

# WHERE YOU LIVE MATTERS

Where you live affects your health more than your DNA or the healthcare system you choose. Only behavior has more impact than the water you drink, the air you breathe and the soil under your feet.

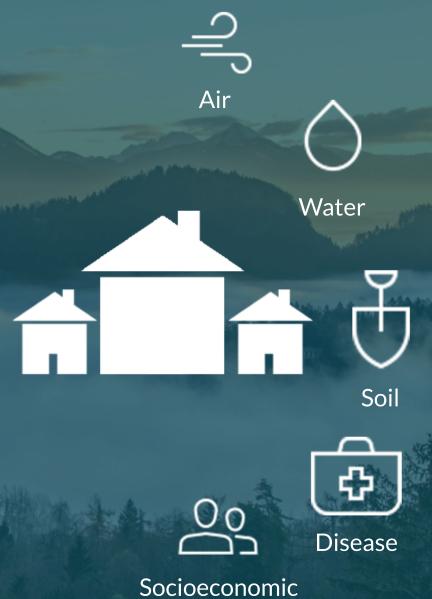


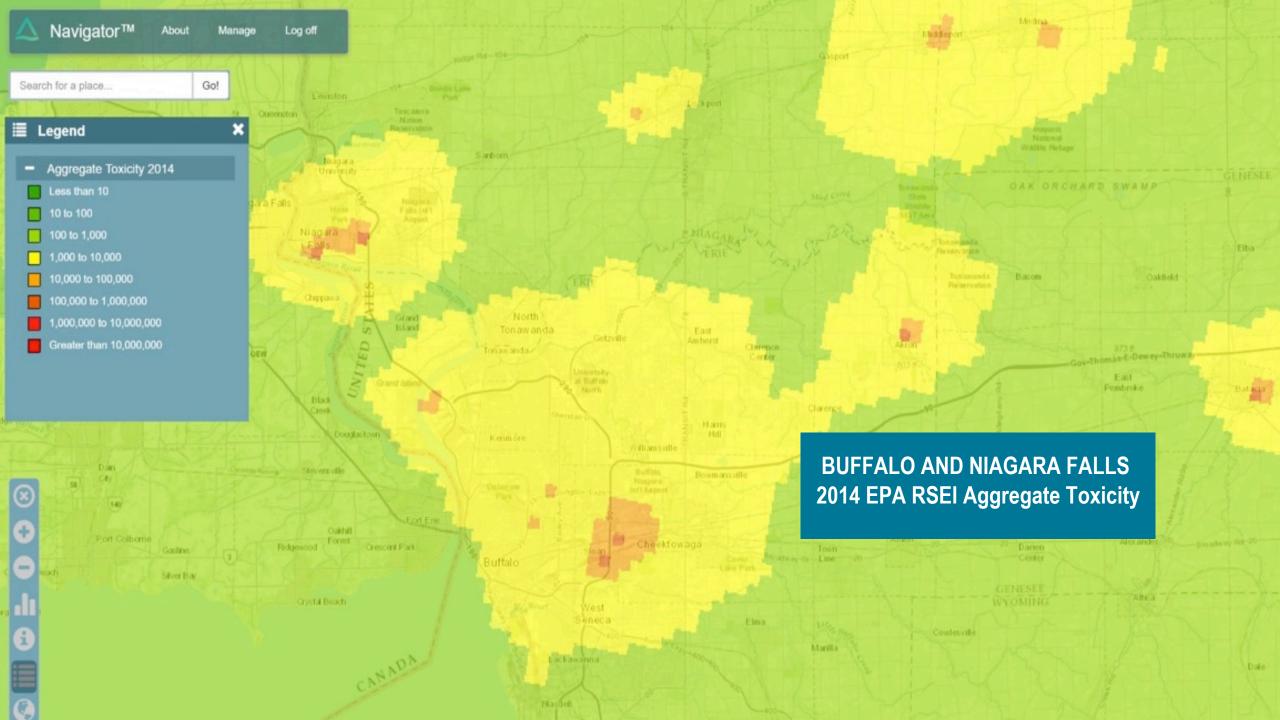
## OUR MISSION

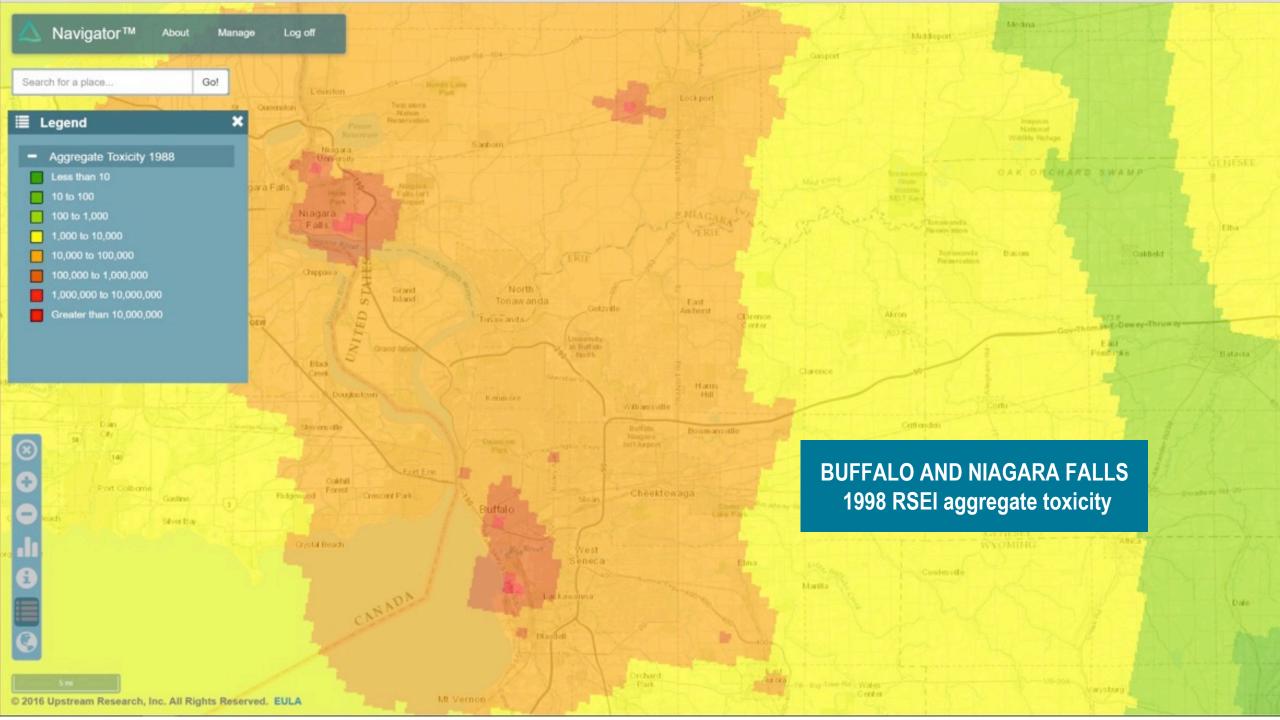
We inform and empower individuals and organizations to identify and mitigate environmental health risks where they live, work and play

## HOW WE DO IT

We present decades of federal, state, county, city, and community records for air, water and soil quality along