

The
Alameda County
Lead Poisoning Prevention Program

**First Quarterly Report FY 2012-2013
July-September 2012**

ALAMEDA COUNTY LEAD POISONING PREVENTION PROGRAM
First Quarter Report: July-September 2012
Fiscal Year 2012-2013

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QUARTERLY HIGHLIGHTS

Kresge Foundation Site Visit

Phyllis Meadows and Pamela Shaheen representatives from the Kresge Foundation's Advancing Safe and Healthy Homes Initiative (ASHHI), and Cheribeth Tan-Schriner and Danielle Lepar from the Michigan Public Health Institute conducted a site visit from September 26-28, 2012. During the site visit various activities were organized including meetings with local ASHHI Project staff, community partners and political figures. As part of the site visit a community tour was conducted to the Prescott-Joseph Center for Community Enhancement, Inc., in Oakland and the Alameda Point Collaborative in Alameda. The representatives also attended the Alameda County Healthy Homes Alliance (ACHHA) quarterly meeting on September 28, 2012 at Oakland City Hall. At the ACHHA meeting a special presentation was made by Linda Merola, JD, Senior Staff Attorney from ChangeLab Solutions on proactive rental code inspection programs in the cities of Los Angeles, Sacramento and Greensboro, North Carolina.

Screening Through Outreach Project

The ACLPPP hired one of the two staff persons for the Screening Through Outreach Project (STOP); a Community Outreach Worker was hired and has begun orienting and conducting outreach to parent groups throughout Alameda County. The outreach will soon be more targeted by the data trend analysis report conducted by the Alameda County Public Health Department Community Assessment Planning and Education (CAPE) unit, which is expected in the next quarter. STOP is a 30-month initiative to increase awareness of the need for lead screening and is funded by the Millennium Holdings Settlement. The ACLPPP's plan is to conduct a high profile marketing initiative designed to dramatically increase blood lead screening by 25% for children under six years old and to identify and treat children exposed to lead throughout Alameda County.

HEALTH

California Department of Public Health-Childhood Lead Poisoning Prevention Branch (DPH-CLPPB) funds comprehensive services to ensure children at risk for lead poisoning receive blood lead testing, and those with lead poisoning receive the necessary services to address the health and housing issues responsible for the lead exposure.

Promotion of Lead Screening

One of the Program's primary functions is the early identification of children exposed to lead through lead screening or testing. Program staff conducts outreach to families and medical providers to encourage blood lead screening as called for under California Department of Public Health guidelines. The ACLPPP also collaborates with other government, community, and/or health care agencies and programs to increase lead screening of children at risk in Alameda County.

The Screening Through Outreach Project (STOP) is funded by the one-time allocation from the Millennium Holdings, LLC settlement and will provide an opportunity for the Program to launch a high profile marketing project designed to increase the screening of children under age six in Alameda County. This is reflected by increases in some objectives and activities that promote lead screening.

Objective:

Increase the number of children screened for lead by 15% to 23,850 by June 30, 2013. Efforts to increase screening will be augmented by the Screening Through Outreach Project (STOP). Preliminary screening numbers are received from the State Department of Public Health Childhood Lead Poisoning Prevention Branch (CDPH-CLPPB) and will be reported quarterly or upon receipt, yet may not accurately reflect all children screened at that date.

In the quarter the Program completed the hiring process for the Community Outreach Worker for the Screening Through Outreach Project. The Program is in the process of hiring the Program Coordinator for the Project and expects the Project to be fully staffed in the next quarter.

Conduct site visits to 50 medical providers.

Numerous communication, consultation and technical assistance with providers have been conducted in the quarter; however the Program has not conducted any site visits due to the delay in the initiation of the STOP project.

Develop and distribute a provider resource binder to 10 Alameda County medical providers.

No activity this quarter due to delayed initiation of the STOP project.

Annual newsletter to an estimated 200 providers.

No activity this quarter due to the newsletter is produced and distributed during spring/summer.

Conduct one capillary blood lead testing event for Medi-Cal eligible children in Alameda County.

No activity this quarter.

Comprehensive Services to Lead Exposed Children

The ACLPPP intervenes when a child has been identified as lead exposed. The Program offers an array of services to children identified with lead in their blood and their families. The type of service provided is determined by the levels of lead found in the blood.

Public Health Nursing Case Management is provided to families of children with blood lead levels greater than 15 micrograms per deciliter. The Program's case management of lead poisoned children is coordinated with the primary care provider, and encompasses comprehensive health assessments, the development and implementation of individualized care plans, and ongoing evaluation to determine effectiveness of the interventions. Particular attention is paid to the developmental status of the lead poisoned child by conducting developmental screenings and ongoing monitoring.

Case managers facilitate linkages to educational, community, health, and social resources, as needed. In addition, the nurse case manager coordinates the referral to the environmental professional for an environmental investigation to identify lead sources in a child's environment.

If the environmental investigation identifies property-related lead hazards, the Program's housing professionals provide technical assistance to the occupants and property owners to ensure lead hazards are remediated in a lead-safe and timely manner. The nurse case manager convenes the semi-monthly Case Review Working Group with environmental and housing professionals, evaluating all cases to ensure progress towards eliminating housing-based lead hazards.

Lead Poisoning Consultations are provided to families of children with blood lead levels 7-14 micrograms per deciliter. They consist of in-home education; a visual survey of the home, along with health and housing education materials, and an environmental lead testing kit for those who are CSA property owners.

Telephone consultations, which consist of education, technical assistance, and the mailing of the educational materials, are conducted when families decline an in-home consultation. Staff monitors the child's blood lead levels to assess the need for further case management services.

Lead Poisoning Outreach & Education is provided to families of children with blood lead levels 5-6 micrograms per deciliter. This includes direct mailings of health and housing education materials on lead poisoning to the families. The child's blood lead levels are monitored to evaluate the need for further intervention and case management services.

