



ALAMEDA COUNTY
**Healthy Homes
Department**

Fourth Quarterly Report FY 13-14 April 1– June 30, 2014



20 Years of Making Homes Healthier for Children

FOURTH QUARTER HIGHLIGHTS

- In May 2014, the Department was awarded a **Healthy Homes Champions Award** at the Advancing Safe and Healthy Housing Reception and Awards Ceremony in Nashville TN, sponsored by the Kresge Foundation and the National Center for Healthy Housing. Maricela Foster, ACHHD Director, accepted the Healthy Homes Champions Award in recognition of the Department's "collaborative multidisciplinary approach that exemplifies what is needed to make significant and lasting change."
- During the quarter, the ACHHD conducted a review of **ASHHI healthy housing unit leveraged** resources which identified over \$342,000 in goods and services provided to participating projects. Collaboration partners including weatherization, vector control, minor home repair, community resources, and others expanded the impact of ASHHI funding to address multiple hazards. The Department is developing new tracking measures and training staff in order to more comprehensively capture the value of partnerships and referrals.
- This past quarter, ACHHD successfully completed a 12 month Kaiser Permanente Community Benefit Grant pilot project **Coordinated Response to Asthma Management**, and established a MOU with the Alameda County Public Health Department Asthma Start program to address asthma triggers in the home. ACHHD was invited by Kaiser Permanente to apply for the next round of funding and was successfully awarded \$25,000 to continue the collaboration work with Asthma Start FY 2014-2015.



Maricela Foster, Director, accepting the Healthy Homes Champions Award, Nashville, TN, May 2014

HEALTH DIVISION

Key Accomplishments

- Seventy-five children with newly elevated blood lead levels received one of three types of **health promotion services** this quarter: nursing case management (3), lead poisoning consultation (29), or lead poisoning outreach and education (43).
- **Outreach to medical providers** continued with multiple outreach strategies. Seven new providers were visited this quarter and received a provider tool-kit.
- The **Promotoras Pilot Project** under the Healthy Child Initiative continues to outreach directly to families at events, door-to-door and other sites. Over 200 unique families have been reached which has resulted in referrals to other Department services, including the ASHHI and Healthy Homes Projects.
- The ACHHD conducted **internal chart reviews** during FY 2013-2014 to assess outcomes for children with blood lead levels (BLL) in the 5-14 mcg/dL who received services in 2011. A total of 185 charts were reviewed over this fiscal year and results are summarized in the attached table. The results clearly demonstrate the effectiveness that outreach and home visiting has on reducing elevated lead levels; in particular for those that received home and/or telephone visits (BLL 7-14 mcg/dL) versus those that received health educational mailings (BLL 5-9 mcg/dL).

Blood Lead Level (BLL) Outcome Evaluation Summary:

	BLL 7-14 in 2011	BLL 5-6 in 2011	Combined: BLLs 5-14 in 2011
	Lead Poisoning Consultation Home Visit (LPC)	Lead Poisoning Outreach & Education Mailing (LPOE)	LPC + LPOE
# charts reviewed	35	150	185
# obtained follow-up BLL	32/35 (91%)	100/150 (66%)	132/185 (71%)
# follow-up BLLs that decreased	32/32 (100%)	98/100 (98%)	130/132 (98%)
# follow-up BLLs that increased	0/32	2/100 (2%)	2/132 (2%)
# follow-up BLLs – no change	0	0	0



HOUSING SERVICES DIVISION

Key Accomplishments

■ The ACHHD applied for the US Department of Urban Development (HUD) *Partnerships for Affordable Lead-Safe Housing Grant* for \$3.4 million to carry out lead hazard control and healthy housing interventions in up to 140 units over a three year period in the target cities of Oakland, Berkeley, Alameda, and Emeryville and the unincorporated communities of Ashland, Cherryland and San Lorenzo. To build community knowledge and skills, the ACHHD and partners will provide 2,894 individuals with lead and healthy housing education and train 392 individuals in lead safety and healthy housing skills. An award announcement is expected by the end of the calendar year 2014.