with rates for disease such as cancer, heart disease, obesity, diabetes and asthma, for any location in the U.S.







#### Kids at Risk in Our Neighborhoods

An Upstream Map 🖪 💆 🔗



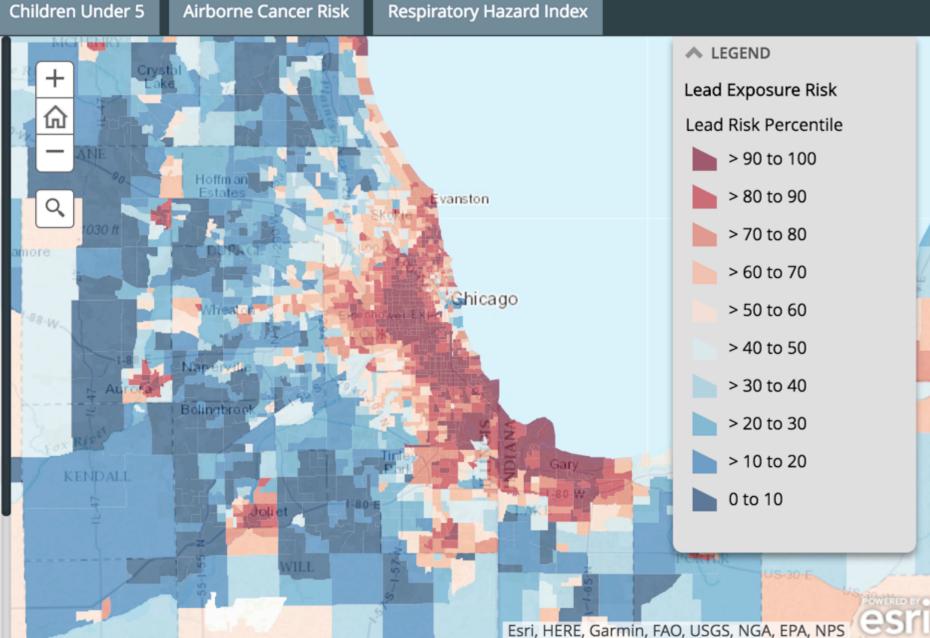


**Lead Exposure Risk** 

In children, low levels of lead exposure have been linked to damage to the central and peripheral nervous systems, learning disabilities, shorter stature, impaired hearing, and impaired formation and function of blood cells. Lead exposure is strongly linked to the age of housing structures in an area and to levels of poverty. This map ranks US Census Tracts by lead exposure risk.

