

The Block Is Hot Campaign

Fighting for Environmental Justice in Black Communities

Black Voters Matter's *The Block Is Hot* campaign tackles environmental justice head-on, focusing on the urgent issues that hit Black neighborhoods hardest: food insecurity, poor quality housing, unsafe drinking water, and rising utility costs. We know these challenges aren't just policy. They're about health, dignity, and survival.

What We Do

- **Community Education:** We raise awareness about food insecurity, unsafe housing, water contamination, and utility justice through workshops, town halls, and direct outreach.
- **Sustainability Training:** In partnership with local leaders like Kendall Ray, we bring sustainability skills and knowledge directly to communities, empowering residents to take charge of their environment.
- **Health & Nutrition Advocacy:** We help residents connect with food co-ops and support efforts to bring fresh, nutritious food into neighborhoods where it's needed most.
- **Utility Justice:** By organizing community town halls, we give residents the tools to advocate for fair utility rates and reliable services.
- **Safer Housing Initiatives:** We support local advocacy for safer, healthier housing conditions and work to ensure every family has access to clean water and a secure home.

Our Impact

- In 2024, we brought sustainability training to nine rural Georgia counties, reaching over 1,500 Black voters and turning education into action: connecting residents with food co-ops, organizing around utility justice, and advocating for safer housing.
- In the 2025 Georgia Public Service Commission (PSC) election, our outreach helped shift both PSC seats to Democratic control for the first time in nearly 20 years, a major win for utility justice directly impacting the cost and reliability of electricity and water for Black families.
 - In 88 focus counties, overall turnout reached 23.5%, with Black turnout at 24.5%, outpacing the state average of 21%. In Clinch County, Black turnout soared to 51.8%.
 - Our campaign powered this movement with \$928,000+ in regrants to partners
 - 2.5 million radio impressions
 - 2 million+ digital ad impressions, fueling grassroots energy and real results.

Why It Matters

Environmental justice is about whether Black families can live, work, and thrive with dignity. The Block Is Hot campaign fights for the basic rights every community deserves: safe homes, nutritious food, fair utility rates, and a voice in the decisions that shape our daily lives. Because true justice starts with the

essentials, and every block deserves the chance to be healthy and strong. Environmental justice is racial justice. Learn more and get involved at <https://blackvotersmatterfund.org/the-block-is-hot/>