



ALAMEDA COUNTY

**Lead Poisoning  
Prevention Program**

**Third Quarterly Report FY 2012-2013  
January-March 2013**

**ALAMEDA COUNTY LEAD POISONING PREVENTION PROGRAM**  
**Third Quarter Report: January-March 2013**  
**Fiscal Year 2012-2013**

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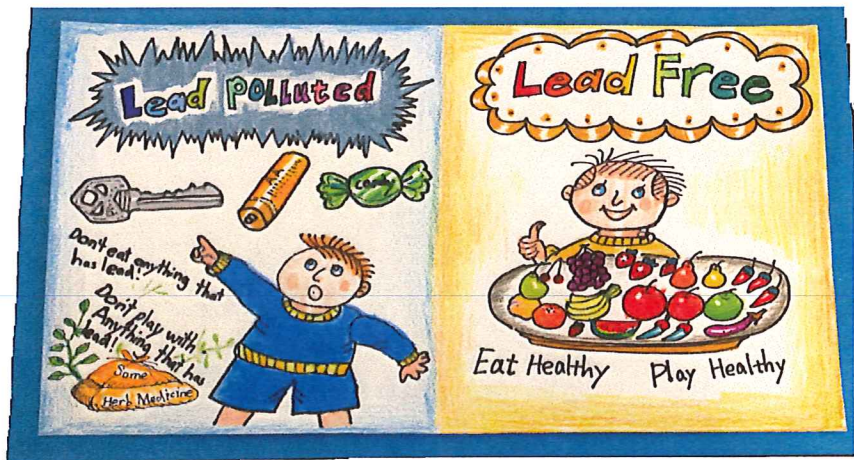
**Appendix A: Services Provided to Date**

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## QUARTERLY HIGHLIGHTS

### Drawing of Sources of Lead

In the third quarter a seven year old boy and his two year old cousin were both lead poisoned and are receiving nursing case management services from the Department. In working with the family, the Department's Public Health Nurse discovered his talent for drawing and encouraged him to submit a drawing to the California Department of Public Health Lead Branch for a chance to be included in the 2014 State Lead Calendar. At this time it is unclear if the State will continue to provide the lead calendars because of a "swag order" imposed by the State



Health Care Services Agency that determined the calendars to be gifts rather than educational materials. The Department intends to post the drawing on our website and use it in other educational materials in the future. The source of the child's lead exposure was Chinese traditional medications, which he included in his drawing. Both the children's lead levels have decreased since discontinuing use of the Chinese medications. The State Lead Branch is now investigating the sale of the identified medications in stores in the Bay area.

### Healthy Child Initiative Update

The Healthy Child Initiative (HCI) formerly known as the Screening Through Outreach Project places a special emphasis on medical provider outreach, education and community engagement for the purpose of increasing the number of children getting tested for lead. This quarter, HCI staff designed and initiated a Promotores Pilot Project. Promotores (health promoters) will serve as a liaison that supports both the providers and the families whose children require a lead blood test. Promotores, working as Medical System Navigators, will help families to successfully negotiate medical systems to promote/encourage blood lead testing. Promotores are responsible for community and family engagement that ensure parents understand the value of the blood lead testing recommendations and will bridge the gaps between the family, referring provider and the laboratory.

### Alameda County Healthy Homes Alliance

On January 25, 2013, Alliance members met at the quarterly meeting and were provided a presentation by Steve Spiker, Director of Research and Technology, Urban Strategies Council of Oakland on "The National Neighborhood Indicators Partnership and the City of Oakland Healthy Housing Assessment Project". The presentation focused on connecting issues that people are concerned about; focusing work on economic opportunity, community safety and justice, education; community capacity; research and technology mapping. Other presentations included information on the British assessment tool "Healthy Housing Rating System" which is being field tested by the Department, status reports of the City of Oakland Healthy Housing Pilot Project and committee reports from the Proactive Rental Inspection Initiative, Place Matters Housing Working Group and the Standard of Practice Committee.

## 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 Healthy Child Initiative (HCI) formerly known as 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 Healthy Child Initiative (HCI). 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.*

\*Note: The Department has not received additional information from the State concerning the number of children screened for lead. Based on data from previous quarters, the Department projects that the year to date children screened for lead will be 21,000.

#### **Conduct site visits to 50 medical providers.**

This quarter, two providers from Tiburcio Vasquez Health Center, Inc., (TVHC) of Hayward were recruited to participate in the Promotores Pilot Project; a pilot project that will assist in addressing the gap between referrals to the laboratory and reluctance on the part of parents to have their child blood tested. Providers participating in the Promotores Pilot Project will, provide outcome data that will inform the value of Promotores advocacy and testing efficacy.