Data are from the US Census American Community Survey 2011-2015. Methodology for calculating lead risk was developed by the Washington State Department of Health.

To learn more about this



#### **Kids at Risk in Our Neighborhoods**

An Upstream Map 🚹 💆 🔗





Lead Exposure Risk

Children Under 5

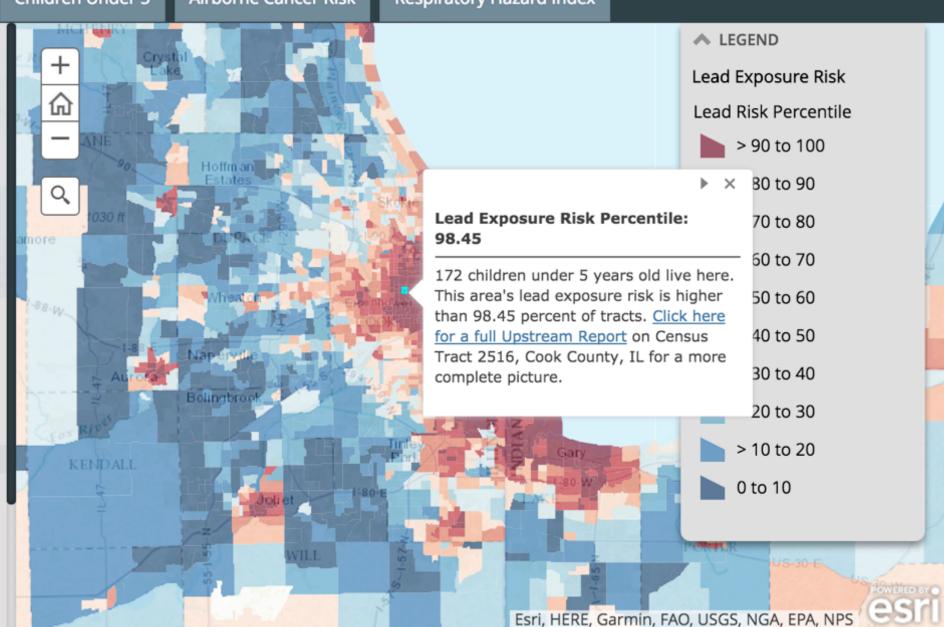
Airborne Cancer Risk

Respiratory Hazard Index

In children, low levels of lead exposure have been linked to damage to the central and peripheral nervous systems, learning disabilities, shorter stature, impaired hearing, and impaired formation and function of blood cells. Lead exposure is strongly linked to the age of housing structures in an area and to levels of poverty. This map ranks US Census Tracts by lead exposure risk.

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## UPSTREAM REPORTSTM

Search terabytes of global, federal, state and local environmental health risk records for any address with a web-enabled device in seconds