■ The ACHHD also continues to have success in encouraging **property owners to carry out healthy homes remediation**. As an example, a joint project including the Oakland Housing Pilot, Asthma Start, Vector Control, Centro Legal de la Raza, and Community Energy Services Corporation, involved an owner making repairs including a new water heater, kitchen faucet, and new appliances. Department staff provided the owner with consultation and maintained communication among the partners, while code enforcement monitored the project to ensure subsequent repairs were done correctly and to assist with permits. Code enforcement confirmed all repairs were completed by June 30th and estimated property owner contributions were \$14,000.

■ The ACHHD continued to engage community stakeholders regarding substandard housing issues by presenting further “on the ground” data at the June 20th **Alameda County Healthy Homes Alliance** meeting with presentations by Just Cause/Causa Justa based on their report “Development Without Displacement” and the Goldman School of Public Policy at UC Berkeley’s review of Proactive Rental Inspection programs in the state of California. Approximately 21 members of the Alliance were in attendance.

■ The Department continues to **increase the capacity of housing authorities** to address lead safety and/or safe and healthy housing issues in their operations. In the quarter, ACHHD participated in an Oakland Housing Authority property owner appreciation event during Affordable Housing week and provided a workshop on lead and healthy homes issues that was attended by 91 property owners. Five units participating in the Section 8 program are enrolled in the HUD 19 lead hazard control program.

OUTREACH AND COMMUNICATIONS DIVISION

Key Accomplishments



Larry Brooks, ACHHD Director of Operations, and partnering organizations celebrating "World Asthma Day" 2014

The ACHHD joined the Alameda County Asthma Coalition, Bay Area Air Quality Management District, and the Northern California Breathmobile in celebrating "**World Asthma Day 2014**" on May 6, 2014 to not only work on more solutions but also continue to raise awareness around Asthma.

Department video was completed during the quarter with interviews of 11 clients, homeowners, medical providers and community members. The video was posted on-line, shown at the Kresge Networking Meeting in May and is being utilized in presentations.

ACHHD provided input to **Center for Environmental Health (CEH)** about an outreach and education strategy for working with childcare operators to reduce flame retardant chemicals in childcares. Product Alerts from CEH and the Environmental Working Group are shared on our website and Facebook page.

Alameda County **Board Supervisors representing Districts 2 and 4** sent letters to 48 medical providers in the Castro Valley and Hayward areas to inform of Healthy Child Initiative (HCI) services.

- During the quarter, 609 individuals increased their knowledge of lead poisoning prevention and/or healthy housing issues by participating in educational opportunities offered by the Department. The Department **exceeded the expectations** by reaching 1,981 individuals for the year; the objective for the year was 660 individuals.

DEPARTMENT CHALLENGES

■The objective of conducting **environmental investigations** at 25 properties of lead poisoned children was not reached this fiscal year. First, the total number of children with blood lead levels in the 15-19 mcg/dL range was less than last fiscal year, and second, the number of children with blood lead levels in the 15-19 mcg/dL range included some siblings of existing cases that did not warrant an additional environmental investigation. As a result of these factors, the environmental investigation eligibility criteria will now be made available for properties of lead poisoned children that receive visual assessments.

■Outreach to medical providers through the Healthy Child Initiative has not yet led to referrals to the **Promotoras Pilot Project**. As a result, the Promotoras are now outreaching directly to families to generate referrals via door-to-door, neighborhood events, community food banks, etc.

■In the quarter, the ACHHD faced barriers and challenges that **slowed unit recruitment and production** under the Lead Hazard Control grant. The ACHHD responded by increasing outreach and enrollment resources, revising eligibility requirements, and new marketing strategies, partnerships, and materials. To date the ACHHD has completed or has under construction 70 units out of the planned 125 units. An additional 27 units have received preliminary approval with lead inspections completed or in progress. Fifty-five units are in the application process. The ACHHD expects to reach 125 units by January 31, 2015 and establish a strong waiting list for future lead hazard control grants. The ACHHD has exceeded benchmarks for lead evaluations, outreach and training for the year.