Objective:

Increase the number of comprehensive services provided to children with newly identified elevated blood lead levels (EBLL) > 5 mcg/dL to an estimated 250 by June 30, 2013.

Provide services to an estimated 250 children with EBLLs \geq 5 mcg/dL.

This first quarter, 85 children exposed to lead received one of three health promotion services: comprehensive nursing case management (7), lead poisoning consultations (27), or lead poisoning outreach and educational mailings (51). Two (2) lead exposed children were from the City of Alameda, forty-nine (49) from the City of Oakland, one (1) from the City of Emeryville, and thirty-three (33) from cities outside of the County Service Area (CSA).

Conduct a retrospective review and analysis of approximately 200 charts of 2010 elevated blood lead levels (5-14 mcg/dL) in Alameda County to determine if interventions have resulted in decreased blood lead levels.

This first quarter, the 2010 retrospective chart reviews were initiated and thus far 32 charts were reviewed for blood lead levels, a complete report will be provided upon completion of the audit process.

Refer 10 children with EBLLs for Healthy Housing (Kresge) project services.

This quarter, two (2) children with elevated blood lead levels were referred for the Healthy Housing Kresge Foundation Advancing Safe and Healthy Homes Initiative (ASHHI) Project to address health and safety hazards in the home.

Environmental Case Response

Environmental Case Response is designed to ensure the source of exposure for a lead poisoned child is eliminated in a safe and timely manner. California Department of Public Health (DPH) guidelines call for the property owner to begin the lead hazard corrections within 30 days of notification of hazards found at the property. The complete correction of hazards is required within 90 days.

Under its contract with the California Department of Public Health, the Program is responsible for lead poisoning case response in Alameda County, with the exception of the City of Berkeley, which has its own contract with the DPH, and is responsible for case response in its jurisdiction.

The Program's Case Review Working Group (CRWG) determines when to refer noncompliant property owners to the Alameda County Environmental Health Services for further enforcement. The City of Berkeley's Public Health Department has its own contract with the DPH, and is responsible for case response in its jurisdiction.

The Program's Property Review Working Group (PRWG) promotes property owner compliance with lead safe housing standards at properties associated with lead exposed children. These may include properties associated with children whose blood lead level is below the State case management criteria, properties where children with elevated blood lead levels reside, or multiple properties with lead exposure risks that are owned by a single owner

Objective:

Investigate lead hazards at an estimated 75 properties where lead poisoned and/or lead exposed children reside by June 2013.

Conduct environmental investigations and property owner follow-up (CRWG) at an estimated 25 properties where lead poisoned children reside.

During the first quarter, the Case Review Working Group provided technical assistance to eight (8) owners whose properties were homes to children with elevated blood lead levels meeting the State of California criteria for Public Health Nursing case management. Staff is working with the property owners to remediate identified property based lead hazards, as detailed below:

City	Property based hazards	Other likely sources
Oakland (6)	5	1 (source not yet determined)
San Leandro (1)	1	
Hayward (1)		1 (Mexican pottery)

Conduct property owner compliance activities (PRWG) at an estimated 50 properties where lead exposed children reside.

During the first quarter the Property Review Working Group triaged 20 properties that were homes to children with elevated blood lead levels that do not meet the State of California case management criteria. Fourteen of the 20 have presumed property based lead hazards and staff is working with the property owners, providing them with the technical assistance to remediate the lead hazards.

City	Property based hazards	Other likely sources
Alameda (1)	1	
Oakland (10)	8	1 pottery 1 travel out of US
Fremont (3)	1	2 cosmetics
Hayward (3)	1	Possible take home exposure in addition to property hazards. 1 Imported cosmetics 1 Not yet determined
San Leandro (1)	1	Possible take home exposure in addition to property hazards.
San Lorenzo (1)	1	Possible take home exposure in addition to property hazards.
Union City (1)	1	

LEAD HAZARDS

CSA Property Owner Services

CSA Property Owner Services are designed to forestall the creation of lead hazards by property owners or their agents and to prevent lead exposure to owners, occupants, and workers in the four County Service Area cities.

Objective:

Increase CSA property owners' participating in In-Home Consultations (IHC) by 15% (from 175 to 200 units) for fiscal year 2012-2013.

Provide In-Home Consultations (IHC) in 200 units of CSA housing.

The ACLPPP provided in-home consultations at 40 units during the quarter. Two of the units were in Alameda, eight in Berkeley and 30 in Oakland.

Provide on-site property consultations at 12 units in response to referrals from the Program's Property Review Working Group (PRWG) (county wide).

Two on-site property consultations were provided during the quarter to the owners of properties referred from the Property Review Working Group to help owners address hazards associated with elevated blood lead children; both properties are located in Oakland.

Objective:

Increase the response to unsafe renovation and unsafe condition complaints by 10% (from 72 to 83 incidents) to promote compliance with lead safe work practices and lead safe housing standards. Conduct interventions, from individual consultations to site visits. Support the City of Berkeley's response to unsafe renovations with technical assistance and ACLPPP services.

Address 83 unsafe renovation/unsafe condition incidents.

A total of 22 new lead safety incidents occurred in the quarter with 10 of these incidents occurring in Oakland, one in Alameda, and four in Berkeley. One incident each was reported in Albany, Castro Valley, Dublin, Hayward, Livermore, Piedmont, and San Leandro. Of these incidents, 12 have been resolved and 10 are still being monitored. For the Alameda incident, the ACLPPP responded to a referral from the California Department of Public Health regarding an unsafe condition reported by a concerned parent whose child had a blood lead level of 4.5 mcg/dL. The ACLPPP contacted the rental property owner and scheduled an in-home consultation. During the site visit, several minor hazards were identified and the property owner and tenant agreed to an action plan to address the hazards. During this quarter, the ACLPPP referred four calls to the City of Berkeley and expects to finalize an agreement in the next quarter with the City regarding unsafe renovation response and information sharing.