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

This quarter, HCI creative branding efforts have progressed. The HCI name and logo has been determined and the data content, brochure, poster and rack cards are in the final stage of development.

#### **Annual newsletter to an estimated 200 providers.**

This quarter, staff has begun to coordinate with City of Berkeley Lead Program on the annual provider newsletter, which is expected to be completed in the fourth quarter.

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

Meeting with important stakeholders for the Healthy Child Initiative has moved planning for the capillary blood testing event forward. Upcoming meetings will result in a solid event plan for implementation in the next 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 e BLLs  $\geq$  5 mcg/dL.**

This third quarter, 47 (to-date total of 222) children exposed to lead received one of three health promotion services: Comprehensive nursing case management (6), lead poisoning consultations (17), or lead poisoning outreach and educational mailings (24). Two (2) lead exposed children were from the City of Alameda, twenty-seven (27) from the City of Oakland, and eighteen (18) 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 quarter, 50 retrospective reviews of 2010 charts were reviewed for blood lead level status, for a to-date total of 129. A complete analysis report will be provided upon completion of the audit process in the next quarter.

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

This quarter, three (3) 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.

Year to date a total of seven (7) children with elevated blood lead levels have been referred to the ASHHI Project.

**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 that a child has been poisoned as a result 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 third quarter Environmental Investigations were conducted at five (5) homes of children with elevated blood lead levels meeting the State of California criteria for Environmental Investigations for a to date total of 21. The likely sources of lead exposure for these new cases are detailed below:

City	Property based hazards	Other likely sources
Oakland	2	2 Source not determined yet
Hayward		1 Prenatal – mother’s pottery usage

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

During the third quarter the Property Review Working Group triaged 10 (to-date total of 51) properties that were homes to children with elevated blood lead levels that do not meet the State of California case management criteria. Four (4) of the ten have presumed property based lead hazards and the staff is working with the property owners providing them with technical assistance to remediate the lead hazards. The likely sources of lead exposure for these children are detailed below:

City	Property based hazards	Other likely sources
Oakland	3	2 Travel out of US 1 Cosmetics
San Leandro	1	
Hayward		1 Pottery
Castro Valley		1 Pottery
Union City		1 Travel out of US

**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 ACLPPD provided 74 in-home consultations during the quarter (Alameda 22; Berkeley 10; Oakland 42). Year to date a total of 146 in-home consultations have been completed.

**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 owners of properties referred from the Property Review Working Group to help owners address hazards associated with elevated blood lead children. Year to date, a total of four such consultations have been held, three in Oakland and one in San Leandro.

**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 ACLPPD services.*

**Address 83 unsafe renovation/unsafe condition incidents.**

A total of 16 new lead safety incidents occurred in the quarter with eight of these incidents occurring in Oakland, four incidents in Alameda, two in Berkeley, one incident each in San Leandro and Castro Valley. Of these incidents, two have been resolved and 14 are being monitored. The ACLPPD has responded to 51 lead safety incidents over the previous three quarters. During this quarter, the ACLPPD received and responded to one referral from Bay Area Air Quality Management District, two referrals from California Department of Public Health Childhood Lead Poisoning Prevention Branch, and two referrals from the U.S. Environmental Protection Agency (EPA).

The ACLPPD has completed the jurisdiction-by-jurisdiction unsafe renovation response assessment and is currently utilizing the document to identify gaps in services. Within the previous quarter, the gaps identified are limited monitoring in some jurisdiction consisting of an initial site visit and providing basic health education. Also identified in this quarter some agencies that stated they would respond to unsafe work practices or condition have redirected complainants to the ACLPPD for follow-up.

The ACLPPD continues to work with permit offices in Alameda County to provide lead warning information through stamps, stickers, or brochures. Over the next quarter, the ACLPPD will be conducting presentations to permit staff to update them on Department services and promote compliance responses and referrals.

**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.**

Four lead safety trainings were held during the quarter for a total of 50 trainees. Two EPA Renovation, Repair, and Painting trainings for CSA and partners were held with 23 individuals trained. One *Introduction to Lead Safety* training was provided to participants in Rising Sun Energy's Green Energy Training Services program with 16 participants and one *Working with Lead* overview training was provided at the Hayward Day Labor Center for 11 participants. Seventeen of the trainees were CSA property owners or their sponsored maintenance people. Six of the 15 were homeowners, of which five were also rental property owners. Two were sponsored maintenance persons. Two were ACLPPD staff members and 30 of the trainees were low-income individuals.