■The Department did not meet the objective for **workforce development training** this year. While the partnership with Laney Community College Carpentry Program remained strong, other agencies that ACHHD has traditionally worked with have de-emphasized construction as a focus or reduced trainee time for lead safety training. The ACHHD will be evaluating its training offerings and partners in this area in the new fiscal year.



20 Years of Making Homes Healthier for Children

Appendix A: Services Provided to Date
Fourth Quarter FY 2013-2014: April 2014 – June 2014

GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL Number of Activities		TOTAL People Reached	
									QTR	YTD	QTR	YTD
HEALTH												
Promotion of Lead Screening												
	23,853	Increase the number of children screened for lead by 15% from 20,742 to 23,853.							-	-	-	21,110*
2-4		Collaborate with a non-profit organization, medical providers and Promotores to implement the Healthy Child Initiative (HCI) Promotores Health Care System Navigator Pilot Project.							0	1	-	-
25		Develop relationships and work in partnerships with community based organizations to advance HCI blood lead level screening goal.					2		2	28	-	-
1		Develop and conduct a survey for medical providers to determine barriers to lead screening.							0	1	-	-
	50	Conduct site visits to medical providers.					7		-	-	7	34
50		Develop/distribute a provider resource binder to Alameda County medical providers.					7		7	31	-	-
	400	Produce and distribute a newsletter to medical providers in Alameda County. Completed with City of Berkeley Lead Program.							-	-	>400	>400
Comprehensive Services for Lead Exposed Children												
	350	Provide one of three health promotion services to newly identified lead exposed children. <ul style="list-style-type: none"> • Nursing case management (3) • Lead poisoning consultations (29) • Lead poisoning outreach and education (43) 	1		0	1	1					
			1		0	14	14				75	298
			1		1	26	15					
	350	Review & analyze charts of 2011 elevated blood lead levels 5-14 mcg/dL in Alameda County. <ul style="list-style-type: none"> • See summary of final blood lead level outcome evaluation in power point report 							-	185	-	-
Environmental Case Response												
25		Conduct environmental investigations and property owner follow-up (CRWG) at an estimated 25 properties where lead poisoned children reside.	1			3	2		6	17	-	-

*Preliminary data is 21,110 for children screened for lead. State of California has yet to complete the data.

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									QTR	YTD	QTR	YTD
		<ul style="list-style-type: none"> Since the goal was not reached, environmental investigation eligibility criteria will be made available to properties of LPCs that receive visual assessments. 										
100		Conduct visual assessments and property owner compliance activities (PRWG) at an estimated 100 properties where lead exposed children reside. <ul style="list-style-type: none"> Visual assessments conducted at 73 properties, but at time of report data entry is still pending for 19. 	1			10	8		19	54	-	-
HOUSING SERVICES												
Lead Hazard Control												
200		Carry out an on-site lead safety survey in CSA housing to identify deteriorated paint and possible lead hazards.	8	14		48			70	192	-	-
140		Provide technical assistance to property owners or their designees to assist them in identifying and correcting possible lead hazards. Healthy housing topics including mold and moisture, IPM, and safety issues will be included where appropriate.	6	11		31			-	-	48	160
6	60	Provide lead safety trainings							2	5	16	48
30		Assess lead hazard risks and complete lead paint inspections at housing units.	1	1	1	8			11	19	-	-
40		Complete lead hazard control and achieve clearance at housing units.	4			1			5	13	-	-
10		Conduct an onsite survey and consultation at housing outside the CSA.							0	2	-	-
	50	Individuals participating in workforce development programs or working for partnering agencies will gain increased knowledge or skills in lead safety practices.							-	-	10	42
2		Provide lead safety trainings in conjunction with the Laney Community College Carpentry Program.							1	2	-	-
3		Provide lead safety trainings for workforce development organizations to increase awareness of lead safety and lead-related construction careers among workforce development trainees and							0	1	-	-