In the City of San Leandro, the ACLPPP received a complaint from a Renovation Repair Painting (RRP) Certified Renovator that paint-disturbing work was in progress without the use of containment or worker protection. The ACLPPP contacted the San Leandro Fire Department who conducted a site visit and confirmed visible paint chips along the public right of way. The Fire Department required the contractor to conduct a site clean-up and to contact our office. The ACLPPP met with the contractor and discussed the need to become RRP-certified and the importance of lead-safe work methods. The Fire Department continued to monitor the project and sent a copy of the Contractor Certification and photos of site clean-up to the ACLPPP.

The ACLPPP has begun to collate information from prior experiences and research and update information on compliance agencies in Alameda County in the areas of code enforcement, blight codes, storm water protection, and housing standards, and the lead-related issues they will respond to, in order to update ACLPPP information and develop a jurisdiction-by-jurisdiction guidance document for unsafe renovation response. A preliminary assessment reveals that many jurisdictions respond to storm water protection and blight issues but are less likely to identify that they will respond to unsafe renovation or deteriorated paint issues. The ACLPPP expects to complete the jurisdictional survey by the end of the next quarter and will identify gaps in lead safety compliance and priorities for working with jurisdictions to improve compliance response.

Several incidents in the past year were in the context of larger disputes, either between neighbors or between tenants and landlords. In reviewing these incidents, the ACLPPP identified the need to be clearer to the parties regarding compliance options and the education and referral role of the ACLPPP and to further develop resources such as dispute resolution services. In response to the need to provide a higher level of mediation referrals to parties that are in conflict, the ACLPPP contacted dispute resolution agency such as Services that Encourage Effective Dialogue and Solutions (SEEDS) to arrange a training for ACLPPP staff and developed a working agreement with a tiered referral process.

The ACLPPP, along with the County's Asthma Start program and several community agencies such as Centro Legal de la Raza and Causa Justa/Just Cause, is participating in the City of Oakland Healthy Housing Pilot Project to improve referrals and coordination of building department response to housing deficiencies that impact health. Through this initiative, the City of Oakland provided contact information for the new owner of a property associated with a lead-poisoned child so that the ACLPPP could provide lead hazard correction notification.

During this year, the ACLPPP will be evaluating compliance status at 30, 60, and 90 days in order to baseline the effectiveness of interventions and project timelines. A tracking system has been established to monitor compliance status at these intervals. The ACLPPP is also developing a standardized closure and referral process.

Objective:

Increase compliance with lead safe work practices by training 130 individuals who will carry out, oversee, or promote lead safety in residential painting, renovation, and repairs in the CSA by June 30, 2013.

Provide 12 lead-safe work practices and lead safety trainings, including seven (7) EPA Renovation, Repair, and Painting trainings for CSA/Partners; two (2) Lead Safe Work Practice trainings for Laney Community College; and, three (3) Lead Safe Work Practice or Working with Lead trainings for workforce development students.

Two one-day EPA Lead Certified Renovator trainings were held in Oakland for a total of 23 students. Of the trainees this quarter, 22 were the owners of or maintenance persons for CSA properties representing properties in Alameda (1), Berkeley (4), Emeryville (1), and Oakland (16). The ACLPPP also trained a Rising Sun Energy Services Weatherization supervisor.

HUD Round 19 Lead Hazard Control Grant

On November 1, 2011, the Program began the three-year Partnerships for Affordable Lead-Safe Housing program under a \$2,134,863 grant from the U.S. Department of Housing and Urban Development. Under this grant, the ACLPPP and its partners committed to perform 132 risk assessment/paint inspections, complete lead hazard control in 125 housing units, increase education and awareness among property owners, tenants, and agency partners through 62 events, and provide lead-related skills trainings to 360 individuals.

In addition, supplemental safety and healthy housing interventions will be completed in 70 of the lead hazard control units.

Objective:

Identify and correct lead hazards in 50 housing units occupied by low-income families to prevent lead exposure for occupants and promote lead-safe housing for families by June 30, 2013.

Perform risk assessment/paint inspections in 60 housing units.

Lead risk assessment/paint inspections were completed at 26 units in Oakland during the quarter as recruitment continues to ramp up. Most of the projects recruited have been 1-4 unit properties.

Complete lead hazard control in 50 housing units.

Lead hazard control was completed at eight units during the quarter, four of which were in Oakland and four were completed under the contract with the City of Alameda. Of the Oakland projects, two units were recruited through the EPA's West Oakland Soil Project and one was in response to an Oakland Housing Authority correction notice. The ACLPPP is working with the City of Emeryville on a joint project at an in-home child care center. The Program will also be carrying out recruitment activities in the City of Berkeley to promote participation in that city.

Complete safety and healthy housing interventions in 30 units.

A total of eight safety and healthy housing interventions were completed during the quarter, four each in Alameda and Oakland. Safety and healthy housing work was completed in conjunction with lead hazard control projects under supplemental funding provided by HUD. Four units received assistance totaling \$1,240 for items such as carbon monoxide detectors, smoke detectors and stairway and electrical repairs. The City of Alameda project also included owner-paid stairway and lead hazard repairs.

Countywide Activities

Objective:

The ACLPPP will provide technical assistance to jurisdictions throughout Alameda County on regulations governing lead and other housing related health hazards and resources directed at reducing unsafe work and unsafe conditions by June 30, 2013.

Provide training to three (3) building department or code enforcement groups in Alameda County.

Upon completion of the jurisdiction survey, the ACLPPP will identify compliance gaps and training opportunities with local agencies to carry out these trainings.

HEALTHY HOUSING

Healthy Housing Demonstration Project

In March of 2010, the Program was awarded an \$875,000 grant to fund its third Healthy Homes Demonstration Grant from the U.S. Department of Housing and Urban Development. The Alameda County Healthy Homes Project is in its third year of the three-year period of performance. This grant will end on May 14, 2013.

