



ALAMEDA COUNTY
**Lead Poisoning
Prevention Program**

**Fourth Quarterly Report FY 2012-2013
April - June 2013**

ALAMEDA COUNTY LEAD POISONING PREVENTION PROGRAM
Fourth Quarter Report: April – June 2013
Fiscal Year 2012-2013

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QUARTERLY HIGHLIGHTS

Department Name Change

In mid-May the Department introduced its new name, Alameda County Healthy Homes Department. The Department's focus has been evolving from its efforts on preventing and treating childhood lead poisoning to a more holistic and broadened approach to decrease hazards in homes. The new name now reflects the lead poisoning prevention program and addresses efforts related to healthy homes and the social and environmental determinants of health. The Department has been working to broaden the scope of single-issue public health programs to address multiple housing deficiencies that affect health and safety. The Department will continue to provide the services for lead-poisoned children, and will remain committed to programs aimed at preventing lead poisoning.

Conclusion of U.S. Department of Housing and Urban Development Healthy Homes Grant

The Department's Healthy Homes grant (HUD 17) ended May 2013; Benchmarks were met or exceeded by 77% of all grant objectives. Staff was able to conduct 63 additional assessment and educational visits after funding for interventions was depleted. Asthma symptoms, hospitalizations rates and emergency room visits were reduced, and behavior changes by clients were made to improve health. The Department will continue to provide a limited number of interventions under the Kresge Foundations Advancing Safe Health and Housing Initiative (ASHHI). The Department will apply for the next round of HUD healthy homes grants.

Healthy Child Initiative

The Healthy Child Initiative (HCI) strategies place a special emphasis on increased blood lead screening in Alameda County. To ensure increased blood lead testing in the population younger than six years old, HCI staff have designed and developed a Promotores (Community Health Promoters) approach. The Promotores who will serve as Medical System Navigators will address barriers to blood lead testing and will be responsible for community and family engagement, bridge the gap between the medical provider referral and the laboratory, and assist families with health benefit enrollment, patient health care navigation and serve as a liaison to both the family and the physician. In addition an aggressive medical provider site visiting campaign will be implemented that will assist medical providers in increasing lead screening rates.

This quarter, the Healthy Child Initiative staff supported and participated in the Tiburcio Vasquez Health Center (TVHC) "Promotores de Salud" training program and graduation. Having completed both their TVHC general Promotores education and the Lead Poisoning Prevention Program training, four of the 32 consummate Promotores have been assigned to the HCI Project. These Promotores will provide culturally sensitive and linguistic support and education to families in the community that will advance the goals and objectives of the Healthy Child Initiative.



World Asthma Day

The Department coordinated a press conference with local agencies including the Alameda County Public Health Department Asthma Start Program, Alameda County Asthma Coalition, Prescott Joseph Center for Community Enhancement, Inc., and St. Rose Hospital for World Asthma Day on Tuesday, May 7th at St. Rose Hospital in Hayward. The purpose of this event was to raise awareness about asthma, how to control and prevent asthma symptoms with a focus on indoor environments. In attendance were St. Rose Executive Director, physicians, representatives from the American Lung Association, Oakland Unified School District, District Representative for Congressman Eric Swalwell, Alameda County Board of Supervisor Valle's Office, Hayward Councilman Mark Salinas, Hayward Fire Department, non-profit organizations and families.

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 the 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.

No provider site visits were conducted in this quarter. In the fourth quarter HCI focused on developing a survey for medical providers to assess their challenges and support their needs regarding lead testing. The survey is accessed via web based Survey Monkey. At this time, HCI staff will begin to contact providers via phone and email to request that they complete the provider survey. Results from the survey will introduce HCI to providers and serve as an opening to subsequent provider office visits.

In the fiscal year two medical provider visits were conducted.

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

The medical provider survey has been completed and will be distributed to providers for them to response by August 31, 2013. The Medical Provider Survey can be accessed at <http://www.surveymonkey.com/s/AlamedaCountyProviderSurvey>.

The Healthy Child Initiative marketing materials have been completed and will be included in the provider resource binder.

Annual newsletter to an estimated 200 providers.

This quarter staff worked with the City of Berkeley Lead Program to finalize the provider newsletter. Distribution will be completed by July 31, 2013. The newsletter features announcements about the Healthy Child Initiative (HCI) to inform providers and encourage their participation in a newly developed medical provider survey which can be accessed on the internet via Survey Monkey. The information gleaned from the survey will be used by HCI staff to provide resources that will support lead testing by medical providers.

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. In partnership with Betty DeForest, Director Emeritus of the South Hayward Parish, the Department will kick off the Healthy Child Initiative with the "Rock the Lot Health Jam" in the next fiscal year on August 15, 2013 in Hayward with a community health and resource fair, that will provide blood lead testing of children under six, as well as other basic medical services, resources and fun activities for kids.

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.

This fiscal year, a total of 278 children with newly identified lead exposure received health promotion services.