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									QTR	YTD	QTR	YTD
		workers.										
	10	Provide training slots for partner agency staff in existing trainings.							-	-	4	54
Healthy Housing												
3		<p>Build collaborations in forums to incorporate healthy housing principles and standards of practice into housing agency policies and practices.</p> <ul style="list-style-type: none"> Three forums identified 1) Alameda County Healthy Homes Alliance, 2) The General Plans and 3)Oakland Healthy Housing Pilot Project. <p>Convene the Alameda County Healthy Homes Alliance:</p> <ul style="list-style-type: none"> The ACHHD continued to engage community stakeholders regarding substandard housing issues by presenting further “on the ground” data at the June 20th Alliance meeting with presentations by Just Cause based on their report “Development Without Displacement” and UC Berkeley Master Grad Students review of PRI programs in the state of California. <p>Establish standards of practice for healthy housing in Alameda County:</p> <ul style="list-style-type: none"> The ACHHD presented a demonstration of the Standard of Practice app at the National Healthy Housing Conference in May. <p>Develop a plan for the creation of a proactive rental housing inspection program:</p> <ul style="list-style-type: none"> The ACHHD continued to engage community stakeholders regarding PRI programs presenting further “on the ground” data at the June 20th Alliance meeting with presentations by Just Cause based on their report “Development Without Displacement” and UC Berkeley Master Grad Students review of PRI programs in the state of California. <p>Develop a media plan to promote healthy housing concepts in Alameda County:</p> <ul style="list-style-type: none"> The ACHHD website has a page describing the Healthy Homes Alliance activities with a link to the ASHHI website. A listserv has been set up to help Alliance members communicate. ACHHD continues to participate in media outreach opportunities. The ACHHD developed a Department video highlighting program services, partners and clients. See the Outreach and Education section for details. <p>Work to incorporate healthy housing principles into the General Plans for the City of Hayward and the Eden Area Livability Initiative:</p> <ul style="list-style-type: none"> As a follow-up to the City of Hayward’s General Plan Open House in March. The ACHHD was successful in promoting a Mold and Lead Hazards Prevention section in the Community Health and Quality of Life Element in the General Plan that calls for the City to partner with the County to provide education and technical assistance in reducing mold and lead hazards in homes. 										
		<p>Participate in the Oakland Healthy Housing Pilot Project to coordinate code enforcement support where housing deficiencies impact health:</p> <ul style="list-style-type: none"> 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. Eight properties were active in the quarter with four closed to follow-up and the remaining four still open to follow-up. ACHHD continues to have strong success leveraging its position as a government agency to increase the number of property owners who contribute to healthy homes remediation. One property, a joint project including the Oakland Housing Pilot, Asthma Start, Vector Control, Centro Legal de la Raza, and Community Energy Services Corporation, involved an owner making repairs including a new water heater, kitchen faucet, and new appliances among other renovations. The owner was first contacted due to incorrect repairs, installations, and failure to acquire building permits. The department acted as project consultant and code enforcement monitored the project to ensure subsequent repairs were done correctly and to 										

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									QTR	YTD	QTR	YTD
		assist with permits. Code enforcement confirmed all repairs were completed by June 30 th .										
4		Increase the capacity of housing authorities to address lead safety and /or safe and healthy housing issues in their operations. Provide technical assistance and training to increase the ability of housing authorities to use best practices in managing properties in a lead-safe and healthy manner: <ul style="list-style-type: none"> The ACHHD continues to be a resource for Section 8 property owners and the ACHHD participated in an Oakland Housing Authority property owner appreciation event during Affordable Housing week and provided a workshop on lead and healthy homes issues that was attended by 91 property owners. Five units participating in the Section 8 program are enrolled in the HUD 19 lead hazard control program. 										
2	40	Individuals will increase their knowledge of healthy housing principles through healthy housing trainings.							0	3	0	70
	95	Complete healthy housing assessments and consultations in housing units from agency referrals including the ACHHD, Public Health Department Asthma Start Program and the Oakland Housing Authority. <i>Breakdown of healthy housing assessments/consultations:</i> <ul style="list-style-type: none"> 15 OHA: (9) 20 ASHHI non asthma sources (6) 60 Asthma triggers units-Asthma Start. 20 of these units will become ASHHI intervention units. (42 Asthma Start / 51 ASHHI) 							-	-	19	108
40		Conduct healthy housing interventions in housing units for Kresge ASHHI.							11	39	-	-
200		Conduct and document Housing and Health Rating System assessments in housing units in the City of Oakland.							52	138	-	-
Compliance												
65		Provide education and technical assistance, monitor compliance, and make referrals to services and enforcement agencies through phone calls, site visits, letters and referrals in response to incidents or complaints in the CSA.							17	79	-	-
20		Provide education and technical assistance, monitor compliance, and make referrals to services and enforcement agencies through phone calls, site visits, letters and referrals in response to incidents or complaints outside the CSA.							3	8	-	-