The goal of the Healthy Homes Project is to demonstrate an improvement in the health status and prevention of injuries of 150 children and adolescents diagnosed with asthma and respiratory distress and older adults who are caregivers of children diagnosed with asthma. No new physical interventions, will be implemented this fiscal year, however, 80 follow-up visits to clients will be conducted.

Objective:

The ACLPPP will complete all HUD 17 grant objectives, including follow-up visits to 80 families to assess the efficacy of the interventions, including reduction in asthma severity, behavior change, knowledge retention, and client satisfaction by June 30, 2013.

Conduct six (6) Community Empowerment Meetings.

On July 18th, the Alameda County Healthy Homes Project hosted the “Making Connections/ Hacer Conexiones” event for clients, their family and friends at Cesar Chavez Branch Library at Fruitvale Station in Oakland. The event focused on the services available to the community pertaining to Immigration. The guest speaker was Mariana Perez Valero, an attorney who specializes in Immigration services. Librarian, Isela Anaya, gave a brief update on summertime activities for children and adults. The presentation was well received. A total of 20 participants attended the event.

Conduct 80 follow up client visits.

Four follow up visits were conducted during this quarter. Many clients were unreachable due to transience, phones disconnected, or clients losing interest in the Project and no longer willing to participate. These issues, combined with Project personnel on leave, required Project staff to mail out the follow up questionnaires to participants. During this quarter 59 sets of surveys were mailed out. The information returned by participants will be entered into the Healthy Homes database and used for evaluating the Project. The evaluation will be completed by August 2013.

Submit final report to HUD.

The final report will be submitted to HUD August 15th, 2013.

Kresge Foundation Advancing Safe and Healthy Homes Initiative

In March 2012, the Program was awarded a \$750,000 grant by the Kresge Foundation under its new Advancing Safe and Healthy Homes Initiative (ASHHI). The grant will provide funds to advance healthy housing issues in Alameda County, develop an integrated code compliance network, develop a plan for the creation of a proactive rental inspections program, and establish standards for healthy housing. Another key component of the ASHHI grant is funding for healthy housing interventions.

Objective:

Address health and safety hazards in 40 residences with special emphasis on residences of lead exposed and asthmatic children by June 30, 2013.

Perform 40 Home Assessments.

A total of four home assessments were conducted during this quarter with a total 20 assessments for the length of the grant.

Conduct 40 Healthy Housing Interventions.

One intervention located in the City of San Leandro was completed during this quarter. A total of 20 interventions have been completed for the length of the grant.

Provide In-Home Technical Assistance to 40 clients.

Four in-home technical assistance sessions were provided during this quarter for a grant total of 20 technical assistance visits.

Countywide Activities

Provide presentations to partners such as housing authorities, school districts, child care centers, and others.

During this quarter, several presentations were conducted including one Community Empowerment Meeting on the topic of immigration at Cesar Chavez Library in Oakland. In Berkeley a presentation was made on Lead and Healthy Housing at Through the Looking Glass with nine persons participating. In the City of Hayward two Lead and Healthy Housing presentations were made at Bananas, Inc., in for a Train-the-Trainer opportunity as well as a presentation to the Housing Authority of County Alameda at the Family Self-Sufficiency Health Fair. In the City of San Leandro a presentation to Shelter Plus Care on keeping participants safe from mold was provided.

Increase healthy housing awareness by conducting trainings and presentations to 108 persons.

During this quarter, 81 persons were made aware of healthy housing issues through presentations to increase healthy housing awareness.

Offer two (2) National Center Healthy Housing classes.

There was no National Center for Healthy Housing classes conducted during this quarter. One class is scheduled for the next quarter, Integrated Pest Management in Multifamily Housing.

OUTREACH AND EDUCATION

The Program's public education and outreach activities are designed to increase awareness of the dangers of lead exposure and other housing related health hazards, provide residents with information on how to prevent exposure, and encourage residents to avail themselves to ACLPPP services. These activities are funded by the local County Service Area (CSA) fee, the California Department of Public Health (DPH), the U.S. Department of Housing and Urban Development (HUD), the Kresge Foundation and the Screening Through Outreach Project (STOP).

County Service Area Activities

Objective:

Increase visibility and demand for department services by 15% by June 30, 2013.

Develop and implement specialized outreach strategies in the cities of Oakland, Alameda and Emeryville to increase utilization of CSA services.

Program staff are utilizing extensive past experience, partnerships and current data trends to improve upon strategic outreach approaches in the three cities. In the city of Alameda, in-home consultations and Lead Hazard Control Program services (HUD 19) were marketed at the Mastick Senior Center Annual Open House and Resource Fair in September. Also in September, the Kelly Moore paint store employees in Alameda were trained on the importance of lead-safety and the programs and services available to their clients from ACLPPP. City of Oakland property owners are being reached through a wide variety of outreach events, presentations and collaborations including the Oakland Housing Authority and East Bay Rental Housing Association (see activities listed below). An updated specialized outreach plan for the city of Emeryville is in development.

Develop specialized strategy for the City of Berkeley focusing on increasing Berkeley property owners' participation in the department's lead hazard control program.

The City of Berkeley strategy is being developed to reflect revised contractual obligations between the City of Berkeley and ACLPPP. Staff began the process of reaching out to property owners and paint stores to renew productive working relationships, which will lead to more use of ACLPPP programs and services by the Berkeley community.

Participate in 20 outreach events targeting CSA rental property owners including Oakland Housing Authority (OHA).

ACLPPP has participated in four (4) outreach events targeting CSA rental property owners by tabling at the Oakland Housing Authority Section 8 Property Owner meetings. A total of 162 Section 8 property owners have participated during the quarter.

Conduct 16 presentations to reach 100 CSA rental property owners.

