



THE
CADMUS
GROUP, INC.

A Change Campaign for the Healthy Homes Movement

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Session Objectives

- Provide an overview of Change Campaign Model
- Describe Change Campaigns approach to breakthrough improvements
- Explore Change Campaign potential for Healthy Homes Movement
- Sketch a Healthy Homes Change Campaign
- Describe the path forward and call a community of practice into action

What is a Change Campaign?

- A proven approach for mobilizing a community of interest and transforming it into a ***community of practice*** to pursue transformational and ***system-wide solutions***.

A Proven Method

- The Change Campaign methodology synthesizes lessons from healthcare quality improvement:
 - Breakthrough vs. incremental improvement
 - Learning collaboratives vs. ad-hoc learning
 - Communities of practice vs. uncoordinated interaction
- Social change theory, community capacity building, social capital, and social marketing

A Cadmus Method

- Origins: Deep partnership with EPA's Indoor Environments Division building Change Campaigns
- Adapted breakthrough change approach for community-based actors and public health challenges (rather than health systems/care)
- Applied in community asthma care improvement, school environmental health, national radon, and water demand management domains

A Powerful Method

- Change Campaigns are outcomes-driven and systematic
 - *Outcomes-driven*: Designed around a single, community-defined “bold goal” — Example: 1,000 communities in action; cut ER visits in ½; double lives saved; cut demand in half...
 - *Systematic*: Two types of knowledge and action

System for Action

THE WHAT

- What needs to change?
The System for Change
- Where does change occur?
Unit of Action
- What drives achievement?
Change Package

THE HOW

- How to mobilize action?
Leadership Campaign
- How to refine changes?
Communities of Practice
- How to spur action?
Networks, Faculty, Pacing Events

A Powerful Method

- Change Campaigns are fast and sustainable
 - Focus on best-in-class strategies that are adaptable, testable and replicable today
 - Continually refine them through P-D-S-A cycles run by learning collaboratives
 - Enroll the community of practice to build the Campaign, refine the Change Package and tools through action-learning