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									QTR	YTD	QTR	YTD
14		Increase the capacity of local code enforcement agencies to promote compliance with lead safety requirements. <ul style="list-style-type: none"> Lead safety education materials available at permit offices. 	1	1	1	2			5	19	-	-
2		Provide training to building department or code enforcement groups.							0	2	-	-
4		Develop working agreements for lead safety referrals with compliance agencies in jurisdictions.							0	1	-	-
		Finalize and promote model legislation for RRP certification requirement by local jurisdictions: <ul style="list-style-type: none"> The ACHHD will be presenting to the East Bay Chapter of the International Code Conference in August on RRP certification requirements and examples of adoption by local programs. 										
20		Families in the Unincorporated Areas will increase their understanding of how mold and moisture in the home environment can impact health and how these issues can be addressed. <ul style="list-style-type: none"> 21 calls were received in the quarter from Alameda (2), Berkeley (1), Oakland (13), Albany (1), Hayward (2), Newark, (1), and (1) city unknown. 							-	-	21	82
2		Provide training or presentations on mold and moisture issues in the home to partnering agencies.							0	0	-	-
OUTREACH AND EDUCATION												
Public Awareness and Education												
20	60	Participate in 20 partnership events and/or presentations targeting CSA rental property owners and property managers, working with Oakland Housing Authority, Berkeley Housing Authority, Alameda Housing Authority, East Bay Rental Housing Association and property management companies.				1			1	5	-	60
1,000		Provide 1,000 US EPA booklets "Protect Your Family from Lead in Your Home" to CSA rental property owners.							227	725	-	-
10		Provide presentations to groups reaching CSA homeowners.		2					2	16	-	-
20		Install and maintain poster displays, DVD's and/or distribute brochures about CSA services in venues including the four CSA permit offices, hardware and paint stores, and other venues visited				3			3	104	-	-

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									QTR	YTD	QTR	YTD
		by homeowners and landlords.										
4		Publish articles or e-newsletters on lead and healthy housing topics targeting CSA property owners.							0	5	-	-
12		Participate in health and community outreach fairs.		1		3	3		7	24	-	-
14		Provide information on lead-safe work practices and make display posters available to permit offices and paint and hardware stores outside the CSA within Alameda County.							0	11	-	-
36		Distribute outreach and education materials about the need for blood lead screening and healthy housing topics at venues visited by the public through-out Alameda County.	1			3	8		12	101	-	-
30		Distribute lead prevention DVD's to organizations that reach at-risk families property owners and renovators.							0	23	-	-
	660	Individuals will increase their knowledge of lead poisoning prevention and/or healthy housing issues as demonstrated by participation in educational opportunities offered by the Department.							-	-	609	1,981
26	260	Conduct presentations: -10 presentations reaching parents of young children and other at risk individuals. (7) -16 presentations reaching professional staff and service providers through agencies and community based organizations. (2)		1		3 2	3		9	48	218	764
	400	Provide individual consultations received from the public through the information line, e-mails and walk ins. <ul style="list-style-type: none"> Twenty five Infoline callers were asked for feedback about the quality of service they received when they initially contacted the Department. Sixty four percent of those surveyed said they took some action or had planned to take action as a result of speaking with the Dept., including scheduling an In-Home Consultation, contacting other resources provided, or following instructions to reduce lead exposure. Ninety six percent said they would recommend our service to others, and included these comments: "I was quite satisfied about the service provided"; (staff was) "very helpful and nice". 	11	16		111	18	8	-	-	164	484