ACLPPP has made eight presentations to 131 CSA rental property owners since July 1, 2012. In addition to presentations to landlords that are members of the East Bay Rental Housing Association, ACLPPP made a presentation to Alameda County Shelter Plus Care housing providers on the importance of protecting occupants from lead exposure.

Produce four (4) articles or e-newsletters on lead and healthy housing topics targeting CSA property owners, renovators/contractors and parents.

In July, the San Francisco Chronicle published an article in their Sweat Equity column about lead-safe work practices. The article was a direct response to a letter from ACLPPP about a previous column that gave advice about painting a 1930 fixer-upper in Alameda, with no warning about lead-based paint hazards. The response printed in July provided a strong message supporting lead-safe work practices including safety tips and a link to the ACLPPP website.

Countywide Activities

Objective:

Promote lead screening and lead safety countywide, and increase awareness of housing related health hazards.

Participate in at least eight (8) health fairs targeting parents.

During this quarter, ACLPPP staffed information tables at eleven (11) health fairs targeting parents of young children. In addition to the Program participating in annual events such as the Allen Temple Baptist Health Fair, and Ready to Learn Fun Fair in Oakland, and the Solano Stroll in Berkeley, several new events were staffed including the Housing Authority of the County of Alameda Family Self-Sufficiency Health Fair in Hayward, West Oakland Summer Street Festival sponsored by Healthy Oakland and the Oakland Flea Market Health & Public Service Fair in Oakland.

Provide information on lead safety awareness to 13 permit offices within Alameda County, develop and place a lead safety display in at three offices.

Lead safety awareness information was maintained at permit offices in Alameda, Berkeley, Emeryville and Oakland. The cities of San Leandro and Dublin also received updated supplies of ACLPPP brochures and lead awareness supplies for building department staff.

Objective:

Increase public knowledge of lead poisoning prevention, lead safe work practices and healthy housing issues by 15% by June 30, 2013.

Conduct eight (8) (lead) presentations to parent groups, schools, CBOs, Head Starts, reaching 80 parents.

Three (3) lead poisoning prevention presentations were made to parent groups and community-based organizations since July. ACLPPP was invited to make a presentation to parents whose children receive services at Through the Looking Glass*, a non-profit organization for families with disabilities in Berkeley. Several community-based organizations attended an ACLPPP presentation at the Network for High Risk Infants and Young Children* at Bananas, Inc., in Oakland. Lastly, a presentation was made to The Family Self Sufficiency Program of the Housing Authority of County of Alameda in Hayward. The Program reached a total of 26 parents.

Conduct three (3) (healthy housing) presentations to school district staff reaching 30 staff.

There were no presentations to school district staff in the first quarter, but several presentations have been scheduled in October and November.

* Presentation includes significant portions of both lead poisoning prevention and healthy housing information.

Conduct four (4) (healthy housing) presentations to reach 60 at- risk youth.

There were no presentations reaching at risk youth in the first quarter. In the fall, Healthy Housing Principles classes are scheduled to be taught to at-risk youth at Fruitvale Academy and Coliseum Preparatory in Oakland and Burke Academy in Hayward.

Conduct five (5) (healthy housing) presentations to reach 75 childcare providers.

Six community-based childcare providers attending the Network High Risk Infants and Young Children meeting in Oakland were introduced to the Seven Principles of Healthy Housing and information on the Healthy Homes Project referral process. Presentations on maintaining a lead-safe and healthy childcare facility were scheduled for childcare providers in Central and South County for March 2013 in English and April 2013 in Mandarin.

Conduct 10 (healthy housing) presentations to parents of high risk children.

In addition to lead poisoning prevention information, ACLPPP staff shared the Seven Principles of Healthy Housing and the referral process to the Healthy Housing Project to nine parents at Through the Looking Glass* in Berkeley.

Conduct 18 (lead and/or healthy housing) presentations based on evaluation of outreach and education data.

In September, eleven (11) members of the Family Self-Sufficiency Program in Hayward learned about lead poisoning prevention and healthy housing principles and twenty six (26) Shelter Plus Care housing providers in San Leandro learned about keeping their occupants safe from mold.

Provide 400 individual consultations received from the public through information line (infoline), e-mails and walk-ins.

Eighty-two (82) individual consultations were completed through the information line, e-mails and walk-ins with 66 generated from the CSA cities (Alameda 8; Berkeley 16; Emeryville 1; Oakland 41). The remaining 16 individual consultations were generated from outside CSA.

A total of 22 information line callers were asked for feedback about the quality of service they received when they initially contacted the Program. Over 80% of those surveyed said they took some action or had planned to take action as a result of speaking with a Program staff, including scheduling an In-Home Consultation, registering for and/or taking a class, and applying new knowledge to ensure projects were lead-safe. Over 90% said they would recommend our service to others, sharing comments like "I think you are doing an excellent job. Thank you!", and "All of my questions were answered."

The Program also received one Soil Sampling Kit Feedback Form, and the respondent was "very satisfied" with the service provided. The respondent said that they had taken action as a result of information obtained from the program, including changing plans for their garden based on test results and the education provided. The respondent also said they would recommend the service to others.

Presentation includes significant portions of both lead poisoning prevention and healthy housing information.

Objective:

Develop 15 partnerships and collaborations with community-based organizations and institutions to increase ad awareness by incorporating lead and healthy housing messages into their operations by June 30, 2013.

Collaborate with four (4) regional Head Start providers by incorporating lead and healthy housing messages into their presentations.

During the first quarter, ACLPPP staff met with the City of Oakland and Unity Council Head Start staff to consider a modified collaboration that would better result in Head Start incorporating both lead and healthy housing messages into their own operations. Head Start is preparing an internally-generated recommendation about how ACLPPP can best support these efforts.

