

Develop and Evaluate a Targeted Educational Program in Northern Manhattan and the South Bronx to Protect Hispanic/Latino Communities from Hazardous Skin Lightening Products

Investigators

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Project Summary

This project seeks to develop evidence-based education materials and culturally specific dissemination strategies to increase awareness of the potential risks of using over-the-counter (OTC) skin lightening products containing hydroquinone and mercury among Hispanic/Latino communities. This project is a collaboration with local community-based organizations working with Hispanic/Latino women and femme-identifying individuals in Northern Manhattan and the South Bronx. The educational materials are designed to increase awareness about:

- (1) The health risks of hydroquinone, mercury, and other substances commonly found in skin lighteners;
- (2) Upstream social and cultural drivers of OTC skin lightening use, including colorism; and
- (3) Strategies for individual and collective action to avoid toxic exposures and to ensure safer beauty products.

This project helps to connect at-risk and underserved Hispanic/Latino communities with informational resources related to OTC skin lightening products in a sustainable and culturally appropriate manner. In addition, it helps build community capacity to drive behavior change and provide much needed data so that the educational materials can be improved for future use.

Populations Served: Hispanic or Latino

Goals/Aims:

- To develop an educational module, designed to provide community members with strategies to recognize banned OTC skin lightening products and avoid them as well as to take action to report them.
- To develop and deliver a train-the-trainer guide to supplement the Environmental Health and Justice Leadership Training module and conduct a train-the-trainer intervention with staff members at selected community-based organizations serving Hispanic/Latino individuals in Northern Manhattan and the South Bronx. This includes translating materials appropriately.
- To conduct a preliminary evaluation of the intervention/module. In addition, revise the intervention/module in response to participant feedback and disseminate the module and project findings via a report and a dedicated landing page on the WE ACT website.

Publications/Abstracts/Posters, etc.

- Manuscript in preparation.