A total of 94 individuals have been trained in lead safe work practices year to date.

## **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 10 units during the quarter, of which nine were in Oakland and one was in Berkeley, for a year to date total of 45. Most of the projects enrolled have been 1-4 unit properties.

### **Complete lead hazard control in 50 housing units.**

Lead hazard control was completed in twelve units at eight properties during the quarter, with 11 units completed in Oakland and one in Emeryville for a total of 29 units completed year to date. Three of the properties were under deteriorated paint correction notices from the Oakland Housing Authority and the ACLPPD provided status updates and project information to the Oakland Housing Authority while the projects were enrolled and completed. Two of the families in units completed during the quarter were providing in-home child care services and lead safety education was provided for the children's families.

### **Complete safety and healthy housing interventions in 30 units.**

Healthy housing interventions were completed in twelve units during the quarter in conjunction with lead hazard control projects. Supplemental funding provided by HUD totaled \$3,040 for items such as carbon monoxide alarms, correcting trip and fall hazards on stairs and on the level, prevention of dampness and mold growth by replacing gutters and downspouts and removing earth-wood contact, installing foundation vents and grills to prevent pest entry, extensively sealing a building envelope using expanding foam, installing a proper cover on an exposed electrical panel, and rebuilding a failing patio roof. Additionally, property owners contributed an estimated \$220 of their own funds to add combustion air grilles to a water heater enclosure and for weather-stripping.

## 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.**

During the quarter, the ACLPPD participated in three Healthy Housing Pilot Project meetings with City of Oakland and Alameda County Public Health staff to case conference and discuss barriers and challenges to coordination and addressing health-related housing deficiencies. Five properties were identified during the period for information sharing and conferencing. Also during the period, ACLPPD staff met with City of Oakland Building Services staff for training on permit requirements and inspection practices related to health and safety work being completed in conjunction with the ACLPPD's HUD-funded lead hazard control grant. Additionally, the ACLPPD coordinated the attendance of the County's Vector Control Department at the March Healthy Housing Pilot Project meeting to provide information on their services and activities and to discuss coordination.

## 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.**

Two "Making Connections" / "Hacer Conexiones" meetings were conducted this quarter on January 16 and on March 20 at the Cesar Chavez library in Oakland. The "Making Connections" events were forums for discussing "Recycling" and "Lead Poisoning Prevention".

The presenter at the January meeting was Wanda Redic, a Recycling Specialist with the City of Oakland. She conducted a presentation of the reasons to recycle and what families can recycle in the home. Clients and their families and friends attended and engaged in the learning process. There were six attendees at this meeting.

The topic of the meeting in March was Lead Poisoning Prevention. The presenter was Sandra Rodriguez, a Community Outreach Worker with the Alameda County Lead Poisoning Prevention Program. Her presentation focused on preventing lead poisoning in children. There were 13 attendees at this meeting.

Five Community Empowerment Meetings have been held during this fiscal year.

**Conduct 80 follow up client visits (grant requirement 350).**

Three follow up visits occurred during this quarter and 19 year to date. A total of 345 follow up visits have been completed over the grant period.

**Submit final report to HUD.**

The Final Report to HUD will be submitted by August 12, 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 (grant requirement 120).**

During this quarter, 14 home assessments were conducted. Staff has completed 17 home assessments year to date and 40 for the first year of the grant period.

**Conduct 40 Healthy Housing Interventions (grant requirement 120).**

Eight interventions were completed during this quarter completing a total of 13 healthy homes interventions year to date and 31 for the first year of the grant period.

**Provide In-Home Technical Assistance to 40 clients (grant requirement 120).**

Department staff has provided technical assistance to 14 client families during this quarter. Year to date 18 families have received technical assistance totaling 38 for the first year of the grant period. This count reflects a correction due to the Department erroneously reporting the wrong count in the first and second quarters.

## Countywide Activities

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

This quarter was active in providing presentations where healthy housing issues play an important role. At these presentations, the range of Department services, training, and literature are highlighted:

- Five presentations were made to the students attending the Cal SAFE Life Skills classes with 75 persons attending. These classes are for high risk parenting teens. These presentations are funded by Kaiser Permanente Community Benefit grant.
- Four presentations for rental property owners with the East Bay Rental Housing Association reaching 54 rental property owners.
- One presentation was given to Children's Health and Disability Program social service staff. Twenty-one persons were in attendance.
- One presentation was provided to 17 persons who are part of 4C's Early Learning Network.
- Staff presented at a "School's Out Resource Fair" and contacted 265 persons.