Expand existing relationship with Alameda Point Collaborative:

- Co-host at least two (2) community-center-based Community Empowerment Meetings
 - The Program anticipates co-hosting Community Empowerment Meetings (CEM) at the Alameda Point Collaborative (APC) in the spring.
- Coordinating service delivery and community education with the Breathmobile
 - The Prescott Joseph Center for Community Enhancement's Breathmobile continues to refer their clients in Alameda to the Healthy Homes Project. Also, Healthy Housing Week at APC in May 2013 will include activities with the Breathmobile.
- Train staff in Healthy Housing Principles, Lead Safety and Integrated Pest Management
 - Key APC staff attended the Essentials for the Healthy Housing Practitioner training and Lead Safety for Renovation, Repair and Painting training in the previous fiscal year 2011-2012. Planning continued for the Integrated Pest Management Training that ACLPPP will be conducting at the Alameda Point Collaborative on November 9th.
- Include articles about Healthy Housing Principles in the APC Newsletter.
 - Monthly newsletter articles on the Principles of Healthy Housing will be submitted to the APC newsletter beginning in January 2013.

Disseminate lead and urban soil fact sheet to 10 gardening organizations and collaborate with at least two organizations to incorporate lead-safe, pesticide free messages into their gardening classes.

Plans were made to focus distribution of the Lead and Urban Gardening Fact Sheet on garden centers throughout the County for the next quarter. In addition, a list of urban gardening organizations has been compiled and staff will be contacting them during the 2nd quarter to distribute lead-safe gardening information and cross-referrals. Through the Get the Lead Out Coalition, ACLPPP staff is working with City Slicker Farms in West Oakland on a joint media event to take place in November.

Implement housing authority strategic plan with the housing authorities of Oakland, Alameda, and Alameda County.

Continued implementation of the housing authority strategic plan resulted in an invitation to host an information table at the Housing Authority of the County of Alameda (HACA) Family Self-Sufficiency Health and Resources Fair in July. As a result of our attendance at the Fair, ACLPPP was invited to make a presentation about lead poisoning prevention and healthy housing to members of their Family Self-Sufficiency Program.

This quarter, the ACLPPP continued to work with Oakland Housing Authority's (OHA) Leased Housing (Section 8) program to promote lead safety in rental housing. In addition to participating in property owner

briefings, the ACLPPP provided consultations and training and enrolled property owners in the lead hazard control grant program. During the quarter, the ACLPPP had eleven (11) information and referral contacts with Section 8 property owners and provided on-site consultations to three property owners, enrolled two in lead safety training, and enrolled four units of housing in lead hazard control to address lead paint issues identified in OHA inspections. The ACLPPP also completed one project that was enrolled in a prior quarter and had two more under construction as of the end of the quarter. The ACLPPP provides information to OHA regarding project status and timelines in order to help coordinate compliance.

Support the work of the Alameda County Healthy Homes Alliance.

The Alameda County Healthy Homes Alliance (ACHHA) meeting was held on September 28, 2012 and was part of the various internal and external activities around the Kresge Foundation site visit. Alliance members were informed of developments with the Place Matters Housing Committee, the formation of the subject matter working groups in the Standardization of Practice Committee and the Request for Proposal for a media advocacy consultant for the Media Strategy Committee. A special Power Point presentation was presented by Linda Merola, JD, Senior Staff Attorney at ChangeLab Solutions on proactive code inspection Programs in the cities of Los Angeles, Sacramento and in Greensboro, North Carolina. The ACHHA meeting was well attended; approximately 35 representatives from non-profit, private organizations as well as government agencies were represented.

COMMUNICATION

The ACLPPP communication services utilizes media and internet tools to increase awareness that lead poisoning and other health problems linked to housing conditions are a serious problem in Alameda County; provides information and guidance on reducing exposure to lead and other housing related health hazards; raises the visibility, influence and public perception of ACLPPP as a program that excels in effectively addressing Alameda County's diverse community needs for safe and healthy housing and supports program-wide objectives by marketing services.

Media Plan

Objective:

Develop and utilize the Program's media plan to increase the amount, quality, range and effectiveness of media coverage by June 30, 2013.

Integrate Screening Through Outreach Project and Alameda County Healthy Homes Alliance media plans.

The Program decided to hold off on issuing a Request for Proposal (RFP) for a marketing consultant for the STOP project pending the hiring of the STOP Project Coordinator. The role of the media in the STOP project will be assessed once the Project Coordinator is on-board and up to speed.

Research trends and assess client usage of media.

The Program's Facebook page now has 52 friends with a potential reach of 17,672 with friends of fans. During the past quarter the Program made 16 posts on our Facebook page about safe housing tips and community announcements. In addition, the Program now has 638 active e-subscribe recipients and had a 21% email open rate. Program staff is utilizing this information to increase the sharing of information through Facebook and e-subscribe. A total number of 60 website visitors took the Lead Safe Work Practices Quiz.

Document stories/testimony of a variety of lead and healthy homes clients including parents, contractors, homeowners and medical providers.

During this quarter Program staff met with Youth Uprising in Oakland and established a project to create a five minute video about the ACLPPP to celebrate the Program's 20th Anniversary. A student in Youth Uprising's Video program taped an interview with Mark Allen, former Director of ACLPPP, the mother of a lead poisoned child and a contractor. The completion of the video is pending.

Create a media page/package on the website that includes relevant data.

Media contact information to reach the Program's Communications Manager has been posted on the website. Creation of a website media package is pending further development.

Website

Objective:

Increase the number of visitors to the website by 10% to 38,000 by June 30, 2013.

Increase links on other websites through outreach and putting a hyperlink or widget on our website.

The number of visitors to www.aclppp.org greatly increased this past quarter to a total of 12,794 visitors. Each month had over 4,000 visitors, the highest number over the last several years. Program staff periodically encourages other agencies to include a link on their website. A widget will be developed and promoted to our partner's websites by the end of the fiscal year.

Keep website fresh by posting "What's New" items at least weekly.

Staff posted eighteen (18) news items on the Program's home page "What's New" section during the quarter. News items included product recalls, community-based organization services and events, practical tips for healthy housing and governmental agency announcements.

