



ALAMEDA COUNTY  
**Healthy Homes  
Department**

# Second Quarterly Report FY 13-14 October 1 – December 31, 2013



*20 Years of Making Homes Healthier for Children*



## First Quarter Highlights

■After a 13 year legal battle, ten California Counties and cities including Alameda County won a \$1.1 billion judgment against the lead paint industry. Santa Clara County Superior Court, Judge James P. Kleinberg, ruled that three lead paint manufacturers are jointly liable for the cost of removing their products from homes in the ten counties and cities that prosecuted the case. Alameda County will receive and have appealed \$103.5 million for lead inspection and remediation. Defendants filed their objections on December 31, 2013.

■The Department's first Open House was a success; approximately 100 people attended the event. The Department staff showcased and highlighted all the components of the Department and as a result it opened the doors to more collaborations with community organizations. Political figures including current and former JPA Board members, representatives from the Alameda County Board of Supervisors and State Senate Majority Leader Ellen Corbett were in attendance.

■In October as part of the Lead Week activities the Get the Lead Out Coalition sponsored a documentary titled, "MisLead", at two San Francisco locations with an interview panel after each broadcast. Also, in collaboration with Dignicraft the Department hosted a screening of the documentary, "Brilliant Soil", at La Peña Cultural Center in Berkeley. "Brilliant Soil" is an award winning, feature length, documentary that follows a Purepecha potter as she branches out of her hometown in Michoacán, Mexico with her lead-free glazed pottery.

■The Department entered into an agreement with the Alameda County Health Care Services Agency to assist the Department with a fund development plan, to research funding opportunities and have access to grant writers.



# HEALTH DIVISION

## Key Accomplishments

■ Seventy-one children with newly elevated blood lead levels received one of three types of health promotion services this quarter: nursing case management (2), lead poisoning consultation (26), or lead poisoning outreach and education (43).

■ Thirty-five charts were reviewed this quarter to evaluate blood lead level outcomes. Ninety-four (94%) of those who received home visit services obtained follow up blood lead tests whereas only 75% of those who received a health education mailing obtained follow up blood lead tests. All children (100%) who obtained follow blood lead tests demonstrated a decrease in blood lead level, regardless of the type of health promotion service received.

■ Staff met with representatives of Quest Diagnostic Laboratories to discuss a collaborative project with the Healthy Child Initiative to increase lead screening. The project will be developed and implemented in the subsequent quarters.

■ The medical provider survey continues to be distributed; to date, 34 responses have been received. Information from the survey is used to support site visits to medical provider offices.

■ The Department received the results of the California Childhood Lead Poisoning Prevention Branch Progress Report for January –June 2013. The Department received an extremely positive review reflecting the diligent work of the staff. Some of the comments by the state were “You are doing an excellent job of reaching out to healthcare workers to increase screening rates...”, “Your case management is exceptional.”

# HEALTH DIVISION

## Key Accomplishments *Continued*

**Case Review Working Group (CRWG):** This quarter, environmental investigations were conducted at two homes of children with elevated blood lead levels that meet the State of California criteria for Public Health Nursing Case Management. This is unusually less than most quarters, but reflects the number of new cases received this quarter (see “Challenges” slide). The CRWG conducts ongoing property owner follow up activities to resolve the property based lead hazards. Progressive enforcement actions are initiated if voluntary compliance is not achieved. The likely sources of lead exposure for the properties are detailed below:

City	Property Based Hazards Only	Other Likely Sources Only	Both Property Based and Other Sources
Oakland	1		
Fremont		1-not yet determined	

**Property Review Working Group (PRWG):** This quarter, visual assessments were conducted at eleven homes of children with elevated blood lead levels that do not meet the State of California case management criteria. This is unusually less than most quarters, but reflects the number of new cases received this quarter (see “Challenges” slide). The PRWG conducts ongoing property owner follow up activities to resolve property based lead hazards. Progressive enforcement actions are initiated if voluntary compliance is not achieved. The likely sources of lead exposure for the properties are detailed below:

City	Property Based Hazards Only	Other Likely Sources Only	Both Property Based and Other Sources
Oakland (7)	6	1-Previous residence	
Alameda (1)	1		
San Leandro (1)			1-Property + Occupational
Castro Valley (2)	1	1-Previous residence 1- Not yet determined	



# HOUSING SERVICES DIVISION

## Key Accomplishments

### ■ Technical Assistance at a Residential Hotel:

➤ During the quarter the ACHHD, responding to a caller expressing concern regarding construction dust in occupied areas of a residential hotel, provided technical assistance to the non-profit developer and their contractor regarding dust control for the on-going concrete demolition and new construction including airlocks and containment, water mist dust suppression, fans, and regular cleaning of common areas adjacent to the construction. Follow-up visits showed significant improvement in the containment of the construction areas and the cleaning in the adjoining common areas.

