

A Synergistic Approach to Achieve Healthy Homes



The Saint Luke's Foundation Funding Vision and Funding Principles

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Saint Luke's Foundation



Why Saint Luke's?

The Saint Luke's Foundation's mission is to improve and transform the health and well-being of individuals, families and communities in Greater Cleveland.

Healthy Kids in Healthy Homes 2004 Program Goal

“...to support **collaborative** efforts **to eliminate** the risk of **lead poisoning in childhood in Greater Cleveland** by supporting creative new alliances to create, implement and evaluate processes and systems designed to address this problem”

Saint Luke's Foundation Call For Proposals, March 2004

Saint Luke's Vision

- To ensure community impact by creating a strong partnership built upon shared values.
 - Community empowerment
 - Leveraging resources
 - Public/private collaborations
 - Fidelity to Theory of Change

Saint Luke's Vision

- To develop a strong evaluation component that enables course correction, identification of effective strategies, including solid metrics
 - Logic Model
 - Use of third party evaluator

Saint Luke's Vision

- To create a strong communications strategy that enables the initiative to reach appropriate scale and achieve intended outcomes
 - Target
 - Intensity
 - Coverage
 - Commitment

The Greater Cleveland Lead Advisory Council: Collaborating to achieve a lead-safe and healthy Greater Cleveland

Kimalon Meriweather
Project Director – Lead Safe Living Campaign
Cleveland Department of Public Health



GCLAC Theory of Change

- We expect to eliminate childhood lead poisoning in Greater Cleveland through strategic foci of-
 - Project sustainability
 - Targeted communications
 - Awareness building & education
 - Community education, empowerment & engagement
 - Integration of lead services
 - Advocacy
 - Compliance and enforcement

Collaborative to eliminate childhood lead poisoning in Greater Cleveland

- Greater Cleveland Lead Advisory Council (GCLAC)
 - Multi-agency participation including representation from government, medical providers, advocates, and concerned citizens
 - Leadership from City & County health departments
 - Steering Committee
 - 6 active subcommittees

Greater Cleveland



Lead Advisory Council

2004 Starting Point & Progress to date

- In 2004 National Elevated Blood Lead (EBL) rate was **1.76%** while Cuyahoga County was at **8.5%**
- The most recent National data is for 2007 when the rate was at **1.0%**
- The 2009 Cuyahoga County rate is now at **4.6%**

2004 Starting Point & Progress to date

- 2009 Cuyahoga County EBL rate (≥ 10 $\mu\text{g}/\text{dL}$) shows **45.9%** reduction since 2004 which is greater than national EBL reduction rate of **43.2%** since 2004

How did Cuyahoga County achieve dramatic rate of reduction in past 6 years?

Strong community collaboration that attract, leverage and maximize:

Community education, empowerment & outreach

- Community, tenant & landlord trainings
- Medical Provider Education Program
- Lead Safe Living media campaign
- Community lead discipline trainings

Dedicated resources to address childhood lead poisoning

- Federal lead abatement grants
- Local foundation support
- Coalition building

GCLAC synergistic approach

- Public health departments strategically sought out programs or organizations to form GCLAC
 - Convened key agencies for initial engagement
 - Defined purpose and mission
- Looked for commonalities between the organizations' missions, goals, target populations

GCLAC synergistic approach

- Used commonalities as the foundation to organize into high level strategic areas
- Developed a collaborative goal that would address the goals or deliverables of most participating organizations
- Identified gaps in funding and service areas that supported community needs

GCLAC synergistic approach

- Prioritized community needs and matched with federal and local funding opportunities
 - Areas that didn't align created GCLAC advocacy platform
 - Engaged advocacy partners with platform to create network and spur efforts
- Ensured adherence to evaluation component

GCLAC synergistic approach

- Pushed egos aside for the greater good and engaged team approach
 - Unified communication for community
- Promoted the GCLAC brand to create a community presence
 - Media campaign
 - Community outreach and trainings

Outcome: Policy Change

- Recognized emerging research shows that brain damage may occur at blood lead levels below 10 $\mu\text{g}/\text{dL}$
- Used expertise, political will and forces within the collaboration to promote policy change
- Resulted in countywide adoption of lower blood lead level standard (≥ 5 $\mu\text{g}/\text{dL}$) in 2007