Provide services to an estimated 250 children with eBLLs ≥ 5 mcg/dL.

This quarter, 56 (to-date total of 278) children exposed to lead received one of three health promotion services: Comprehensive nursing case management (6), lead poisoning consultations (11) or lead poisoning outreach and educational mailings (39). This quarter, three (3) lead exposed children were from the City of Alameda, thirty-one (31) from the City of Oakland, two (2) from city of Emeryville, and twenty (20) 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, the remaining 32 retrospective reviews of 2010 charts were reviewed for blood lead level status, for a to-date total of 161. The analysis revealed an overall 98% decrease in blood lead levels for all children provided with services during 2010, demonstrating the effectiveness that outreach and home visiting has on reducing elevated lead levels. The details of the findings are below:

Blood Lead Level Outcome Evaluation Summary:

	BLL 10-14 in 2010	BLL 5-9 in 2010
ACLPPP Services :	Lead Poisoning Consultation Home Visit (LPC)	Lead Poisoning Outreach & Education Mailing (LPOE)
# charts reviewed*	32	50
# obtained follow- up BLL	30/32 (94%)	22/50 (44%)
# f/u BLLs that decreased	30/30 (100%)	21/22 (95%)
# f/u BLLs that increased	0	1/22 (5%)
# f/u BLLs –no change	0	0

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 ten (10) 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 fourth quarter, the Case Review Working Group conducted environmental investigations at five (5) homes of children with elevated blood lead levels meeting the State of California criteria for Public Health Nursing case management, for a year to date total of 26. The likely sources of lead exposure for fourth quarter are detailed below:

City	Property based hazards	Other likely sources
Oakland	1	1 - not yet determined
Dublin		1 - relatives home in San Francisco 1 - home remedies
Fremont		1 - imported spices

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

During the fourth quarter the Property Review Working Group triaged seven (7) properties that were homes to children with elevated blood lead levels that do not meet the State of California case management criteria; Year to date total of 58 properties. One of the seven (7) properties has presumed property based lead hazards and staff is working with the property owners, providing them with technical assistance to remediate the lead hazards. The likely sources of lead exposure for fourth quarter are detailed below:

City	Property based hazards	Other likely sources
Oakland	1	
Dublin		1- travel out of US
Hayward		1 - not yet determined 1 - prenatal exposure from pottery
Union City		1 - travel out of US
Fremont		1 - not yet determined 1 - imported spices

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 Department provided in-home consultations regarding 50 housing units during the quarter (Alameda 12; Berkeley 8; Emeryville 0; Oakland 30). Year to date, in-home consultations were provided for 195 units.

The Department met recruitment targets for In-Home Consultations, but had a higher than expected cancellation rate. Adjustments to enrollment were hampered in the middle of the year due to staffing shortages. The Department now has additional staff available for marketing and has made adjustments in marketing strategies, and will also continue to make progress during the year in recruiting rental property owners. Additionally, staff increased the recruitment target to reflect the cancellation rate, which will increase the enrollment during the next fiscal year.

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

One on-site property consultation in Oakland was provided during the quarter to the owner of a property referred from the Property Review Working Group. Year to date, a total of five such consultations were held, with four in Oakland and one in San Leandro. Owner requests for these on-site consultations were lower than expected and the Department will be reviewing the need and demand for this service in the next fiscal year.

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 27 new lead safety incidents occurred in the quarter with 16 of these incidents occurring in Oakland, five incidents in Berkeley, three in Alameda, one incident in Emeryville, and one incident each in Albany and Fremont.

Of these incidents, 13 have been resolved and 14 are being monitored; the Department responded to 77 lead safety incidents over the FY 12/13. During this quarter, the Department received and responded to one referral each from the City of Emeryville and the California Department of Public Health Childhood Lead Poisoning Prevention Branch.

The actual number of Unsafe Renovation/Unsafe Condition incidents reported during the year (77) was slightly lower than the projection of 83 incidents. While this may reflect an increase in basic compliance by contractors, the Department is looking at the trend in reporting of unsafe incidents and will continue to promote reporting by the community.

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 46 trainees with a year to date of 140 trainees. Two EPA Renovation, Repair, and Painting trainings for CSA owners and partners were held with 20 individuals trained. One *Introduction to Lead Safety* training was provided to 18 Laney Community College Carpentry Program students and one *Working With Lead* overview training was provided to eight participants in the Spanish Speaking Citizens Foundation's Solar Energy Efficiency (SEE) Green workforce development program.

Twenty-one of the trainees were CSA property owners or their sponsored maintenance people. Ten of the 21 were homeowners, of which three were also rental property owners. Five were sponsored maintenance persons. Two were Oakland Unified School District painters and 19 of the trainees were low-income individuals.

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 paint inspection risk assessments were completed at five units during the quarter, all of which were in the City of Oakland for a year to date total of 50.

The Department fell short of the lead hazard control objectives for the fiscal year. Three factors impacted production under the lead hazard control grant during this fiscal year which led to the ACHHD completing fewer units than projected.