### ■ HUD 19 Site Monitoring Visit:

➤ HUD's Office of Healthy Homes and Lead Hazard Control performed a Site Monitoring Visit to review the HUD 19 Lead Hazard Control Grant. In addition to file review, the ACHHD organized a partners meeting to provide an opportunity for an exchange of questions and challenges. Attendees included representatives from the City of Alameda, City of Berkeley, City of Emeryville, Laney Community College, Rising Sun Energy Services, and one of the Department's contractors. The partners meeting was successful at providing important feedback to HUD, allowed the HUD Government Technical Representative to present some of HUD's policy directions in the Healthy Housing field, and was an opportunity to strengthen the HUD 19 partnerships. The review also provided useful feedback on the Department's operations as well as an opportunity to clarify several new policy guidances issued by HUD. No significant findings were identified during the exit interview and the site visit report is expected in the next quarter.



# HOUSING SERVICES DIVISION

## Key Accomplishments *Continued*

■ The Department continues to make adjustments in the HUD 19 Lead Hazard Control Grant program increase recruitment and enrollment and has had success in improving the project pipeline. During the quarter, the Department received pre-applications for a total of 27 units, a significant improvement over the seven received in the previous quarter.

■ During the quarter, a targeted mailing was sent to over 1,200 owners of pre-1978 properties located in low-income neighborhoods. Included in this mailing was a new and improved brochure designed to attract both property owners and families with young children. The ACHHD also conducted presentations to De Colores Head Start, Brighter Beginnings and the Childhood Injury Prevention Network to increase awareness and recruitment of Child Care Providers and parents with young children. Information was provided on ACHHD program services and the importance of ensuring housing hazards in their homes are addressed was strongly emphasized.

■ In November, the ACHHD, in partnership with the EPA and the National Center for Healthy Housing, provided a one-day Integrated Pest Management training to 29 staff of partnering agencies, non-profit affordable housing providers, and property managers. This training is designed to help property managers implement a comprehensive integrated pest management program by showing the skills and practices needed to effectively eliminate pests such as cockroaches and rodents from multi-family housing. The training was held at the Alameda Point Collaborative, a supportive housing community on the site of the former Alameda Naval Air Station and included field exercises at vacant units at the site. Participants included staff from the Alameda Housing Authority, the Oakland Housing Authority, the Alameda Point Collaborative, Community Energy Services, City of Oakland Building Department, the California Department of Public Health, Building Futures for Women and Children, Eden Housing, EAH Housing, the John Stewart Company, Mercy Housing and Christian Church Homes of Northern California.



# **OUTREACH AND COMMUNICATIONS DIVISION**

## **Key Accomplishments**

- ACHHD publicized and held a well attended Open House to launch the Department's new name and mission.
- All out for HUD 19 – Staff have been launching a multifaceted campaign to promote our lead hazard repair services.
- Oakland Housing Authority has resumed holding Owner Briefings for Section 8 landlords which ACHHD staff attend and provide information about ACHHD services
- Lead and Healthy Housing Presentations to the staff of community-based organizations that provide in-home services were conducted with the following groups:
  - Brighter Beginnings
  - Family Resource Center
  - Children's Hospital Oakland Neo-natal Follow-up Program
  - Children's Injury Prevention Network
  - City of Oakland Head Start/Early Head Start
  - Unity Council Head Start/Early Head Start
  - Through the Looking Glass Head Start/Early Head Start
  - Alameda County Office of Education Infant and Family Support
- KQED in conjunction with the California Center for Health Reporting broadcast an in-depth report about lead poisoning prevention highlighting Alameda County's work.
- ACHHD coordinated a SF Chronicle front page news story about lead exposures in construction including interviews of an ACHHD client and staff.