Outcome: GCLAC synergy to transition to Healthy Homes: GCLAC + GCAC = GCHHAC

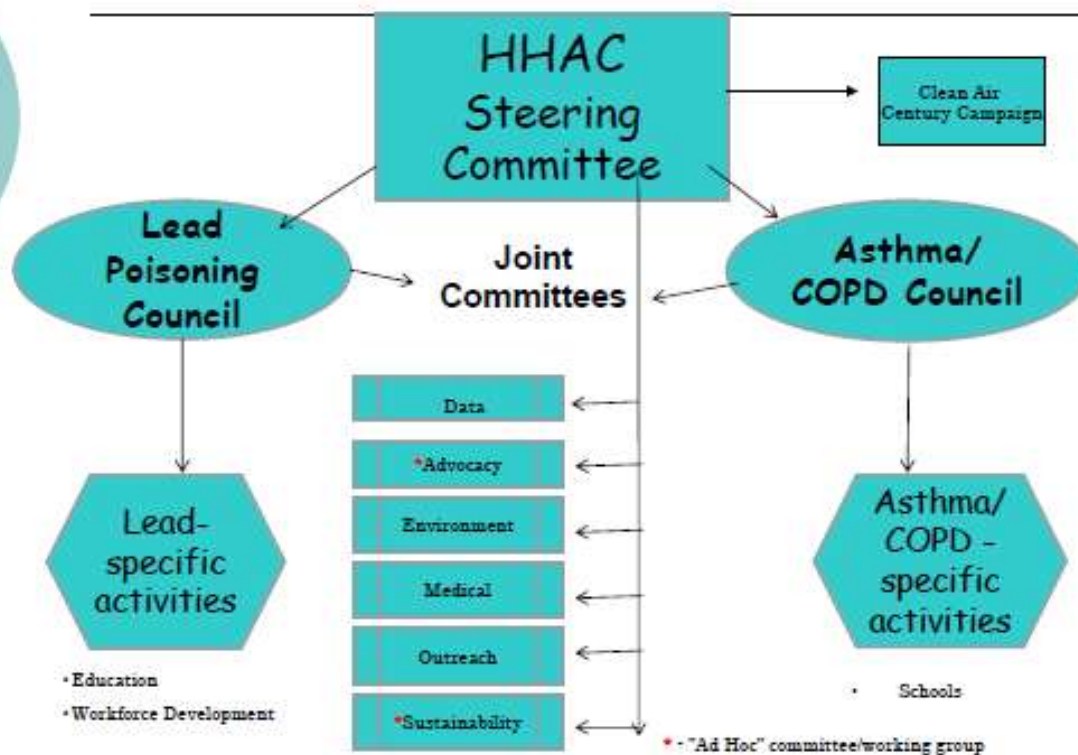
- GCLAC (Lead)
- Mission: To eliminate childhood lead poisoning in Greater Cleveland
- GCAC (Asthma)
- Mission: To improve the health and quality of life for individuals affected by asthma in Greater Cleveland

Childhood lead poisoning and Asthma Common Factors

- Serious environmental health concerns
 - number of children affected
 - nature of the impairments
 - immediacy of the impact
 - strength of the evidence
 - impact school performance
- Caused or aggravated by residential exposures
- Similar intervention strategies

GCLAC – GCAC Committee Comparative Analysis

Healthy Homes Advisory Council –
Revised organizational structure (01.10.11)



Forming collaborations to implement the Healthy Homes Approach

- Builds expertise that may be lacking by individual organizations
- Leverages resources and services between participating organizations
- Insures efficient service delivery

Forming collaborations to implement the Healthy Homes Approach

- Attractive to funders that serve areas with compounding community needs and multiple requesting agencies
- Expands the reach of each individual organization
- Results in meaningful community impact and healthier communities

Getting the word out!

Using media tools, community outreach and education to promote Lead Safe Living

Valencia White

Deputy Project Director – Lead Safe Living Campaign
Cleveland Department of Public Health



Community education, empowerment & outreach

- Increase awareness and mobilize support about the issue
- Create strong community presence
- Empower at-risk and impacted communities with prevention information
- Encourage collaborative process by maximizing partners' expertise

Community education, empowerment & outreach

- Landlord – Tenant Trainings
- Medical Provider Trainings
- Lead discipline trainings
- Annual Symposiums
- Community trainings via Faith Health Hubs

Lead Safe Living Media Campaign

- 2007 Campaign launch
 - Engaged parent advocates to develop campaign
 - Used diverse images to give lead poisoning a “community face”
 - Media vehicles: community rally, bus signs, billboards, print media, kiosks, & radio

The logo for the Lead Safe Living campaign. The words "Lead Safe" are on the top line and "Living" is on the bottom line, both in a blue serif font. The letter "S" in "Safe" is replaced by a red outline of a house with a white roof and a white door.

