



Women and Children's Festival Outreach Event - March 7, 2026

On March 7, 2026, Chasten Gold Nonprofit participated in the Women and Children's Festival, a large-scale community event that brought together over 2,000 attendees, primarily families, children, and local residents. The event provided a valuable opportunity to engage directly with a diverse cross-section of the Sacramento community, including populations that are often underrepresented in environmental health outreach efforts.

Chasten Gold's participation was led by Isaah Alford, Community Engagement Representative, who facilitated the booth and engaged directly with attendees throughout the event. Program Director Evonna McIntosh oversaw the planning and execution of the outreach strategy, ensuring alignment with Technical Assistance Grant (TAG) goals and community engagement best practices. Danyale McIntosh, Community Engagement Representative, played a key role in designing the booth concept and developing interactive offerings that were both educational and accessible for children and families. Additional Chasten Gold staff supported engagement efforts, helping to create a welcoming, high-energy environment that encouraged participation and learning.



The Chasten Gold booth was intentionally designed to be interactive, family-friendly, and educational, with a focus on increasing awareness of environmental health and safety in a way that was approachable for young audiences. Recognizing that children are often key messengers within households, the booth incorporated hands-on activities that translated complex environmental concepts into simple, relatable lessons.

A central feature of the booth was an interactive activity that demonstrated how invisible germs and environmental contaminants can remain on hands after play, reinforcing the importance of proper handwashing as a critical protective behavior. This activity served as an entry point for broader discussions about environmental exposure pathways, particularly how contaminants in soil and everyday environments can impact health.

To further support learning and retention, children were provided with free storytime of “The Day I Met Captain Fresh”, a children’s book written by Isaah Alford that emphasizes hygiene and health awareness. The story-based approach allowed families to continue the conversation at home, extending the impact of the engagement beyond the event itself.

In addition to educational materials, the booth distributed donated bath and body works hand soap and provided verbal guidance to families on simple, practical steps they can take to protect themselves and their children from environmental exposure. Staff engaged attendees in one-on-one conversations, answered questions, and shared information about local contaminated sites and ongoing cleanup efforts supported through the TAG program.

Outcomes, Impact, and TAG Relevance

The Women and Children's Festival provided a high-impact platform for outreach, with Chasten Gold successfully engaging hundreds of attendees throughout the day. The large attendance allowed for meaningful interaction with families from a wide range of backgrounds, including many individuals who may not typically attend formal environmental meetings or workshops.

Key outcomes of the event included:

- Increased awareness of environmental health concepts among children and families
- Improved understanding of the importance of handwashing as a preventative health measure
- Enhanced visibility of Chasten Gold's role in supporting community education and environmental justice
- Strengthened trust and rapport between community members and outreach staff

Children were highly engaged in the interactive activities, demonstrating curiosity and enthusiasm while learning about invisible germs and contaminants. Parents and caregivers expressed appreciation for the accessible and practical nature of the information provided, particularly the emphasis on simple actions that can be implemented immediately at home.

The event was particularly effective in reinforcing the connection between environmental conditions and personal health behaviors. By framing environmental contamination in terms that were relevant to everyday life—such as playing outside and washing hands—Chasten Gold was able to make complex concepts more understandable and actionable.

This approach aligns with best practices in environmental health communication, which emphasize the importance of:

- Meeting communities where they are
- Using culturally and age-appropriate messaging
- Providing clear, actionable guidance

The inclusion of storytelling through The Day I Met Captain Fresh further strengthened the impact of the outreach by creating an emotional and memorable learning experience for children.

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This outreach activity directly supports the objectives of the Technical Assistance Grant by expanding community awareness and understanding of environmental health risks associated with contaminated sites. The event served as an important complement to more formal engagement efforts, such as community meetings and technical workshops, by reaching audiences in a less formal, more accessible setting.

Specifically, the event contributed to TAG goals by:

- Increasing community knowledge of exposure pathways, including soil contact and hand-to-mouth behaviors
- Encouraging preventative health practices that reduce risk
- Providing accessible education to families in impacted communities
- Promoting ongoing engagement with environmental issues at the local level

The festival setting allowed Chasten Gold to engage a broader audience, including young children, who are a critical but often underserved demographic in environmental outreach efforts. By empowering children with knowledge and tools, the organization is helping to build a foundation for long-term community awareness and resilience.

Chasten Gold's participation in the Women and Children's Festival on March 7, 2026 represents a successful and impactful community engagement effort under the TAG program. Through interactive activities, educational materials, and meaningful conversations, the organization was able to effectively communicate key environmental health messages to a large and diverse audience.

The event demonstrated the value of creative, family-centered outreach strategies in increasing awareness, building trust, and fostering community involvement. As Chasten Gold continues its TAG-funded work, events like this will remain an essential component of a comprehensive engagement approach that prioritizes accessibility, inclusivity, and long-term impact.