# OUTREACH AND COMMUNICATIONS DIVISION

## Key Accomplishments *Continued*

### *Alameda County Healthy Homes First Open House*



*JPA Board Directors-Ruth Atkin, Emeryville;  
Desley Brooks, Oakland; Gwen Hardy,  
Community Representative*



*JPA Board Director-Stewart Chen, Alameda & Alameda  
County Healthy Homes Department staff in the  
"Technical Advisement Room".*





# DEPARTMENT CHALLENGES

■ The **Healthy Child Initiative Coordinator** resigned this quarter; a new coordinator started in December and will lead the initiative.

■ The number of new cases received with elevated blood lead levels was significantly less this quarter, as reflected in the Health Division activities. The ACHHD will review preliminary screening data when received from the State Lead Branch, in order to determine if this is a reflection of less children screened or less children with elevated lead levels.

## ■ **Healthy Housing Rating System Study**

Residents are contacted to participate based on a randomized list of phone numbers developed by Wayne State University, the Principle Investigator. Recruitment has been below planned levels and the ACHHD has strategized with Wayne State University to address this shortfall by offering weekend and early morning appointments, planning additional recruitment calling from the West Coast to address the three-hour time difference, and encouraging Wayne State to provide more popular incentives such as a gift card to a local supermarket or drug store chain.

## ■ **Lead Hazard Control Enrollment**

Enrollment in the current grant cycle has continued to be a challenge. In addition to eligibility requirements eliminating most large properties from participation, increasing levels of household mobility and frequent changes in household composition in the low-income housing market also have an impact as it has become common for eligible households to move out or for multi-generational or multi-family households to split up, move, or return, lengthening the time required to document eligibility or removing units from eligibility.

In response, the ACHHD has adjusted recruitment strategies and increased the level of staff resources being applied to outreach and enrollment support. The ACHHD has opened up eligibility to owner-occupied residences throughout the target area and is pursuing several avenues of a “tenants-first” approach to contact families with young children such as through HeadStart, CalWorks, and WIC with subsequent follow-up with the property owners to promote participation. The ACHHD also provided new options for property owners with an online pre-application and a combined consultation/lead hazard control funds brochure that allows owners to apply for several services on one simple form. These efforts have increased the number of pre-applications received from seven in the prior quarter to 27 during this quarter.



*20 Years of Making Homes Healthier for Children*

**Appendix A: Services Provided to Date**  
 Second Quarter FY 2013-2014: October – December 2013

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
<b>HEALTH</b>												
<b>Promotion of Lead Screening</b>												
	23,853	Increase the number of children screened for lead by 15% from 20,742 to 23,853.							-	-	0	*
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	0	-	-
25		Develop relationships and work in partnerships with community based organizations to advance HCI blood lead level screening goal.	1			1	13		15	20	-	-
1		Develop and conduct a survey for medical providers to determine barriers to lead screening.							0	1	-	-
50		Conduct site visits to medical providers. -No activity this quarter due to HCI Coordinator staffing transition.							-	-	0	9
50		Develop/distribute a provider resource binder to Alameda County medical providers.							0	9		
	400	Produce and distribute a newsletter to medical providers in Alameda County.							-	-	-	>400
<b>Comprehensive Services for Lead Exposed Children</b>												
	350	Provide one of three health promotion services to newly identified lead exposed children. <ul style="list-style-type: none"> <li>• Nursing case management (2)</li> <li>• Lead poisoning consultations (26)</li> <li>• Lead poisoning outreach and education (43)</li> </ul>	3		1	50	17		-	-	71	158
	350	Review & analyze charts of 2011 elevated blood lead levels 5-14 mcg/dL in Alameda County.							35	35	-	-
<b>Environmental Case Response</b>												
25		Conduct environmental investigations and property owner follow-up (CRWG) at an estimated 25 properties where lead poisoned children reside.				1	1		2	6	-	-
100		Conduct visual assessments and property owner compliance activities (PRWG) at an estimated 100 properties where lead exposed children reside.	1	0		7	3		11	25	-	-