The first was the nature of the properties being enrolled, which has consistently been in the 1-4 unit per property range. This could be due to an improving real estate market which makes the lead hazard

control grants less desirable for the larger properties while improvements in property prices have brought the owners of smaller properties to the point of being willing to invest in their properties again through the lead hazard control grants and loans. This led to a lower average number of units per project completed and no large multi-unit projects to balance these smaller properties. Going forward, this will be reinforced by the second factor, a new policy guidance from HUD limiting household eligibility.

In October of 2012, HUD issued a policy guidance limiting the use of lead hazard control funds such that occupied rental units without children or a pregnant occupant were no longer eligible for participation. This impacted recruitment severely and led to delays in enrollment and production due to the time needed to revise marketing and application materials and ensure that partners and applicants received the right messages as well as the time required to evaluate properties already in the pipeline. Also, because of this eligibility requirement, fewer units at any given property are eligible for participation, which both reduces the number of eligible units from any one property and requires recruitment of more properties in order to maintain production. Since exterior costs are a significant portion of most lead hazard control projects, this will also increase the average cost per unit as there will be fewer units to spread the exterior costs over.

Lastly, in April 2013, HUD issued new guidance on lead evaluations that increased the amount of testing that is required for projects. The ACHHD placed a halt on performing new lead inspection risk assessments while the lead evaluation report format and testing requirements were revised and existing reports were evaluated and updated if necessary. This had an additional impact to slow the progress of projects towards completion. The ACHHD expects to restart production in July but additional work is needed to increase the number of projects in the pipeline; the Department also expects to continue to struggle with the impact of fewer units at a property being eligible for participation.

In light of the increased funding and staff resources that will be required to do an increasing number of projects with fewer units per project, the ACHHD submitted a request to HUD for an increase in the average funding for lead hazard control from \$5,000 to \$8,000 per unit with a commensurate decrease in the number of units completed over the grant period from 125 down to 105 units. If approved, this is expected to impact the unit objectives for this category over the next fiscal year and the ACHHD will monitor and propose a revised objective if appropriate.

Complete lead hazard control in 50 housing units.

Lead hazard control was completed in four units during the quarter, all four of which were associated with a lead-poisoned child and all four of which were in Oakland. A total of 33 units were completed this fiscal year.

Complete safety and healthy housing interventions in 30 units.

Four units in Oakland received health and safety interventions this quarter for a year to date total of 31 units. This figure represents one more than our FY goal of 30. Health and safety inspections were carried out in conjunction with the lead project housing inspections. Work identified for inclusion under the Healthy Housing Initiative Program funds provided by HUD were rated according to the Healthy Housing Rating System and completed in conjunction with lead hazard control projects. Four units received interventions for a total cost of \$3,150 for items such as smoke detectors, repairs for mold and moisture, exhausting products of combustion, pest intrusion, falls on level and on stairs, correcting electrical hazards, repairing leaking drain pipes, installing a new back door, and adding safety measures to guard against slipping in the bathtub.

Countywide Activities

Objective:

The Department 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.

The ACHHD responded to a possible Unsafe Renovation complaint received from West Coast Code Consultants Inc. (WC3), a subcontractor with the City of Emeryville that provides building department services. The Building Official directed West Coast Code Consultants to contact the ACHHD to report the concern and for follow up. The ACHHD conducted a site visit and determined that proper containment was in use and an Abatement Contractor was hired to perform the paint disturbing work. The ACHHD met with WC3 to discuss lead hazard reduction services available through ACHHD, owners lead disclosure responsibilities, regulation for lead hazard repair work, EPA RRP requirements, and training. Materials were also provided for distribution during site inspections.

The ACHHD also met with the Building Official, code enforcement officers, and permit staff of the Alameda County Public Works Department. The meeting included a brief discussion of the California Health and Safety Code regarding lead in construction and clarified the role and limitations of the ACHHD compliance authority when responding to unsafe renovation/unsafe conditions reported in the unincorporated areas of Alameda County. Information was provided regarding the availability of lead warning stickers and stamps, how to make referrals to the public information line, and available program services.

The ACHHD met with employees from the City of Albany Building Services Department which has been responsive to ACHHD referrals regarding unsafe renovations. The City has also incorporated a lead safety warning statement into its permit application. During the discussion of response to unsafe renovation complaints, the City staff identified that providing a high standard of service, a desire to ensure that contractors are in compliance with all regulations and to protect Albany property owners, and a responsibility of professional courtesy when fielding referrals from other agencies, are all factors that guide their response. The ACHHD provided the City with EPA Protect Your Family brochures, EPA Small Entity Compliance Guides, and the Steps to Lead Safe Renovation brochures to be provided to contractors applying for permits for window replacement or demolition.

During the quarter the ACHHD continued to participate in the Healthy Housing Pilot Project with the 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. Nine properties were identified by the ACHHD for participation in the program through the information line, unsafe renovation incidents and healthy homes projects.

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. Grant ended 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.