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5		<p>Community Based Organizations and/or agencies will sign a MOU and form a mutually beneficial partnership with ACHHD and will actively participate in promoting healthy homes messages, share contacts, cross training, and implement effective cross-referrals for clients, as appropriate.</p> <p>Expand and maintain an active partnership with the Public Health Dept. Asthma Start Program:</p> <ul style="list-style-type: none"> ACHHD continues to meet monthly with Asthma Start and collaborate on cross-referrals. An MOU has been executed and Kaiser Permanente committed an additional \$25,000 in Community Benefit grant funds to implement the project. <p>Maintain a partnership with the Prescott Joseph Center for Community Enhancement and the Breathmobile:</p> <ul style="list-style-type: none"> Referrals continue. A Prescott Joseph contract employee began assisting the Department with the implementation of the Kresge-funded ASHHI production units. Staff also participates in the Alameda County Asthma Coalition facilitated by Dr. Burns. <p>Formalize and maintain a partnership with at least on Head Start Health Advisory Council:</p> <ul style="list-style-type: none"> ACHHD continues to be active members of and regularly attend all four of the Head Start Health Advisory Councils in Alameda County. <p>Update and implement the housing authority strategic plan and establish at least one formal partnership:</p> <ul style="list-style-type: none"> Oakland Housing Authority reinstated its Section 8 Property Owner briefings in December and again in April over 90 property owners and staff joined together to learn about resources including the In-home Consultation and HUD 19 funding program. Ten Section 8 properties in Alameda, Berkeley and Oakland are now in the HUD 19 application and construction process. <p>Explore partnerships with other home-based services, in-home day care associations, and public health and housing agencies:</p> <ul style="list-style-type: none"> This quarter staff participated in 22 collaborative meetings with community-based organizations providing in-home services to our primary clientele. 										
10		<p>Community Based Organizations and/or agencies will collaborate with the ACHHD on specific projects to increase the visibility of the Dept.,</p> <p>Establish collaborations with immigrant and refugee community organizations to assist in distributing information on sources of lead and screening:</p> <ul style="list-style-type: none"> Staff continues to work on setting up an in-service with staff wit the IRC. <p>Work with Bananas, 4C's and Childcare Links to promote lead and healthy housing messages:</p> <ul style="list-style-type: none"> This quarter staff participated in an outreach event and taught a parent education class at 4C's. Targeted marketing of the HUD 19 program has led four Oakland-based family childcare operators to engage in the application process for HUD 19 funding. <p>Strengthen referrals and cross messages with Alameda County Vector Control:</p> <ul style="list-style-type: none"> Ongoing. <p>Explore ways to continue collaborating with Cal-Safe:</p> <ul style="list-style-type: none"> Ongoing. <p>Establish and maintain collaborations with housing authorities:</p> <ul style="list-style-type: none"> In May, ACHHD staff did a presentation for over 90 Section 8 property owners about keeping tenants safe from lead and mold. The Oakland Housing Authority Risk Manager is featured in the new ACHHD department video in support of our programs and services. <p>Continue collaborations with the County and two City Fire Departments for cross referrals:</p>										