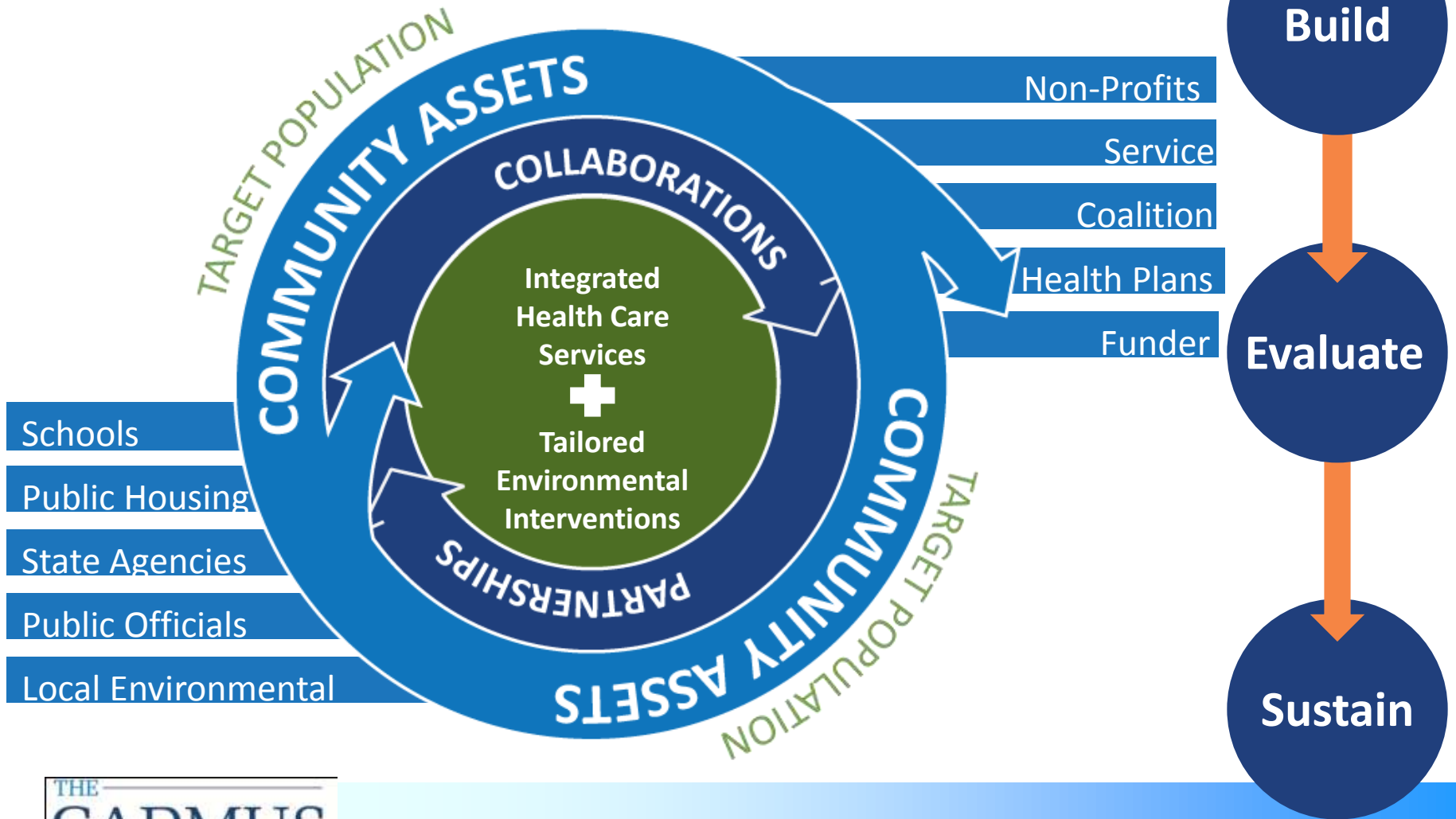
A Powerful Method

- Change Campaigns are political
 - Focus on big problems that require system changes, including changing standards, funding schemes, frameworks, policy, etc.
 - Kick off with aggressive marketing and recruitment to build the community's identity as a force for change
 - **Name a bold goal and assert it is possible**

A Powerful Method

- Change Campaigns succeed
 - Enrolled 1,200 communities in four years; reducing asthma-related utilization and saving money; deployed IAQ management programs in half the nation's schools
 - Communities are creating capacity beyond the asthma care and school systems to address complex environmental problems

EPA's System for Change for Asthma Care



Does Healthy Homes Need a Change Campaign?

- 6M families live in homes that are unhealthy, unsafe and energy inefficient
- **Every year**, unhealthy homes cause
 - 250,000 new cases of lead poisoning ;
 - 750,000 asthma ER visits;
 - 310,000 carbon monoxide poisonings;
 - 13 million preventable home related injuries

Does Healthy Homes Need a Change Campaign?

- 40% of asthma attacks are due to triggers in the home; \$5 billion in preventable medical costs
- Home injuries are 2nd leading cause of death for children < 5; 10 million ER visits/year; \$222 billion
- Lead poisoning contributes to an income loss of \$110-\$319 billion per generation
- Low income households spend 14% of income on energy versus 3.5% for other households

Does Healthy Homes Need a Change Campaign?

- Green & Healthy Homes Initiative's analysis shows 12 - 20% of houses in urban communities cannot participate in Weatherization because existing health and safety issues disqualify the homes
- We are walking away from the most needy and leaving health and money on the table

Does Healthy Homes Need a Change Campaign?

- Since GHHI began, it has completed 180 interventions, reducing energy costs, improving health, and decreasing hospital visits, missed school and work.
- GHHI estimates savings of 25 cents for every dollar. That's good.
- At this rate, it will take 66 thousand years to address the current backlog of homes.



- What's the best performance we can imagine in five years?
- How many ER visits and hospitalizations can we prevent?
- How many injuries?
- What disease prevalence can we impact?
- How much energy can we save?
- How much money can we save?



- What are the best programs operating today?
- How do you know they are the best?
- What kind of outcomes are they generating?
- What kinds of data are they capturing?



- What are they doing to generate outcomes that amaze us?
- What do the best programs have in common in terms of:
 - Leadership & Staffing
 - Logic models
 - Data and evaluation
 - Partnerships
 - Financing
 - Sustainability strategies
- What package of changes do we need (e.g., standards, management strategies, financing solutions, etc.)?



- Who do we need to engage in this Change Campaign?
- Who are the faculty and communities of practice?
- What kinds of partners does every program need to deliver healthy homes?



- How can we launch a Healthy Homes Change Campaign?
- What events can we adapt for action-learning?
- Who can host an online network where we build the community and Campaign?
- What changes should we test first?
- How will we measure and report on our progress?





In the end, poverty, putridity and pestilence;
work, wealth and worry; health, happiness
and hell, all simmer down into village
problems. ~Martin H. Fischer