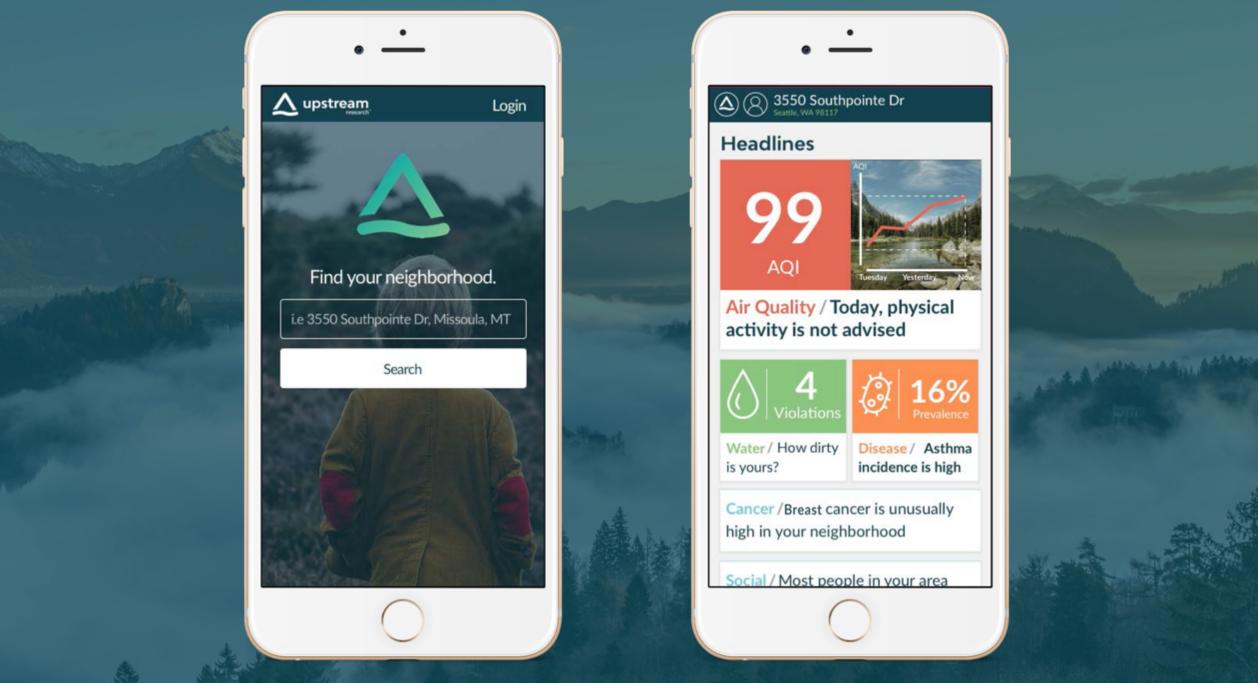
Santa Monica Inc

Hawthome

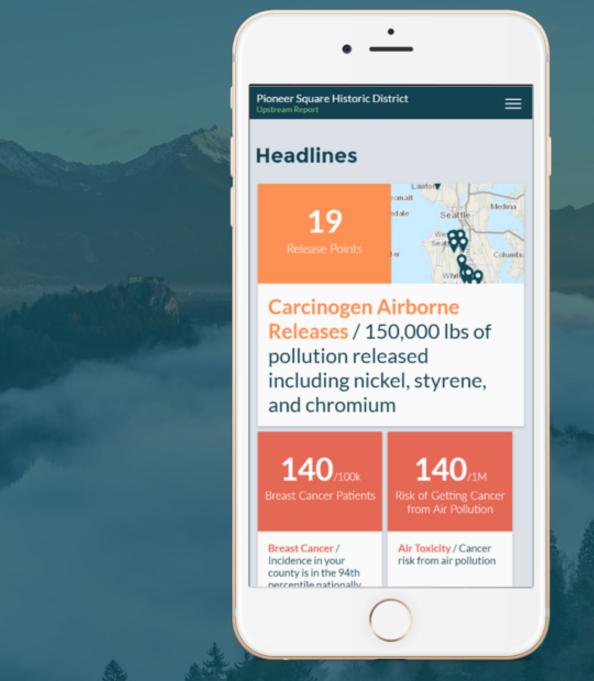
Redondo Beach

Rancho Palo Verde

PSTREAM RESEARCH, INC. 2016

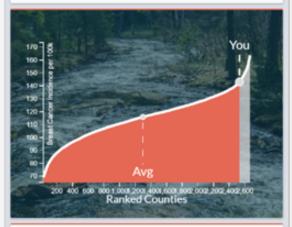


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**Breast Cancer** / Incidence in your county is in the 94th percentile nationally



The incidence of breast cancer in your county is 143.2 per hundred thousand people. That means that if current trends hold, 143.2 out of every hundered thousand people will be diagnosed with breast cancer this year. Compare that with the national average for this cancer, which is 115.98. Your county is in the 94th percentile, meaning that it ranks higher than at least 94 percent of counties in the United States.

Learn More



### DISRUPTING A \$217 TRILLION INDUSTRY

Information from Upstream Reports can impact one of the most valuable industries on earth, real estate ,by bringing greater transparency to sources of toxic threats to property values and human health, bringing greater pressure to policy makers, utilities, and elected officials responsible for public health and safety.



#### **SPRING 2017 LAUNCH**

- Leverage engaged consumer advocacy groups, social media influencers, environmental journalists, celebrities and nonprofits to promote free Upstream reports to the public.
- Raise awareness of 3,000 US neighborhoods that meet or exceed the lead exposure risk in Flint Michigan; follow with 3,000 public schools at greatest risk for toxic air.
- Enable easy sharing of Upstream Reports with friends, neighbors, community organizations, and elected officials.
- Promote additional Upstream Reports to real estate buyers and sellers for \$5 each with 20% of revenues directed to nonprofits focused on reducing environmental health risk.



## JOIN US UPSTREAM

We believe everyone has the right to know what is in the air they breathe, the water they drink and the soil beneath their feet.

There has never been a more critical moment to move humanity upstream to see more clearly how we can create healthier, more sustainable communities and protect a planet at increasing risk.

Nick Bedbury Co-Founder and CEO Upstream Research

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