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		<ul style="list-style-type: none"> Pending. Work with two community gardening organizations to disseminate Lead-Safe Urban Gardening fact sheet and to encourage master gardeners to incorporate messages to reduce exposures to lead into their work with clients: <ul style="list-style-type: none"> The Department works closely with City Slickers and UC Extension Ag Dept through the GTLO Coalition which is promoting an approved curriculum for lead safe gardening trainers. City Slickers has made several referrals to the HUD 19 program. 										
Communication Services												
		Document and publicize stories/testimony of a variety of lead and healthy homes clients including parents, contractors, homeowners and medical providers. <ul style="list-style-type: none"> Korean TV interview on lead in ceramics Interview on BETV 							2	12	-	-
1		Produce a video showcasing the work of the Dept. <ul style="list-style-type: none"> Department video with interviews of 11 clients, homeowners, medical providers and community members complete, posted on-line, shown at the Kresge conference and utilized in presentations. 							1	1	-	-
4		Offer online guest blogs on healthy homes topics.							0	1	-	-
1		Maintain a media package that includes relevant data.							0	1	-	-
4		Engage reporters to cover and publish stories in print or on-line news sites. <ul style="list-style-type: none"> Public Justice article about lawsuit ACHHD comment in SF Chronicle in Burnett column 							2	23	-	-
	63,000	People will gain information about lead, healthy homes and ACHHD services by locating and viewing the ACHHD website. <ul style="list-style-type: none"> A total of 107 website visitors took the Lead Safe Work Practices Quiz. 							-	-	16,217	64,683
	40,000	Individuals will gain information about lead, healthy homes and ACHHD services through social media.							-	-	7,514	43,253
	140	Maintain an active Facebook page and increase the number of friends to at least 140. <ul style="list-style-type: none"> Posted items (33) 							33	126	731	3,669