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<b>HOUSING SERVICES</b>												
<b>Lead Hazard Control</b>												
200		Carry out an on-site lead safety survey in CSA housing to identify deteriorated paint and possible lead hazards.	4	14	2	17			37	74	-	-
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.	3	14	2	16			-	-	35	71
6	60	Provide lead safety trainings							1	2	10	18
30		Assess lead hazard risks and complete lead paint inspections at housing units.		1		5			6	8	-	-
40		Complete lead hazard control and achieve clearance at housing units.				5			5	8	-	-
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.							-	-	1	27
2		Provide lead safety trainings in conjunction with the Laney Community College Carpentry Program.							0	1	-	-
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 workers.							0	1	-	-
	10	Provide training slots for partner agency staff in existing trainings.							-	-	30	30

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<b>Healthy Housing</b>												
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"> <li>Three forums identified 1) Alameda County Healthy Homes Alliance, 2)The General Plans and 3)Oakland Healthy Housing Pilot Project.</li> </ul> <p>Convene the Alameda County Healthy Homes Alliance:</p> <ul style="list-style-type: none"> <li>The quarterly meeting of the Alameda County Healthy Homes Alliance was held on November 15, 2013 and featured a general meeting with small group discussion sections to provide feedback on perceived benefits and concerns surrounding proactive code enforcement and to develop the Alliance’s priorities regarding home safety and health issues in Alameda County.</li> </ul> <p>Establish standards of practice for healthy housing in Alameda County:</p> <ul style="list-style-type: none"> <li>The fifth of six standard of practice committees, Behavior and Community, concluded with its third meeting during the quarter.</li> </ul> <p>Develop a plan for the creation of a proactive rental housing inspection program:</p> <ul style="list-style-type: none"> <li>Research and assessment of existing proactive code enforcement programs in conjunction with ChangeLab Solutions occurred until Linda Merola-Galbreth’s departure on November 23, 2013. Since then, the Proactive Committee has moved forward independently until a new ChangeLab Solutions technical assistance provider is identified.</li> </ul> <p>Develop a media plan to promote healthy housing concepts in Alameda County:</p> <ul style="list-style-type: none"> <li>The ACHHD website now 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 hosted a professional photographer funded by Kresge to document local healthy homes activities and clients receiving ASHHI funded services. ACHHD continues to actively participate in media opportunities including a feature story highlighting ACHHD services produced by the California Center for Health Reporting broadcast on KQED in October 2013.</li> </ul> <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"> <li>Hayward General Plan: Staff attended General Plan presentation by City of Hayward Planning staff at the Chamber of Commerce’s Latino Business Roundtable.</li> <li>Eden Area Livability Initiative: No activity in the quarter.</li> </ul> <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"> <li>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. Twelve properties were active in the quarter with three closed to follow-up and the remaining seven still open to follow-up.</li> </ul>										
4		<p>Increase the capacity of housing authorities to address lead safety and /or safe and healthy housing issues in their operations.</p> <p>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:</p> <ul style="list-style-type: none"> <li>The ACHHD continues to be a resource for Section 8 property owners and the ACHHD participated in an Oakland Housing Authority (OHA) owner briefing in December that was attended by 115 individuals. Lead hazard repairs were completed in two units participating in the Section 8 program during the quarter.</li> <li>In conjunction with the EPA and the National Center for Healthy Housing, the ACHHD presented an Integrated Pest Management in Multi-Family</li> </ul>										

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									QTR	YTD	QTR	YTD
		Housing training in October to 29 attendees including four OHA staff, one Alameda Housing Authority staff and nine other staff from six different affordable housing or supportive housing agencies.										
2	40	Individuals will increase their knowledge of healthy housing principles through healthy housing trainings.							1	1	29	29
	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.							-	-	37	73
40		Conduct healthy housing interventions in housing units for Kresge ASHHI.							11	20	-	-
200		Conduct and document Housing and Health Rating System assessments in housing units in the City of Oakland.							36	62	-	-
<b>Compliance</b>												
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.	3	4	0	11			18	47	-	-
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	4	-	-
14		Increase the capacity of local code enforcement agencies to promote compliance with lead safety requirements. <ul style="list-style-type: none"> <li>ACHHD consulted with the City of Piedmont regarding a demolition project.</li> <li>Lead safety education materials available at permit offices.</li> </ul>	1	1	1	2	1		6	9	-	-
2		Provide training to building department or code enforcement groups. <ul style="list-style-type: none"> <li>A City of Oakland Code Enforcement inspector attended the Department's Integrated Pest Management class in November.</li> </ul>				1			1	1	-	-
4		Develop working agreements for lead safety referrals with compliance agencies in jurisdictions.							1	1	-	-