### **Offer two (2) National Center Healthy Housing classes.**

During this quarter, one class, Essentials of Healthy Homes – Practitioner course was offered at The California Endowment conference center in Oakland. Of the 30 attendees, 28 were Project partners such as ACLPPD staff, USEPA staff, City of Berkeley staff, Oakland Building Department staff, personnel from ChangeLab Solutions, and public and environmental health personnel from surrounding counties. The remaining two attendees were private consultants.

The National Center Healthy Homes courses use a standardized evaluation form from the National Center for Healthy Homes. Results of the training evaluation have not yet been received from the National Center for Healthy Homes.

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

The presentations to partners and National Center for Healthy Housing classes reached 462 individuals for the third quarter and 900 year to date.

## 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 Healthy Child Initiative (HCI).

### 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.**

Strategic outreach efforts were implemented by ACLPPD staff in the City of Alameda by marketing in-home consultations and the lead hazard control program in part by making a presentation to the Alameda Backyard Growers about Lead-Safe Gardening and also participating with Bay Friendly Landscaping and Gardening Coalition in staffing an information booth at their Edible Gardening class at Ploughshares Nursery in Alameda. Arrangements have been made to begin outreach efforts at the Tuesday Alameda Farmers Markets in May, June and July. ACLPPD brochures were distributed to two libraries and a children's store in Alameda. In January, the Emeryville public access station began broadcasting a bi-lingual English/Spanish video about lead-safe work practices entitled "Lead's Revenge" to increase community awareness. In Oakland Department staff continued to conduct presentations with the East Bay Rental Property Owners Association, held lead and healthy homes classes at Cal-Safe with parenting teens, staffed information booths at Health Fairs, and worked with city and community partners on cross referrals.

#### **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 has been developed to reflect revised contractual obligations between the City of Berkeley and ACLPPD. In the third quarter, ACLPPD staff made presentations to the Berkeley Property Owners Association, Early Head Start and Through the Looking Glass staff and the Berkeley Health Schools Collaborative. In addition, the Berkeley Housing Authority agreed to insert a brochure about the Department's lead hazard control services in a February mailing to 700 Section 8 Landlords. ACLPPD staff meets regularly with City of Berkeley staff and provides them with educational materials about property owner services for distribution. This has resulted in an increase in requests for in-home consultations and lead hazard control services in Berkeley.

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

The Oakland Housing Authority has had changes in staffing and is going through a process of re-structuring their Section 8 Owner Briefings. Department staff is in touch with OHA staff and are anticipating a new schedule of briefings in the near future. OHA continues to refer property owners to the ACLPPD for consultations and trainings.

**Conduct 16 presentations to reach 100 CSA rental property owners.**

ACLPPD conducted four (4) presentations and reached 54 more CSA rental property owners during the quarter. These four additional presentations at the East Bay Rental Housing Association meetings brings the total year to date number to 18 and 331 CSA rental property owners reached.

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

The Department has reached this objective for this fiscal year, but continues to seek out and utilize opportunities for publishing articles to increase lead and healthy housing awareness. Department staff also regularly posts information on the Alameda and Berkeley Parent Network groups and on-line news sites.

### **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.**

ACLPPD participated in three health fairs that targeted parents during the third quarter totaling 20 year to date; School's Out Family and Children's Resource Fair in Oakland, the Education Summit for African American and Latino Youth at Cal State East Bay in Hayward, and Project Cradle Care Prenatal/Post Natal Education 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 is maintained at permit offices in Alameda, Berkeley, Emeryville, and Oakland. A poster and display rack has been identified and a plan is in place to display the poster and literature about lead safe work practices at all permit offices through-out Alameda County this coming quarter.

**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.**

Eleven presentations about lead poisoning prevention were provided this past quarter reaching 173 parents and service providers including an introduction to the Healthy Child Initiative for five staff at La Familia Counseling Services in Hayward, lead presentation in Spanish for 13 parents as part of the Community Empowerment Meeting for Healthy Homes Project participants in Oakland, six childcare providers through 4C's in Hayward, the annual Child Health and Disability Prevention Programs (CHDP) Social Services training reaching 21 staff, a presentation about lead-safe gardening to 25 members of Alameda Bay Yard Growers, lead presentation for 16 Cal-Safe teen parents, four staff at Early Head Start at Through the Looking Glass in Berkeley, 30 members of the Hayward Youth Commission meeting, a Lead Safety for Your Home and Family presentation in Oakland, a lead presentation to 12 Alameda Family Childcare Association members, and 20 Cal-Safe parenting teens in Pleasanton.