Develop new portals including "The Problem", and "For the Media".

Portals for these new web pages will be developed later in the fiscal year.

Written and Broadcast Media

Objective:

Increase written and broadcast media coverage to at least 10 media spots by June 30, 2013.

Identify and market issues to at least four (4) talk shows.

The Program did not elicit any talk show coverage during this past quarter.

Write or engage reporters to write at least four (4) articles.

Four articles were published this past quarter as a result of ACLPPP efforts.

In July, the San Francisco Chronicle published an article in their Sweat Equity column about lead-safe work practices. The article was a direct response to a letter from ACLPPP about a previous column that gave advice about painting a 1930 fixer-upper in Alameda, with no warning about lead-based paint hazards. The response printed in July provided a strong message supporting lead-safe work practices including safety tips and a link to the ACLPPP website.

In August a press release was issued as part of an effort to let the public know about the release of limited medical information associated with the on-going lawsuit against the lead paint industry. As a result of the press release, the Oakland Post, Durability and Design on-line journal, and Equities.com all published an article using information from the press release.

Engage broadcast reporters to cover at least four (4) stories.

The Program did not engage any broadcast reporters during this past quarter.

Appendix A: Services Provided to Date
First Quarter FY 2012-2013: July-September, 2012

GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL ACTIVITIES
HEALTH									
	23,850	Increase the Number of Children Screened for Lead by 15% to 23,850 by June 30, 2013.	0						0
50		Conduct Site Visits to Medical Provider	0						0
10		Develop/Distribute Provider Resource Binder to Alameda County Medical Providers	0						0
1	200	Annual Newsletter to Providers	0						0
	250	Capillary Blood Lead Testing Event for Medi-Cal eligible Children in Alameda County	0						0
200		Provide Services to Children with EBLL's ≥ 5 mcg/dL in Alameda County	85	2	1	49	33		85
	10	Review & Analyze Charts of 2010 EBLL 5-14 mcg/dL	-						32
25		Refer Children with EBLL's for Healthy Housing (Kresge) Project Services	2						2
50		Conduct Environmental Investigations and Property Owner Follow Up (CRWG)	-			6	2		8
		Conduct Property Owner Compliance Activities (PRWG)	-	1		10	9		20
LEAD HAZARDS									
200		Provide In Home Consultations in CSA Housing	-	2	8	30			40
12		Provide On-site Property Consultations in Response to Referrals from the PRWG - Countywide	-			2			2
83		Address Unsafe Renovation/Unsafe Conditions	-	1	4	10	7		22
	130	Increase Compliance with Lead Safe Work Practices (LSWP) by Training Individuals Who Will Carry Out, Oversee, or Promote Lead Safety in Residential Painting, Renovation, and Repairs in CSA.	23	1	4	1	16	1	23
7		Provide EPA Renovation, Repair and Painting Trainings	-			2			2
2		Provide LSWP Trainings for Laney Students	-						0
3		Provide LSWP Trainings or Work with Lead Trainings for Workforce Development Students	-						0
60		Perform Risk Assessments/Paint Inspections	-			26			26
50		Complete Lead Hazard Control in Housing Units	-	4		4			8
30		Complete Safety and Healthy Housing Interventions in Housing Units	-	4		4			8
3		Provide Training to Building Departments or Code Enforcement Groups in Alameda County	-						0

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 First Quarter FY 2012-2013: July-September, 2012

GOAL Activity	GOAL People Reached	ACTIVITY	People Reached	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL ACTIVITIES
HEALTHY HOUSING										
6		Conduct Community Empowerment Meetings	20				1			1
	80	Conduct Follow Up Visits	4							4
40		Perform Home Assessments	-							4
40		Conduct Healthy Housing Interventions	-					1		1
	40	Provide In-Home Technical Assistance to Clients	4							4
	108	Increase Healthy Housing Awareness by Conducting Trainings and Presentations	81							81
2		Offer National Center Healthy Housing Classes	0							0
OUTREACH AND EDUCATION										
20		Participate in 20 outreach events targeting CSA rental property owners including OHA	162				4			4
16	100	Conduct Presentations to Reach CSA Rental Property Owners	105				8			8
4		Produce Articles/or E-newsletters on Lead and Healthy Housing Topics Targeting CSA Property Owners, Renovators/Contractors and Parents	-						1	1
8		Participate in Health Fairs Targeting Parents	1986	1	1		6	3		11
13		Provide Information on Lead Safety Awareness to Permit Offices within Alameda County, Develop and Place a Lead Safety Display at Three Offices	-	1	1	1	1	2		6
8	80	Conduct Presentations to Parent Groups, Schools, Community Based Organizations, Head Starts	26		1		1	1		3
3	30	Conduct Presentations to School District Staff Reaching	0							0
4	60	Conduct Presentations to Reach at Risk Youth	0							0
5	75	Conduct Presentations to Reach Childcare Providers	6				1			1
10		Conduct Presentations to Parents of High Risk Children	15		1		1			2
18		Presentations Based on Evaluation of Outreach and Education Data	37					2		2
	400	Provide Individual Consultations Received from the Public Through Information Line, Emails, and Walk-Ins.	82	8	16	1	41	6	10	82
15		Develop Partnerships and Collaborations with CBOs and Institutions to Increase Lead Awareness by Incorporating Lead and Healthy Housing Messages into their Operations by June 30, 2013.	-							0