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		<ul style="list-style-type: none"> <li>In November, ACHHD's Director of Operations, Larry Brooks, and Housing Programs Director, Dale Hagen, met with the new City of Oakland Building Official, Deborah Sandercock, to review the MOU, and to discuss lead and healthy housing issues and training.</li> </ul>										
		Finalize and promote model legislation for RRP certification requirement by local jurisdictions: <ul style="list-style-type: none"> <li>Research found few models in the nation, but the most promising is the City of Chicago ordinance. Next step would be to review, identify adaptations to California and seek advice from County Counsel.</li> </ul>										
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"> <li>Seventeen calls were received during the quarter from Alameda (3), Berkeley (1), Oakland (9), one each from Hayward and San Leandro and two unknown.</li> </ul>							-	-	17	38
2		Provide training or presentations on mold and moisture issues in the home to partnering agencies. <ul style="list-style-type: none"> <li>No activity in the quarter.</li> </ul>							0	0	-	-
<b>OUTREACH AND EDUCATION</b>												
<b>Public Awareness and Education</b>												
20		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	3	-	-
1,000		Provide 1,000 US EPA booklets "Protect Your Family from Lead in Your Home" to CSA rental property owners.							165	220	-	-
10		Provide presentations to groups reaching CSA homeowners.		1	1	10			12	12	-	-
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 by homeowners and landlords.	5	5	4	29			43	96	-	-
4		Publish articles or e-newsletters on lead and healthy housing topics targeting CSA property owners.							4	4	-	-

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12		Participate in health and community outreach fairs.	1	1			2		4	16	-	-
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	0	-	-
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.	2	5	4	29			40	75	-	-
30		Distribute lead prevention DVD's to organizations that reach at-risk families property owners and renovators.		2	15	6			23	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.							-	-	654	980
26	260	Conduct presentations: -10 presentations reaching parents of young children and other at risk individuals. (10) -16 presentations reaching professional staff and service providers through agencies and community based organizations. (9)			1	4	4	1	10	13	203	264
						5	3	1	9	16	230	343
	400	Provide individual consultations received from the public through the information line, e-mails and walk ins. <ul style="list-style-type: none"> <li>Eighteen Infoline callers were asked for feedback about the quality of service they received when they initially contacted the Department.</li> <li>Seventy eight percent of those surveyed said they took some action or had planned to take action as a result of speaking with us, including signing up for a class in lead-safe work practices, scheduling an In-Home Consultation, contacting other resources provided, or taking their child to get tested for lead.</li> <li>Eighty three percent said they would recommend our service to others, and included these comments: "staff was very nice and thorough in explaining the process", "individuals were amazing."</li> </ul>	12	19	1	41	11	2	-	-	86	187