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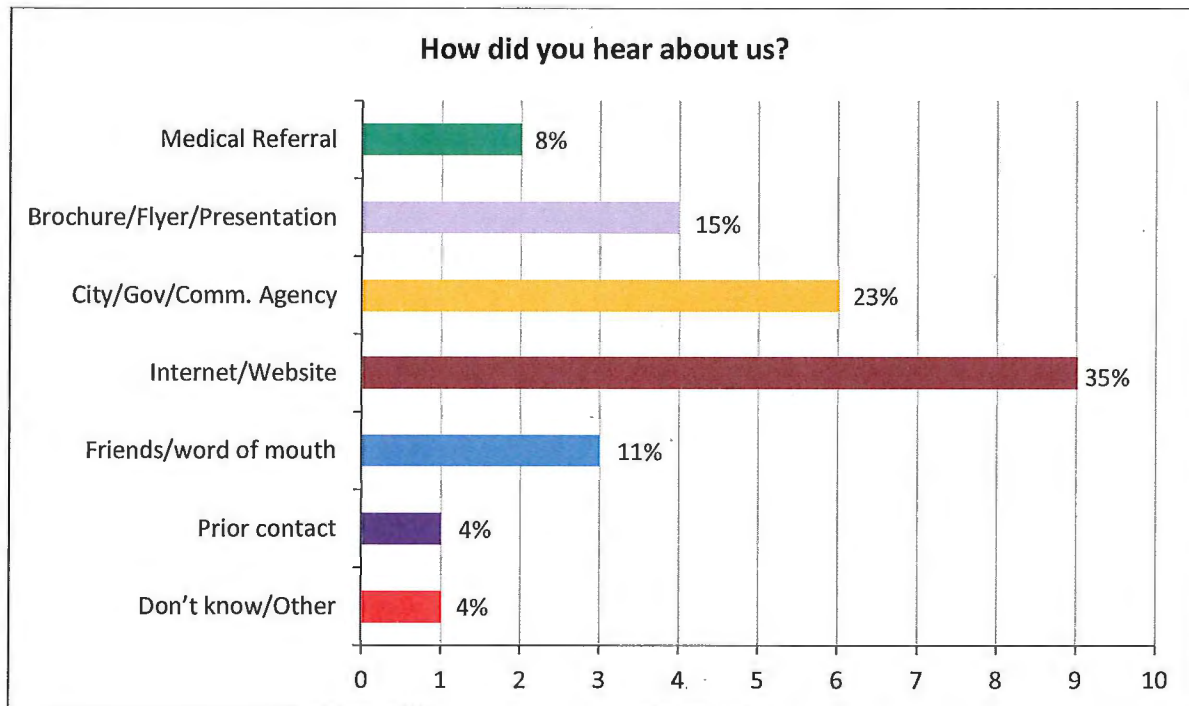
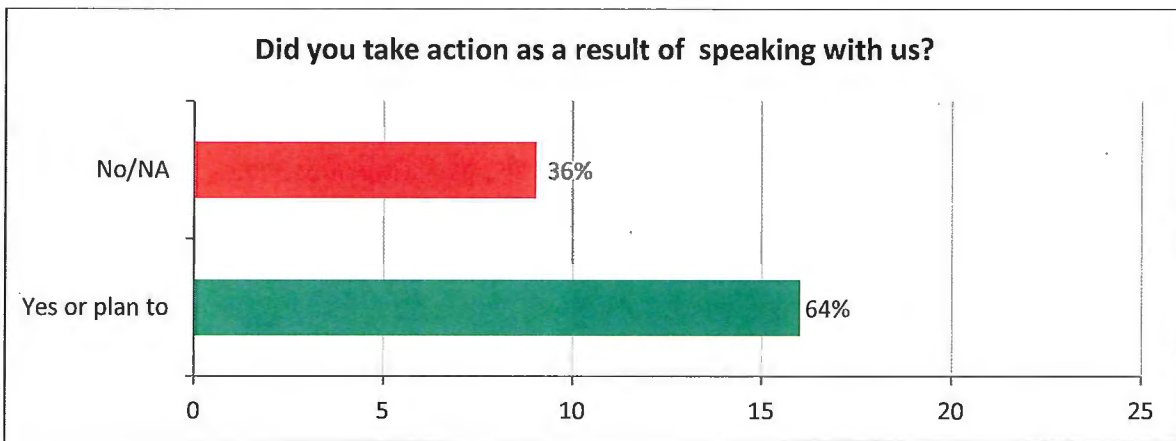
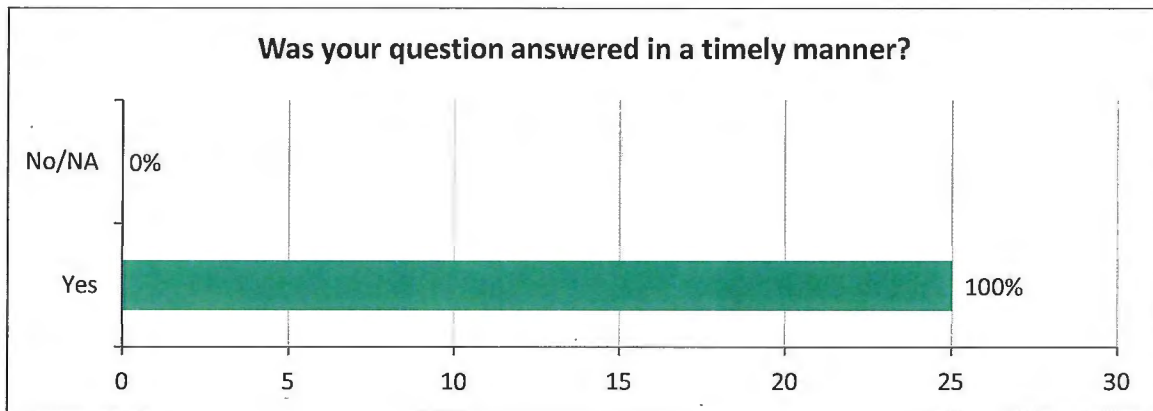
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									QTR	YTD	QTR	YTD
		<ul style="list-style-type: none"> Facebook Friends (132) Reach (731) 										
6	1,500	Increase E-subscribers to 1,500 and post at least 6 email alerts. <ul style="list-style-type: none"> Email alerts (1) E-subscribers (1486) 							1	5	1,486	1,486
		Participate in Parent Network yahoo groups. <ul style="list-style-type: none"> One posting made on Alameda Parents Network 							1	11	5,297	38,098

**Preliminary data is 21,110 for children screened for lead. State of California has yet to complete the data.*

4th Quarter FY 2014 (April - June 2014) Infoline Feedback Results

(total calls used = 25)



4th Quarter FY 2014 (April - June 2014)
Infoline Feedback Results, *continued*