One "Making Connections" / "Hacer Conexiones" meeting was conducted this quarter on May 8 at the Cesar Chavez Library in Oakland on the topic of "Asthma 101". The "Making Connections / Hacer Conexiones" events are forums for discussing topics of interest to the caregivers, friends and families of Project participants.

The presenter at the May meeting was Caskey Weston, an asthma case management nurse and coordinator of asthma efforts at Kaiser Hospital Oakland. She gave a presentation of the causes, triggers, and approaches to improving the health of persons with asthma. Clients and their families and friends attended and engaged in the learning process. There were 16 attendees at this meeting.

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

Eighteen (18) follow up visits were conducted during this quarter and 37 year to date bringing the total number of follow up visits for the length of the grant to 363 follow up visits.

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. Grant ends April 15, 2015.

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, 13 home assessments were conducted and 30 for this fiscal year. Staff has completed 48 home assessments over the grant period.

Conduct 40 Healthy Housing Interventions (grant requirement 120).

Sixteen interventions were completed during this quarter totaling 28 for the fiscal year. The Department has completed 48 healthy housing interventions over the grant period.

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

Department staff has provided Technical Assistance to 13 clients and their families during the quarter and 30 for the fiscal year. A total of 48 clients have received in home technical assistance for the grant period.

Countywide Activities

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

Department staff conducted presentations for partners at several sites throughout Alameda County during this quarter. As part of the Kaiser Community Benefits grant (Amp-T) a classroom session on healthy homes principles was conducted at the Cal-SAFE academy in Hayward. Staff provided a presentation to child care providers at the 4C's facility in Hayward and at the Outreach Resource Collaborative in San Leandro. Department staff participated at the Earth Day event in April in Emeryville and at the World Asthma Day event at St. Rose Hospital in Hayward.

Offer two (2) National Center Healthy Housing classes.

This activity was completed in the third quarter.

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

Through the events and presentations described above staff were able to reach 154 persons during this quarter and 1,054 for the fiscal year.



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.

Department staff have been implementing outreach strategies specific to each city in the CSA. In the City of **Alameda** staff has been marketing in-home consultations through literature racks, and presentations including a presentation this past quarter to the Alameda Family Childcare Association about Lead-Safe Urban Gardening. In addition, two articles about maintaining healthy homes were published in the Alameda Point Collaborative Newsletter. Staff also actively monitors and posts information on the Alameda Parents Network which reaches over 4,500 Alameda parents. These efforts have significantly increased the number of property owners in Alameda who have requested In-Home Consultations.

In **Emeryville**, the public access TV station continues to broadcast a bi-lingual English/Spanish video about lead-safe work practices entitled "Lead's Revenge" to increase community awareness. Educational literature is displayed in city offices and community centers. Staff also takes advantage of any relevant community events, including staffing an information booth at the City's Earth Day Celebration, to provide information about lead poisoning prevention, lead-safe gardening, healthy homes tips, and program services.

In **Oakland** during this past quarter, Department staff made another presentation to members of the East Bay Rental Property Owners Association and participated in the East Bay Housing Organization's Affordable Housing Week event at the Oakland Housing Authority. ACHHD conducted two RRP training classes for CSA property owners, as well as a class in lead-safe work practices for students at Laney College. Outreach was also conducted at the Oakland Chinatown Lyons Club Health Fair and the 4th Annual E.C. Reems Job & Health Fair in East Oakland.

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 ACHHD. In the fourth quarter, ACHHD participated in the High Risk Infant and Young Children Collaborative in Berkeley to ensure that service providers are aware of lead poisoning risks and program services. Outreach also included monitoring and posting information to the Berkeley Parents' Network about lead-safe painting and program resources reaching over 31,000 parents. An article written by ACHHD staff about the need for safe, healthy and affordable housing was published in *Berkeleyside*, a local on-line news service reaching an average of 115,000 unique visitors per month. ACHHD staff meets regularly with City of Berkeley staff and provides them with educational materials about property owner services for distribution.

These activities have 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 Rental Property Owner Briefings. Department staff is in touch with OHA staff and are anticipating a new schedule of briefings in the next fiscal year. The Department staff also worked with OHA on providing information about lead poisoning prevention and program services at their annual property owner appreciation event as part of Affordable Housing Week. OHA continues to refer property owners to the Department for consultations and trainings.

Conduct 16 presentations to reach 100 CSA rental property owners.

ACHHD conducted two (2) presentations to the East Bay Rental Housing Association members and reached twelve more CSA rental property owners during the quarter. The Program exceeded this year's objective by conducting a total of 20 presentations reaching 343 CSA rental property owners.

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

The Department exceeded this objective for this fiscal year, and continued to seek out and utilize opportunities for publishing articles to increase lead and healthy housing awareness. During the past quarter, ACHHD wrote two articles that were published; 1) a guest blog on Lead-Safe Gardening was posted on the Bay Friendly website, and 2) an article about the need for healthy, safe, affording housing was posted on Berkeleyside.com. Department staff also regularly posts information on the Alameda and Berkeley Parent Network groups and comments on relevant on-line news articles.

