing, 11 am to 1 pm  
 • Saturday, February 19—The Museum Explorers Club presents "In the Studio: A Program for Families Affected by Autism" at the Queens Museum of Art, Queens, 11 am to noon  
 • Saturday, March 12—HSBC Children's Garden Family Day at Queens Botanical Garden, Flushing, 4 to 5 pm  
 • Sunday, March 20—MillieToGoNYC Site at Tree Care Workshop at Queens Botanical Garden, Flushing, 1 to 3 pm  
 • Saturday, April 2—Community Tree Planting at Rockaway Community Park and Beach, Far Rockaway, 10 am to 2 pm  
 For info about more upcoming events this winter, visit [www.queenschildren.org](http://www.queenschildren.org)

**Queens Vanguard Center**  
THE NATIONAL CHILDREN'S STUDY  
HEALTH GROWTH ENVIRONMENT

**Here's how YOU can help ensure that future generations of kids will grow up green & healthy in Queens**  
 • Spread the word about the National Children's Study by giving this newsletter to 10 of your friends  
 • View and share our video on [www.youtube.com/queenschildren](http://www.youtube.com/queenschildren)  
 • Post "I'm a fan of the National Children's Study" on your Facebook and Twitter pages  
 • Invite us to your next community event  
 • Find out more about what you can do, at [www.queenschildren.org](http://www.queenschildren.org)

(Winter 2011 Kids Page)

**growing up green & healthy kids page!**

**food fun**  
Be a healthy-food inspector!

• Step 1: Check the food pantry in your house for these healthy foods:  
 Whole Wheat: Brown Rice, Oatmeal, Wheat Bread and Pasta  
 Beans: Red, Black, Pinto  
 Fruits: Apples, Bananas, Oranges  
 Green, Leafy Vegetables: Spinach, Lettuce  
 Dairy: Milk, Cheese, Yogurt  
 Protein: Chicken, Tofu, Eggs

• Step 2: Create a shopping list for your family that includes items from the above list.  
 • Step 3: Go grocery shopping with your parents and help to select healthy food items for your family.  
 • Step 4: Help your parents prepare healthy meals— try the recipes on the other side.  
 • Step 5: Make sure your family meals include one food item from each of the categories listed in step 1 every day.

**Green Gus** is a spring peeper frog who lives in Jamaica Bay in Queens. Over the years his home has become less healthy because people have dropped trash and dirty water there. Gus wants to make his home healthy and loves to teach kids how to be healthy, too! This means giving kids great recipes and teaching kids about delicious and nutritious foods.

Gus is always looking for ways to make our planet better. Watch for his shiny green skin or his cricket-like call— "chirp chirp chirp"— you might see him around your home one day!

Gus says, "Tell your parents to learn more about the National Children's Study at [www.queenschildren.org](http://www.queenschildren.org)!"

**Go Green! contest**  
 • Are you a top chef? Send us a drawing, like the one at the right, of your favorite recipe to make at home. We will choose three drawings to publish in our newsletter or on our website, and the winners will receive FREE gifts from the National Children's Study!  
 Mail your drawings to: 14-16 Queens Plaza South, Suite 500, Long Island City, NY, 11101  
 Or email them to [newsletter@queenschildren.org](mailto:newsletter@queenschildren.org)

The recipe drawings are on the inside cover page of the printing campaign— a project in partnership with children's learning institutions across Queens County, including the Queens School of Public Health and Long Island University, Hofstra School of Communication. Their website is full of healthy ideas for kids— go to [www.queenschildren.org](http://www.queenschildren.org).

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THE NATIONAL CHILDREN'S STUDY  
HEALTH GROWTH ENVIRONMENT

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