

**Kentucky Environmental Foundation, Inc.**

(Berea, KY)

*Coming Clean*

**Total Award: \$50,000 over 1 year**

To support the Kentucky Environmental Foundation, Inc.'s Coming Clean collaborative which aims to develop an integrated policy framework for chemical policy reform. Coming Clean is a collaboration which works to harmonize strategies, research and messaging at the local and state levels. The ultimate goal is to create pressure for a national policy to hold the chemical industry accountable for the toxic products and by-products that find their way into the environment and our bodies. Under a single umbrella, with each group maintaining organizational power and integrity, the collaborative maximizes the participating groups' forces and mobilizes a coordinated strategy that magnifies the effect of state and local activities. Through work with the NCF-supported Commonweal "Language and Meaning Project" and in writing its inaugural document, the "Louisville Charter," Coming Clean is reframing the chemical safety debate by focusing on a common vision, with core values that include precaution in place of mitigation, creative substitution of dangerous chemicals with safe products and elevating the protection of human health over profit. These values, policy proposals and a new set of messages are being effectively disseminated in local and state initiatives through a large and well-networked collaborative.

***Program Contribution Breakdown:***

**\$25,000** Environment Program: *Objective I, Strategy 1*

**\$25,000** Health Program: *Objective II, Strategy 2*