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.

The Department participated in six health fairs that targeted parents during the fourth quarter totaling 26 for the year; E.C. Reems Job & Health Fair and Oakland Chinatown Lyons Club Health Fair in Oakland, the La Familia Health Fair, 4C's Children's Fair and the Public Library's Seed Read Kickoff Event all in Hayward, and the Earth Day Celebration in Emeryville.

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

Lead safety awareness information is displayed at permit offices in Alameda, Berkeley, Emeryville, and Permit Office as well as the new Housing Assistance Center in Oakland. New poster and display racks are being ordered and information about lead safe work practices will be in place at nine permit offices through-out Alameda County by the end of calendar year 2013. This past year, staff completed a survey of Building Department responses to unsafe renovation and unsafe conditions complaints to identify gaps and training opportunities. The Department is continuing to use this data to increase education about lead regulations and safe work practices in building department through-out Alameda County.

In the fiscal year a total of seven permit offices were provided information on lead safety awareness.

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.

Six more presentations about lead poisoning prevention were provided this past quarter reaching 92 parents and service providers. Highlights include four bi-lingual presentations made at neighborhood schools in Hayward by the Healthy Child Initiative staff, and one presentation in San Leandro to 39 staff from County agencies and community-based organizations about lead poisoning prevention and healthy housing services that are available for their clients. In May, ACHHD staff also had an opportunity to speak with childcare providers in Alameda about the risks of lead in soil.

To date a total of 27 presentations on lead poisoning prevention have been conducted reaching 400 parents and service providers working with parents.

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

No presentations were made exclusively to school district staff this quarter. However one presentation was made to the Berkeley Health Schools Collaborative in February reaching 10 school nurses.

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

There was no activity this quarter. Year to date healthy housing principles were the focus of six presentations to 90 at-risk youth throughout the County this school year, including classes of parenting-teens in Hayward (1), Pleasanton (1), and Oakland (4).

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

The Department conducted its first Train-the-Trainer curriculum for childcare providers in Cantonese in April. Fifteen Cantonese-speaking childcare providers attended and learned how to make their centers lead-safe and how to speak with parents about making their homes safer. In addition, ACHHD staff conducted a presentation focused on lead in soil for the Alameda Family Childcare Association reaching 16 providers. During fiscal year 2012/13, a total of five presentations were conducted reaching 55 childcare providers from throughout Alameda County.

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

One more healthy housing presentation at Cesar Chavez Library in Oakland was conducted this quarter reaching 14 parents of high risk children. Staff conducted a total of 13 healthy housing presentations to 115 parents of high-risk children this past fiscal year.

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

A presentation was conducted to members of the Spanish Speaking Citizens Foundation in Oakland during this past quarter reaching eight individuals. Department staff conducted 14 presentations based on evaluation of outreach and education data this fiscal year.

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

During the fourth quarter, a total of 124 individual consultations were completed through the information line, e-mails, and walk-ins with 94 generated from the CSA cities (Alameda 11; Berkeley 21; Emeryville 0; Oakland 62). A total of 422 individual consultations were conducted this fiscal year.

Twenty-four Infoline callers were asked for feedback about the quality of service they received when they initially contacted the Department. Over 60% of those surveyed said they took some action or had planned to take action as a result of speaking with us, including taking a class in lead-safe work practices. Seventy five percent said they would recommend our service to others.

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.

ACHHD collaborated with all four regional Head Start providers during the year by attending their Health Services Committee meetings. The goal of these collaborations is to support the completion of lead testing for all children enrolled and to reduce exposure risk by increasing parent knowledge of possible sources of lead. In the year ahead, more focus will be given to teaching healthy housing principles, given how effective Head Start staff have implemented lead testing protocol.

Expand existing relationship with Alameda Point Collaborative:

- Co-host at least two (2) community-center-based Community Empowerment Meetings.
 - The Department was unable to schedule Community Empowerment Meetings at APC this year, but has received a commitment from the Alameda Point Collaborative and the Prescott-Joseph's Breathmobile to help with outreach and hosting responsibilities in the fall of 2013.
- Coordinate 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.
- Train staff in Healthy Housing Principles, Lead Safety and Integrated Pest Management
 - All key APC executive, property management, maintenance, and social services staff have attended healthy homes trainings including ACHHD training in Integrated Pest Management hosted by APC earlier in the year.
- Include articles about Healthy Housing Principles in the APC Newsletter.
 - Two articles were published in APC newsletters this quarter offering tips for maintaining a healthy smoke-free home, and use of safe cleaning products.

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.

ACHHD staff completed this objective in the third quarter, but continued to distribute Lead-Safe Urban Gardening fact sheets to several more gardening organizations in June in an effort to line up additional outreach opportunities in Fiscal Year 2013/14. The Department works closely with City Slicker Farms in West Oakland and has developed relationships with staff at Bay Friendly, Alameda Backyard Growers and Ploughshares Nursery where presentations on lead-safe gardening have been provided.