To date a total of 21 presentations on lead poisoning prevention have been conducted reaching 308 parents and service providers working with parents.

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

A lead poisoning and healthy housing presentation was made to 10 staff members at the Berkeley Healthy Schools Collaborative.

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

Lead Poisoning Prevention and Healthy Housing Principles were taught during two classes each at the Fruitvale Academy and Coliseum Preparatory sites of the Cal-SAFE Program totaling five classes year to date.

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

The Department conducted two presentations in the third quarter reaching a total of 18 members of 4 C's and Alameda Family Childcare Association. To date a total of three presentations have been provided reaching a 24 childcare providers from throughout Alameda County.

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

Eight Lead Poisoning Prevention and Healthy Housing presentations were made to 101 parents of high-risk children. A total of 12 healthy housing presentations have been conducted year to date.

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

Four more Lead Poisoning Prevention and Healthy Housing presentations were made this quarter based on the evaluation of community needs. To date the Department has made 12 presentations based on evaluation of outreach and education data.

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

During the third quarter, a total of 113 individual consultations were completed through the information line, e-mails, and walk-ins with 91 generated from the CSA cities (Alamedas 13; Berkeley 23; Emeryville 1; Oakland 54). A total of 298 individual consultations have been conducted year to date.

Twenty-nine Infoline callers were asked for feedback about the quality of service they received when they initially contacted the Department. Over 80% of those surveyed said they took some action or had planned to take action as a result of speaking with us, including scheduling an In-Home Consultation, taking a class in lead-safe work practices, and distributing pamphlets to tenants.

Ninety seven percent (97%) said they would recommend our service to others, sharing comments like "You provide great info" , " were very thorough", "gave great tips", and that the service provided "was excellent" and "(staff) went above and beyond the call of duty" to provide information.

**Objective:**

*Develop 15 partnerships and collaborations with community-based organizations and institutions to increase lead 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.**

ACLPPD collaborated with two regional head start providers, attending the South County Head Start Health Services Meeting in Union City and Alameda Head Start/Early Head Start Health Advisory Committee meeting in the City of Alameda this quarter. The collaboration are to support the completion of lead testing for all those enrolled (over 95% testing rate has been achieved in all three programs) and to reduce exposure risk by increasing parent knowledge of possible sources of lead.

**Expand existing relationship with Alameda Point Collaborative:**

- Co-host at least two (2) community-center-based Community Empowerment Meetings.
  - The Department anticipates co-hosting Community Empowerment Meetings at APC in the fourth quarter. The Department has been unsuccessful in scheduling Community Empowerment Meetings with the Alameda Point Collaborative.
- Coordinate service delivery and community education with the Breath mobile
  - 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
  - In the quarter five additional members of the Alameda Point Collaborative staff were trained by ACLPPD.
- Include articles about Healthy Housing Principles in the APC Newsletter.
  - An article will be submitted for inclusion in the May newsletter.

**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.**

ACLPPD staff met with staff from Bay Friendly Landscaping and Gardening Coalition and Stop Waste in March. This meeting resulted in an invitation to table at their Edible Gardens Class and to write a blog about lead-safe gardening. In addition, ACLPPD distributed "Lead-Safe Urban Gardening" fact sheets to two more garden retailers and organizations in Alameda bringing the total for the fiscal year to ten.

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

The ACLPPD continues to work with the Oakland Housing Authority and regularly receives referrals from OHA. Section 8 rental property owners in Oakland regularly call the public information line, request in-home consultations, training and information about testing. The Department has also provided lead hazard control projects for a number of Section 8 properties in Oakland.



The ACLPPD will be participating in May in holding a class and staffing an information booth at the Rental Property Owner Appreciation Fair held as part of Affordable Housing Week and co-sponsored by OHA and Eden I&R.

Staff is working with the Alameda Housing Authority Section 8 Program to promote lead safety in rental housing through the Alameda Housing Authority (AHA) newsletter and at an upcoming event.

This quarter Department staff worked with the Berkeley Housing Authority (BHA) to disseminate information about lead hazard control services available to rental property owners with low-income tenants. The BHA inserted the Department's brochure and application in a mailing to 700 Section 8 property owners.