Lead Safe Living Media Campaign

- 2008 Campaign
 - Leveraged media opportunities
 - Promoted lower blood lead standard
 - Media vehicles: Billboards, print media, & radio



Lead Safe Living Media Campaign

- 2009 - Communications audit
Identified strengths and areas for improvement to reach target audience and strengthen Lead Safe Living brand
- 2010 – Back to School media campaign
 - Promoted lead screenings
 - Timing
 - Television, internet & radio
 - Interactive web-chat
 - Launched Facebook™ page




Lead Safe Living Media Campaign

- 2011 – Medical Champions campaign
Using medical providers to promote lead screenings to other providers and parents

Intended media vehicles: Television, Grand Rounds and LSL Medical Provider Training Program



2010 Back-to-School Media Campaign: Television



UAB
PRODUCTIONS
Cleveland, OH
216-367-7406

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Title: Lead Poisoning in Kids
Client: City of Cleveland
Code: LEAD-73010
Length: :30
Director: JoAnn Larsen

2010 Back-to-School Media Campaign: Radio

- Used multiple media vehicles to encourage behavioral change
- Results: TBD
- Sounding the Call



Power of strategic alliances

Kim Foreman
Director of Outreach & Education
Environmental Health Watch



Healthy Homes Pioneer

- *Blueprint for a Healthy House*
- *Conferences (1985-90)*
- *Healthy House Catalog (1990)*
- *Lead + Asthma Project (1998-99)*



Healthy Homes Strategy

- Address multiple housing hazards using a holistic approach:
 - Lead hazards
 - Excess moisture
 - Pest infestation
 - Faulty combustion appliances
 - Contaminated surfaces and reservoirs
 - Poorly done weatherization
 - Unsafe repairs



Collaboration and Grassroots methods achieve positive results

EHW Healthy Homes Projects:

- **City-County Healthy House (2004-12)**
- **Case Healthy Homes & Patients (2006-11)**
- **Tenants for Healthy Housing (2007-10)**

The HUD - Case Healthy Homes and Patients Program (CHHP)

Case Western Reserve University
Swetland Center for Environmental Health
Community Housing Solutions
Environmental Health Watch



CHHAP Intervention Strategy

- Integrate housing and behavioral interventions
- Address multiple housing-related health hazards and injury risks
- Medical residents in Family Medicine and Pediatrics participate in hazard assessments of their patients' homes

CHHAP Basic Program

- Physicians oriented to home environmental health & safety hazards via presentations
- Physicians accompany home health inspector to their patients' homes for a detailed inspection
- Family members participate in the inspections and learn about home health hazards

CHHAP Basic Program

- Home & health safety items provided; low-level remediation; referral for additional work
- At clinic visits, physician reinforces healthy home messages from the home visit

The Tenants for Healthy Housing Project (THH)

- Environmental Health Watch
- Cleveland Tenants Organization



THH Intervention Strategy

- Healthy Homes education for tenants in HUD- subsidized buildings
- CTO and EHW host HH education meetings for building managers/owners
- Address health hazards through tenant organizing, advocacy and enforcement

THH Basic Program

- CTO organizes in HUD-subsidized buildings
- Tenant leaders met monthly with residents
- EHW educated residents about:
 - lead poisoning
 - asthma triggers in the home
 - pest and pesticides
 - mold and moisture
 - indoor air quality
- CTO followed- up with tenants, building managers, and owners to make corrections



Cleveland – Cuyahoga County Healthy House Project (CCHH)

- Cleveland Housing Network
- Environmental Health Watch
- Cuyahoga County Board of Health
- Cleveland Department of Public Health
- Cuyahoga County Department of Development

CCHH Intervention Strategy

- Combine healthy house/weatherization inspections and interventions
 - Weatherization staff learn about home health hazards
 - Health Dept. staff learn about home air and moisture dynamics
- Focus on combustion appliances, moisture, ventilation, environmental cleaning

CCHH Basic Program

- Target homes:
 - Children with asthma
 - Elderly with COPD
 - Infants under 1
- Family education:
 - Home visit and group education
 - Allergen vacuums, bedding covers provided
- Outreach and education to home and center based childcare providers

Healthy Homes Project Successes

- City County Healthy House
 - 216 families have received interventions
 - Over 56 HH community presentations completed
- Case Healthy Homes And Patients
 - 126 families have received multiple visits and interventions
- Tenants for Healthy Housing
 - 13 Buildings changed policies
 - 4 rent strikes resulted in managerial policy shifts

Thank You!

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