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

The ACHHD 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 also continues to provide lead hazard control projects for a number of Section 8 properties in Oakland.

In May, ACHHD participated in the Rental Property Owner Appreciation Fair held as part of EBHO's 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 Section 8 rental property owner event.

Department staff has 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 was held on May 17, 2013 and attended by approximately 25 representatives from various local non-profit, private and governmental organizations. A presentation on "Using Code Enforcement to Improve Healthy Housing Conditions for WIC-Enrolled Families" was made by Karen Kohn from the San Francisco Department of Public Health, Children's Environmental Health Promotion Program.

Also, Linda Merola-Galbreth, Senior Staff Attorney at ChangeLab Solutions reported that the Proactive Rental Inspection Committee is looking at other proactive code enforcement programs that have been successful in their communities. A phone conference was facilitated with the Alameda County Public Health Department, Place Matters Housing Workgroup, on May 10, 2013 with Beth McKee-Huger of the Greensboro Housing Coalition in North Carolina, Jonathan Grant of Tenants Union in Seattle WA, and Greg Spiegel of the Inner City Law Center in Los Angeles, CA to hear their insight on building community and political will and how to address community concerns around proactive rental inspection programs. The next meeting has been scheduled for September 20, 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 Program Manager and Community Outreach Worker for the Healthy Child Initiative (previously named STOP program) have begun active outreach to community partners and political representatives, trained a group of promotores, developed branding with a logo and are in the process of finalizing outreach materials (see Health Section). Future plans include a poster campaign, website page and other media tools to be developed.

Staff has been working with the Advancing Safe Healthy Housing Initiative (ASHHI) media contractor *Logos* to incorporate the Department and the Alameda County Healthy Homes Alliance information into a new ASHHI website and have consulted with *Logos* on internet tools for increasing communication between Alliance members. Once the Pro-Active Rental Housing Inspection strategy is finalized a media plan to support it will be developed.

Research trends and assess client usage of media.

The Program's Facebook page is gaining "friends" who are liking the page. The page now has 86 friends. During the past quarter the Program made 23 posts on our Facebook page about a range of lead and healthy housing issues including recalls, legal updates, tips and community announcements. Of these, six posts went viral. In addition, the Program now has 1,137 active e-subscribe recipients. A total number of 129 website visitors took the Lead Safe Work Practices Quiz this past quarter.

In addition, Department staff regularly monitors and posts announcements about services, lead poisoning 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 Department receives and documents testimony received from clients about infoline, in-home consultation, case management and lead hazard control services about their experience with the Department. Staff has also compiled a growing list of clients and medical providers who are willing to tell their stories to the media. This past quarter, program staff worked with the Environmental Health reporter at the San Francisco Chronicle to identify a program client with a lead poisoned child, and a medical provider who agreed to tell their story to the newspaper. The story was published on the front page of the Health section on April 24, 2013.

Department staff has 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.

A bi-lingual video about lead-safe work practices is now being run on two cable stations; Oakland's KTOP and the Emeryville Cable TV station.

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

Media contact information for the Program is posted on the website. The data on lead exposed children in Alameda County has been updated. Reporters refer to the website for information about lead poisoning, healthy homes issues, local data, and program services.

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 17,786 this past quarter for a year-to-date total of 63,429 dramatically exceeding expectations. Staff continues to encourage agencies to include links on their websites and resource lists.

A total number of 91 website visitors took the Lead Safe Work Practices Quiz.

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

Staff posted 23 news items on the Program's home page "What's New" section during the quarter. News items included product recalls, job postings, and announcements about the new EPA booklets, opening of the Berkeley Tool Lending Library, World Asthma Day, Community events, and lawsuits against products containing lead, Worker Safety, U.S. Center for Disease Control (CDC) findings and the latest research findings.

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

Program staff has compiled a large index of research studies and articles to post in a new portal to be titled "The Problem". Media contact information is available on the "Contact us" page.

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.

This quarter Program staff wrote and had published seven articles including a blog about lead safe gardening (posted on the Bay Friendly website), an article about the need for safe, healthy, affordable housing (posted on

Berkeleyside.com), two articles about healthy housing for the Alameda Point Connection newsletter, articles about lead-safe gardening outreach and social media efforts in the California Childhood Lead Poisoning Prevention Program quarterly state-wide newsletter, and a newsletter for medical providers.

In addition, the San Francisco Environmental Health reporter worked with Department staff to produce and publish an article titled "Lead poisoning persists despite effort to stem it" that was printed on the front page of the health section and included an interview with a client of the program. The article was also picked up by the Alameda Health System website.

To date the Program has exceeded this objective by publishing a total of 15 articles.

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

Program staff were interviewed and appeared twice in April on local TV station KPIX/CBS Channel 5 Evening News 1) Julie Kurko, Health Services Manager was interviewed about lead in baby food; And 2) Julie Twichell, Communications Manager was interviewed about lead in imported rice.