### **Support the work of the Alameda County Healthy Homes Alliance.**

The Alliance's quarterly meeting on January 25, 2013 was attended by a total of 35 representatives from various local non-profit, private and governmental organizations. A presentation was made by Urban Strategies Council of Oakland on "The National Neighborhood Indicators Partnership and the City of Oakland Healthy Housing Assessment Project". To advance the work of the Proactive Code Inspection Initiative, the Department entered into an agreement with Urban Strategies Council of Oakland funded in part by the Kresge Foundation. Under this contract the Urban Strategies Council will be looking at health and housing related data and provide a comprehensive analysis to the Alliance on the intersection between the condition of the property and health condition of the residents in the City of Oakland. The next meeting has been scheduled for May 17, 2013.

## **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 Healthy Child Initiative and Alameda County Healthy Homes Alliance media plans.**

The Project Manager for the Healthy Child Initiative (previously named STOP program) has been working on an outreach and educational plan, building collaborations, and branding the Initiative's new name and logo (see Health section for more information). Future plans include a poster campaign, website page and other media tools to be developed.

The Alameda County Healthy Homes Alliance media plan is on hold pending the public advocacy needs identified by the Proactive Rental Housing Inspection strategy.

### **Research trends and assess client usage of media.**

The Department's Facebook is gaining "friends" who are liking the page as some posts are now going viral. The page now has 81 friends with a potential reach of 40,784 with friends of fans. During the past quarter the Department made 20 posts on our Facebook page about a range of lead and healthy housing issues including recalls, tips and community announcements. In addition, the Department now has 1,039 active e-subscribe recipients. A bulletin this past quarter about Poison Prevention Week had a 21.6% email open rate. Department staff is utilizing this information to increase the sharing of information through Facebook and e-subscribe. A total number of 91 website visitors took the Lead Safe Work Practices Quiz this past quarter.

In addition, Department staff regularly monitors and posts announcements about services and lead and healthy homes information on two popular on-line parent networks; the Berkeley Parent's Network has 32,000 members and the Alameda Parent's Network has over 4,500 members.

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

The video about the ACLPPD started by Youth Uprising has yet to be completed. The Department will be conducting a search for a local vendor meeting the County's Small Local Emerging Business requirements to produce a video. A bi-lingual video about lead-safe work practices is now being run on two cable stations; Oakland's KTOP and the Emeryville local Cable TV station.

The Department has compiled a list of clients and medical providers who are willing to be interviewed in the future about their experience with lead poisoning and/or healthy housing issues. Department staff drafted a questionnaire for clients to tell their story about their experience with lead poisoning. The survey will be posted on the website, and provided to clients with an option to tell their story in writing or to be interviewed. The testimony will be posted on the website and used to enhance the list of clients who are willing to speak with the media.

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

Media contact information for the Department is posted on the website. The data on lead exposed children in Alameda County has been updated. A more complete website media package is pending.

## **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.**

According to the County's Information Technology Department reports, the number of website visitors grew to 16,954 this past quarter for a year-to-date total of 45,643 exceeding expectations. Staff continues to encourage agencies to include links on their websites and resource lists.

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

Staff posted 14 news items on the Department's home page "What's New" section during the quarter. News items included product recalls, the link between energy upgrades and health, new occupational health

information, academic studies, Mother Jones article about the correlation between crime and lead exposures, asthma information, and carbon monoxide warnings.

**Develop new portals including “The Problem”, and “For the Media”.**

Department staff has been compiling research studies and articles to post in a new portal to be entitled “The Problem” with the goal of having the articles on-line this coming quarter. Case data has been updated on the website and an outline drafted for a new media portal.

**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 Department did not elicit any talk show coverage during this past quarter.

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

To date the Department has exceeded this objective by publishing nine articles year to date.

This quarter two articles were submitted to the California Department of Public Health County-to-County newsletter; 1) Lead-Safe Gardening and 2) Education through Social Media. In addition, Berkeleyside On-Line News site posted a news story about ACLPPD’s lead hazard control services.

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

The Department’s Communications Manager made contact with Editor Martin Reynolds and participated in an on-line chat and live forum about asthma rates and triggers in Oakland. Several broadcast reporters have made contact with the Department for stories covered in April.

Two local city cable stations in Oakland and Emeryville, are now broadcasting a bi-lingual English/Spanish video on lead-safe work practices two to three times per week.