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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"> <li>• Kaiser grant is being implemented, monthly meetings held with Asthma Start, cases being referred and collaborated on.</li> </ul> <p>Maintain a partnership with the Prescott Joseph Center for Community Enhancement and the Breathmobile:</p> <ul style="list-style-type: none"> <li>• Partnership continues into the second quarter with referrals and a contract for an outreach worker.</li> </ul> <p>Formalize and maintain a partnership with at least one Head Start Health Advisory Council:</p> <ul style="list-style-type: none"> <li>• ACHHD staff continues to be members of and regularly attend all the Head Start Health Advisory Councils in Alameda County. In November staff was able to make a presentation to the center and home-based staff and parent leaders about lead poisoning prevention and available HUD 19 funding for child-occupied facilities.</li> </ul> <p>Update and implement the housing authority strategic plan and establish at least one formal partnership:</p> <ul style="list-style-type: none"> <li>• Oakland Housing Authority reinstated its Section 8 Property Owner briefings with over 100 property owners and staff joining together to learn about resources including the In-home Consultation and HUD 19 funding program.</li> </ul> <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"> <li>• Staff conducted 9 presentations introducing lead and healthy housing principles to professionals that provide in-home services in Alameda County.</li> </ul>										
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"> <li>• Pending</li> </ul> <p>Work with Bananas, 4C's and Childcare Links to promote lead and healthy housing messages:</p> <ul style="list-style-type: none"> <li>• In December, ACHHD and Bananas began a targeted mailing to 525 childcare operators in northwest Alameda County about the availability of HUD 19 funds for child-occupied facilities.</li> </ul> <p>Strengthen referrals and cross messages with Alameda County Vector Control:</p> <ul style="list-style-type: none"> <li>• Pending</li> </ul> <p>Explore ways to continue collaborating with Cal-Safe:</p> <ul style="list-style-type: none"> <li>• This quarter ACHHD staff made presentations to not only the parenting teens but also the home-visiting staff that support them and other families enrolled in the adjacent Early Head Start and Head Start facility so that the parent receive consistent lead poisoning prevention and healthy housing information and access to needed services.</li> </ul> <p>Establish and maintain collaborations with housing authorities:</p> <ul style="list-style-type: none"> <li>• No activity this quarter. OHA has resumed owner briefings and will include an insert about HUD 19 in the February mailings to Section 8 owners.</li> </ul> <p>Continue collaborations with the County and two City Fire Departments for cross referrals:</p> <ul style="list-style-type: none"> <li>• Pending.</li> </ul>										