Two local TV stations in Oakland and Emeryville continue to broadcast a bi-lingual English/Spanish video on lead-safe work practices two to three times per week.

Department staff is working with a reporter from the Center for Health Reporting on an in depth series about lead poisoning that will air on KQED in the next fiscal year.

Appendix A: Services Provided to Date
Fourth Quarter FY 2012-2013: April – June 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	QTR	YTD
		HEALTH										
	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							0	2	-	-
10		Develop/Distribute Provider Resource Binder to Alameda County Medical Providers							0	0	-	-
1	200	Annual Newsletter to Providers							-	-	0	0
		Capillary Blood Lead Testing Event for Medi-Cal eligible Children in Alameda County							0	0	-	-
	250	Provide Services to Children with EBLL's ≥5 mcg/dL in Alameda County	3		2	31	20		-	-	56	278
200		Review & Analyze Charts of 2010 EBLL 5-14 mcg/dL							32	161	-	-
	10	Refer Children with EBLL's for Healthy Housing (Kresge) Project							-	-	3	10
25		Conduct Environmental Investigations and Property Owner Follow Up (CRWG)				2	3		5	26	-	-
50		Conduct Property Owner Compliance Activities (PRWG)				1	6		7	58	-	-
		LEAD HAZARDS										
200		Provide In Home Consultations in CSA Housing	12	8		30			50	195	-	-
12		Provide On-site Property Consultations in Response to Referrals from the PRWG - Countywide				1			1	5	-	-
83		Address Unsafe Renovation/Unsafe Conditions	3	5	1	16	2		27	77	-	-
	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	7	-	-
2		Provide LSWP Trainings for Laney Students				1			1	2	-	-

*See Page 7 of the report.

Appendix A: Services Provided to Date
Fourth Quarter FY 2012-2013: April – June 2013

GOAL Activity	GOAL People Reached	ACTIVITY						TOTAL			TOTAL People Reached	
		Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	Number of Activities	QTR	YTD		QTR
3					1			1	3	-	-	-
60					5			5	50	-	-	-
50					4			4	33	-	-	-
30					4			4	31	-	-	-
3				1	1	2		4	7	-	-	-
HEALTHY HOUSING												
6					1			1	6	-	-	-
80								-	-	18	37	-
40								13	30	-	-	-
40								16	28	-	-	-
40								13	30	-	-	-
108								-	-	154	1054	-
2								0	2	-	-	-
OUTREACH AND EDUCATION												
20					1			1	7	-	-	-
16	100				2			2	20	12	343	-
4								2	6	-	-	-
8				1	2	3		6	26	-	-	-