**Appendix A: Services Provided to Date**  
**Third Quarter FY 2012-2013: January – March 2013**

GOAL Activity	GOAL People Reached	ACTIVITY	CITIES					TOTAL		TOTAL People Reached				
			Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	QTR		YTD			
		<b>HEALTH</b>												
	23,850	Increase the Number of Children Screened for Lead by 15% to 23,850 by June 30, 2013.										0		*21,000
50		Conduct Site Visits to Medical Provider						2			2			-
10		Develop/Distribute Provider Resource Binder to Alameda County Medical Providers								0	0			-
	200	Annual Newsletter to Providers										0		0
1		Capillary Blood Lead Testing Event for Medi-Cal eligible Children in Alameda County								0	0			-
	250	Provide Services to Children with EBLL's $\geq 5$ mcg/dL in Alameda County	2			27	18					47		222
200		Review & Analyze Charts of 2010 EBLL 5-14 mcg/dL								50	129			-
	10	Refer Children with EBLL's for Healthy Housing (Kresge) Project Services										3		7
25		Conduct Environmental Investigations and Property Owner Follow Up (CRWG)				4	1				5		21	-
50		Conduct Property Owner Compliance Activities (PRWG)				6	4				10		51	-
		<b>LEAD HAZARDS</b>												
200		Provide In Home Consultations in CSA Housing	22	10		42					74		146	-
12		Provide On-site Property Consultations in Response to Referrals from the PRWG -Countywide				1	1				2		4	-
83		Address Unsafe Renovation/Unsafe Conditions	4	2		8	2				16		51	-
	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.												-
7		Provide EPA Renovation, Repair and Painting Trainings				2					2		5	-
2		Provide LSWP Trainings for Laney Students								0	1		1	-

\*See Page 4 of the report.