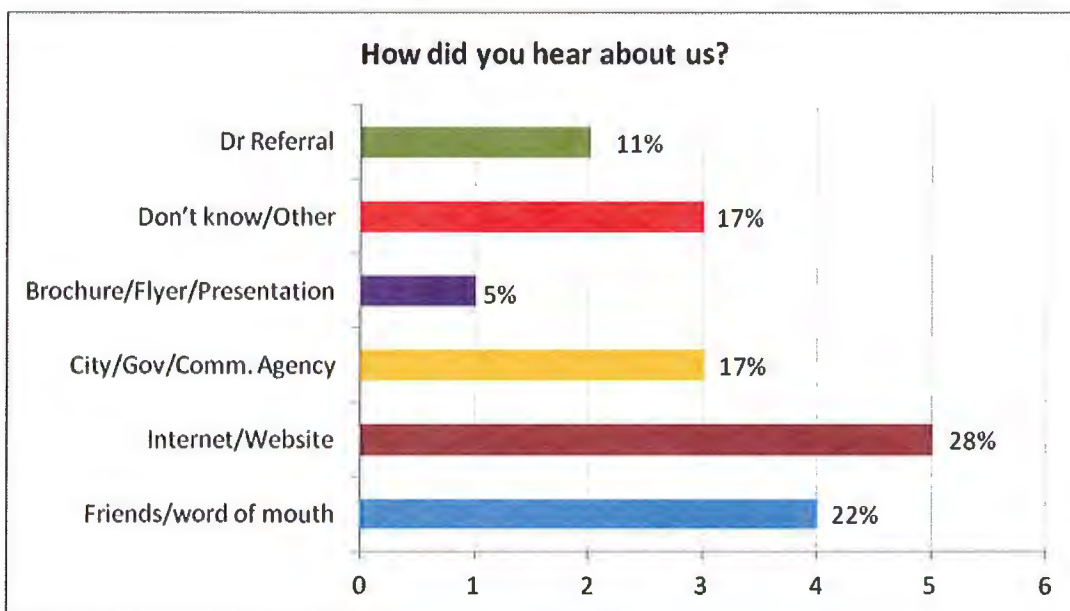
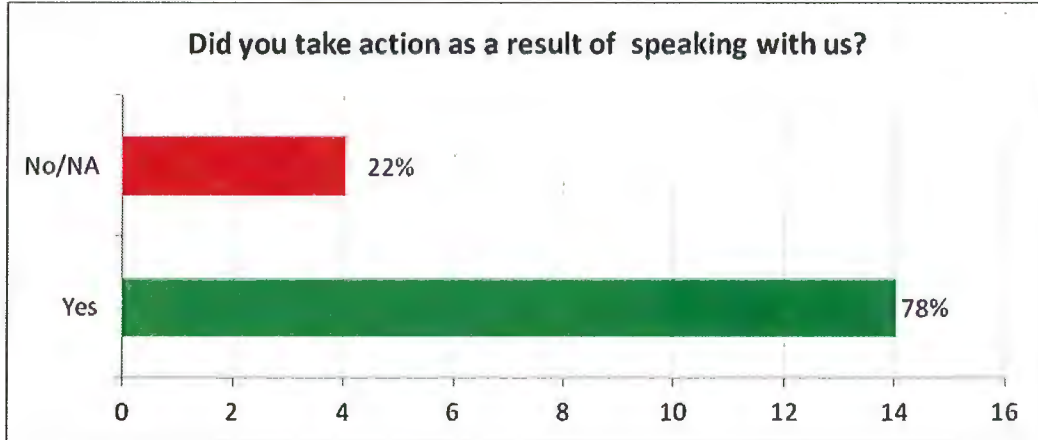
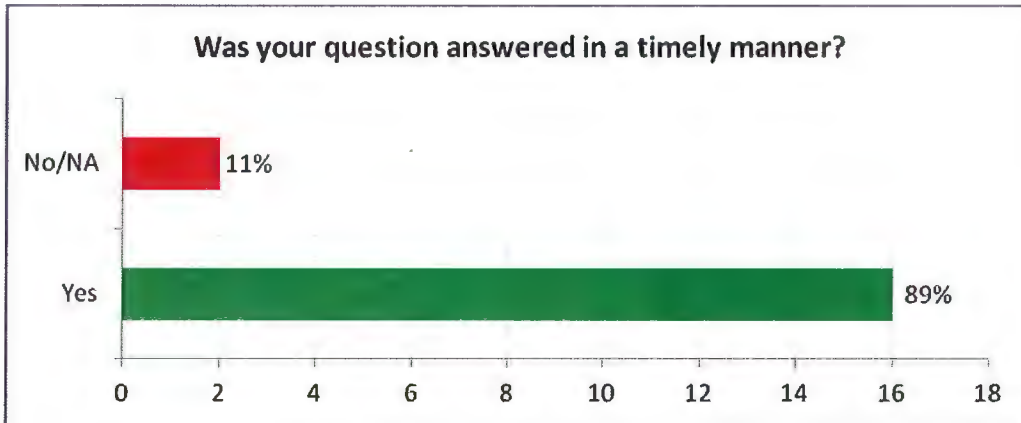
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									QTR	YTD	QTR	YTD
		Work with two community gardening organizations to disseminate Lead-Safe Urban Gardening fact sheet and to encourage master gardeners to incorporate messages to reduce exposures to lead into their work with clients: <ul style="list-style-type: none"> <li>Ongoing.</li> </ul>										
<b>Communication Services</b>												
		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"> <li>TV (1) &amp; radio broadcasts (1)</li> </ul>							2	8	-	-
1		Produce a video showcasing the work of the Dept. <ul style="list-style-type: none"> <li>In progress</li> </ul>							0	0	-	-
4		Offer online guest blogs on healthy homes topics.							0	0	-	-
1		Maintain a media package that includes relevant data.							1	1	-	-
4		Engage reporters to cover and publish stories in print or on-line news sites.							5	14	-	-
	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"> <li>A total number of 84 website visitors took the Lead Safe Work Practices Quiz.</li> </ul>							-	-	15,925	32,052
	40,000	Individuals will gain information about lead, healthy homes and ACHHD services through social media.							-	-	40,481	41,955
	140	Maintain an active Facebook page and increase the number of friends to at least 140. <ul style="list-style-type: none"> <li>Posted items (23)</li> <li>Facebook Friends (116)</li> <li>Reach (1264)</li> </ul>							23	69	1264	2738
6	1,500	Increase E-subscribers to 1,500 and post at least 6 email alerts. <ul style="list-style-type: none"> <li>Email alerts ( 2 )</li> <li>E-subscribers (1,303 )</li> </ul>							2	4	1,303	1,303
		Participate in Parent Network yahoo groups. <ul style="list-style-type: none"> <li>Multiple postings made on Alameda (1) and Berkeley Parents Networks (2)</li> </ul>							3	8	37,914	37,914

## 2<sup>nd</sup> Quarter FY 2014 (October – December 2013)

### Infoline Feedback Results

(total calls used = 18)



2<sup>nd</sup> Quarter FY 2014 (October - December 2013)

Infoline Feedback Results, *continued*