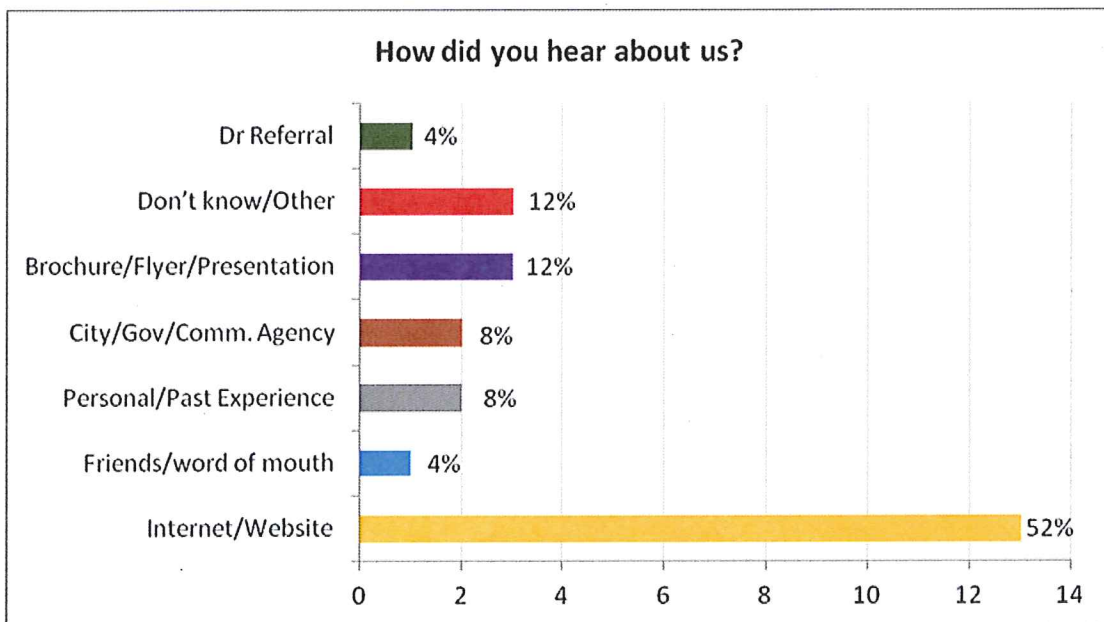
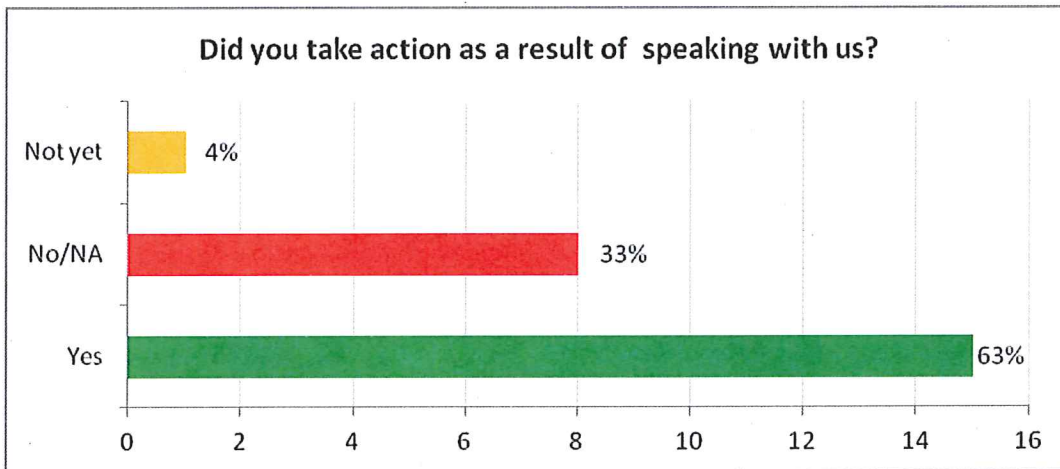
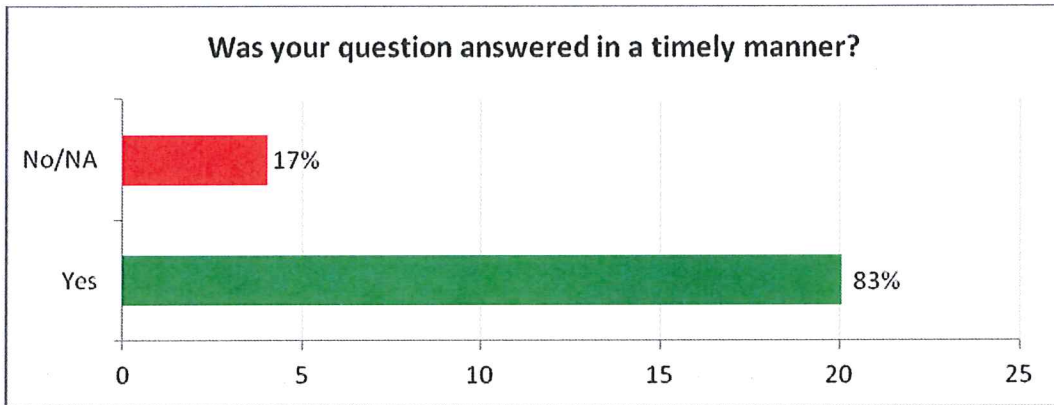
*See Page 7 of the report.

Appendix A: Services Provided to Date
Fourth Quarter FY 2012-2013: April – June 2013

GOAL Activity	GOAL People Reached	ACTIVITY	Number of Activities						TOTAL		
			Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County			
13		Provide Information on Lead Safety Awareness to Permit Offices within Alameda County, Develop and Place a Lead Safety Display at Three Offices						0	7	-	-
8	80	Conduct Presentations to Parent Groups, Schools, Community Based Organizations, Head Starts	1				5	6	27	92	400
3	30	Conduct Presentations to School District Staff						0	0	0	0
4	60	Conduct Presentations to Reach at Risk Youth						0	6	0	90
5	75	Conduct Presentations to Reach Childcare Providers	1				1	2	5	31	55
10		Conduct Presentations to Parents of High Risk Children				1		1	13	-	-
18		Presentations Based on Evaluation of Outreach and Education Data				1		1	14	-	-
	400	Provide Individual Consultations Received from the Public Through Information Line, Emails, and Walk-Ins.	11	21		62	22	-	-	124	422
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.	3	1		1	1	6	15	-	-
COMMUNICATION											
	38,000	Increase the Number of Visitors to the Website by 10% to 38,000 by June 30, 2013.						-	-	17,786	63,429
4		Identify and Market Issues to Talk Shows						0	0	-	-
4		Write or Engage Reporters to Write Articles						7	16	-	-
4		Engage Broadcast Reporters to Cover Stories						3	7	-	-
		Shaded areas will not be counted by city.									

*See Page 7 of the report.

Appendix B: Information Line Feedback Results
 Fourth Quarter FY 2012-2013: April - June 2013
 Infoline Feedback Results
 (total calls used = 24; some callers had multiple responses)



Appendix B: Information Line Feedback Results

Continued

Fourth Quarter FY 2012-2013: April - June 2013

Infoline Feedback Results

(total calls used = 24; some callers had multiple responses)