**Appendix A: Services Provided to Date**  
**Third Quarter FY 2012-2013: January – March 2013**

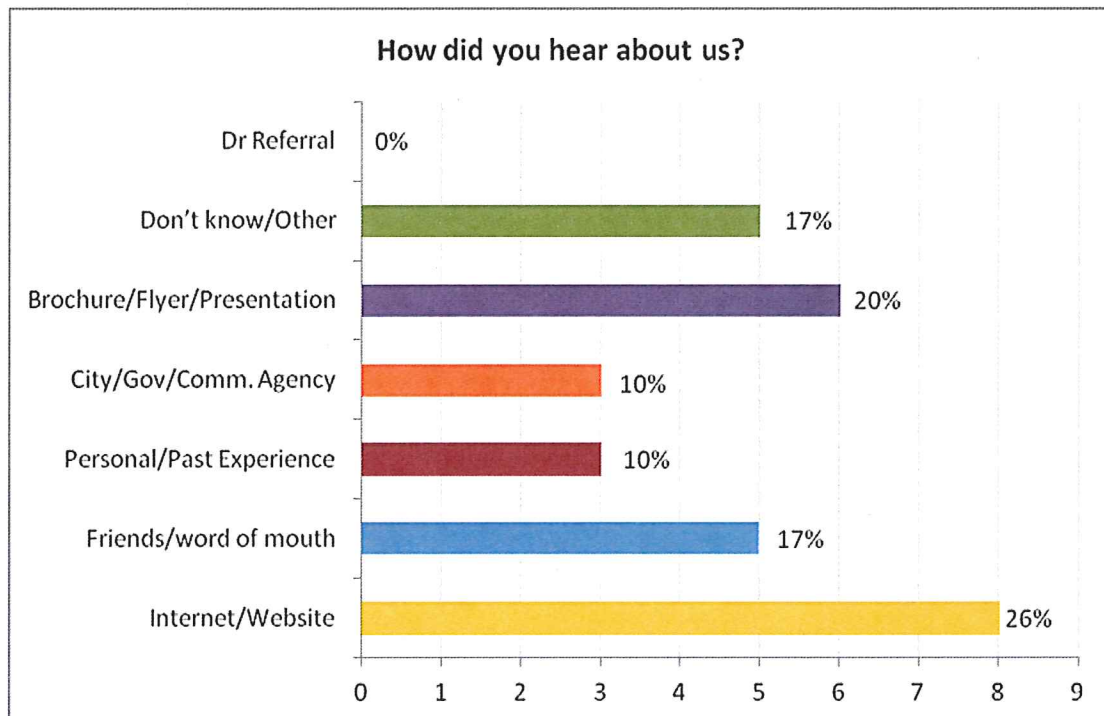
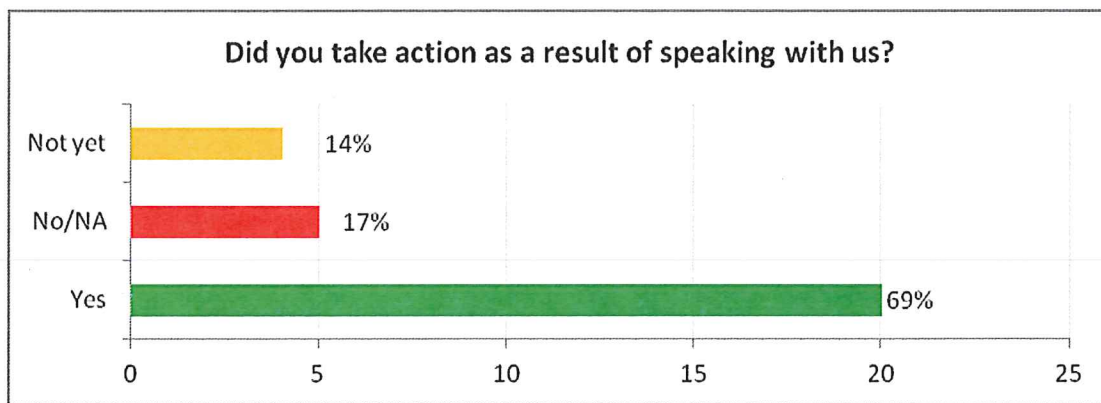
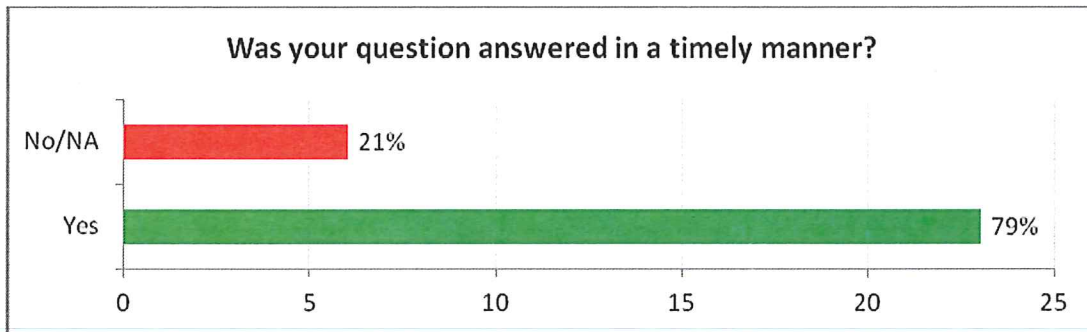
GOAL Activity	GOAL People Reached	ACTIVITY							TOTAL			TOTAL			
		Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	Number of Activities	People Reached	QTR	YTD	QTR	YTD	QTR	YTD
3			1			1			2	2			-	-	-
60			1				9		10	45			-	-	-
50				1			11		12	29			-	-	-
30				1			11		12	27			-	-	-
3							1	2	3	3			-	-	-
<b>HEALTHY HOUSING</b>															
6							2		2	5			-	-	-
80									-	-			3	19	
40									14	17			-	-	-
40									8	12			-	-	-
60									14	18			-	-	-
108									-	-			462	900	
2							1		1	2			-	-	-
<b>OUTREACH AND EDUCATION</b>															
20									0	6			-	-	-
16	100						4		4	18			54	331	
4									0	4			-	-	-
8							2	1	3	20			-	-	-

**Appendix A: Services Provided to Date**  
**Third Quarter FY 2012-2013: January – March 2013**

GOAL Activity	GOAL People Reached	ACTIVITY							TOTAL Number of Activities	TOTAL People Reached	
		Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	QTR			YTD
13								0	7	-	-
8	80							11	21	173	308
3	30	2	1		2	6		1	1	10	10
4	60				2			2	5		30
5	75	1						2	3	18	24
10			1		3	4		8	12	-	-
18		1				3		4	12	-	-
	400	13	23	1	54	17	5	-	-	113	298
15		3	1		1	1		6	9	-	-
<b>COMMUNICATION</b>											
	38,000							-	-	16,954	45,643
4								0	0	-	-
4								2	9	-	-
4								3	4	-	-

Shaded areas will not be counted by city.

**Appendix B: Information Line Feedback Results**  
 Third Quarter FY 2012-2013: January-March 2013  
 (total calls used = 29; some callers had multiple responses)



**Appendix B: Information Line Feedback Results**

*Continued*

Third Quarter FY 2012-2013: January-March 2013

(total calls used = 29; some callers had multiple responses)