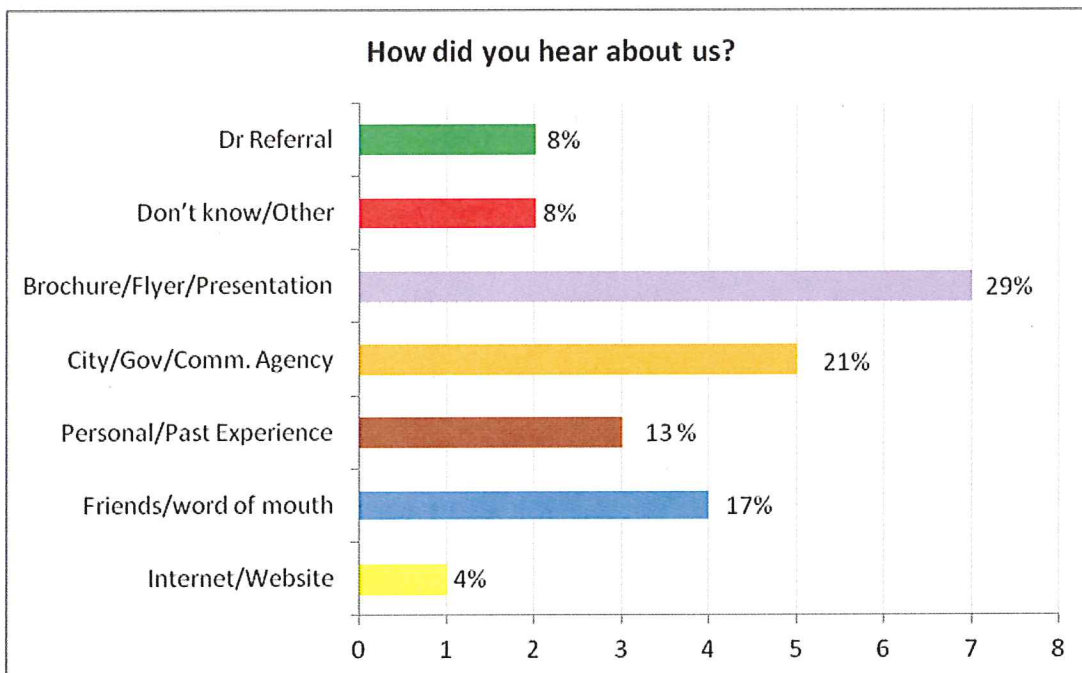
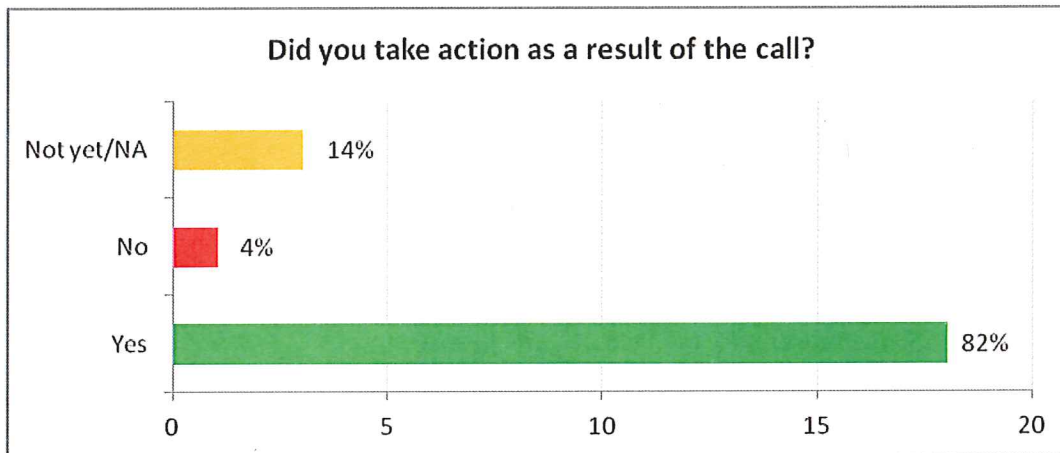
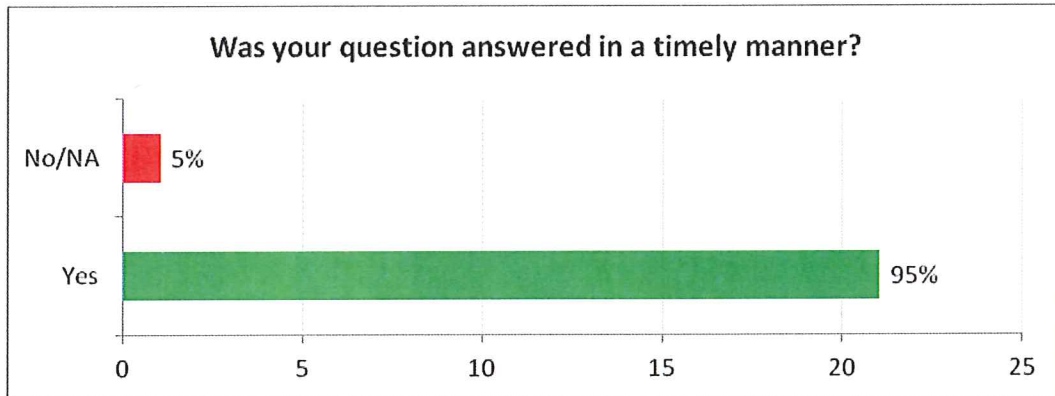
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First Quarter FY 2012-2013: July-September, 2012

GOAL Activity	GOAL People Reached	ACTIVITY	People Reached	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL ACTIVITIES
	38,000	COMMUNICATION								
		Increase the Number of Visitors to the Website by 10% to 38,000 by June 30, 2013.	12,794							1
4		Identify and Market Issues to Talk Shows	-							0
4		Write or Engage Reporters to Write Articles	-							4
4		Engage Broadcast Reporters to Cover Stories	-							0
		TOTAL ACTIVITIES BY CITY:	15432	25	36	4	223	66	12	498

*Shaded areas will not be counted by city.

Appendix B: Information Line Feedback Results

First Quarter FY 2012-2013: July-September, 2012
(total calls used = 22; some callers had multiple responses)



First Quarter FY 2012-2013: July-September, 2012
(total calls used = 22; some callers had multiple responses)

