

Engaging Communities in New Approaches to Healthy Housing



Addressing the Impacts of Lead: Moving Toward Prevention
Federal Reserve Bank, November 18, 2016

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Environmental Health Watch

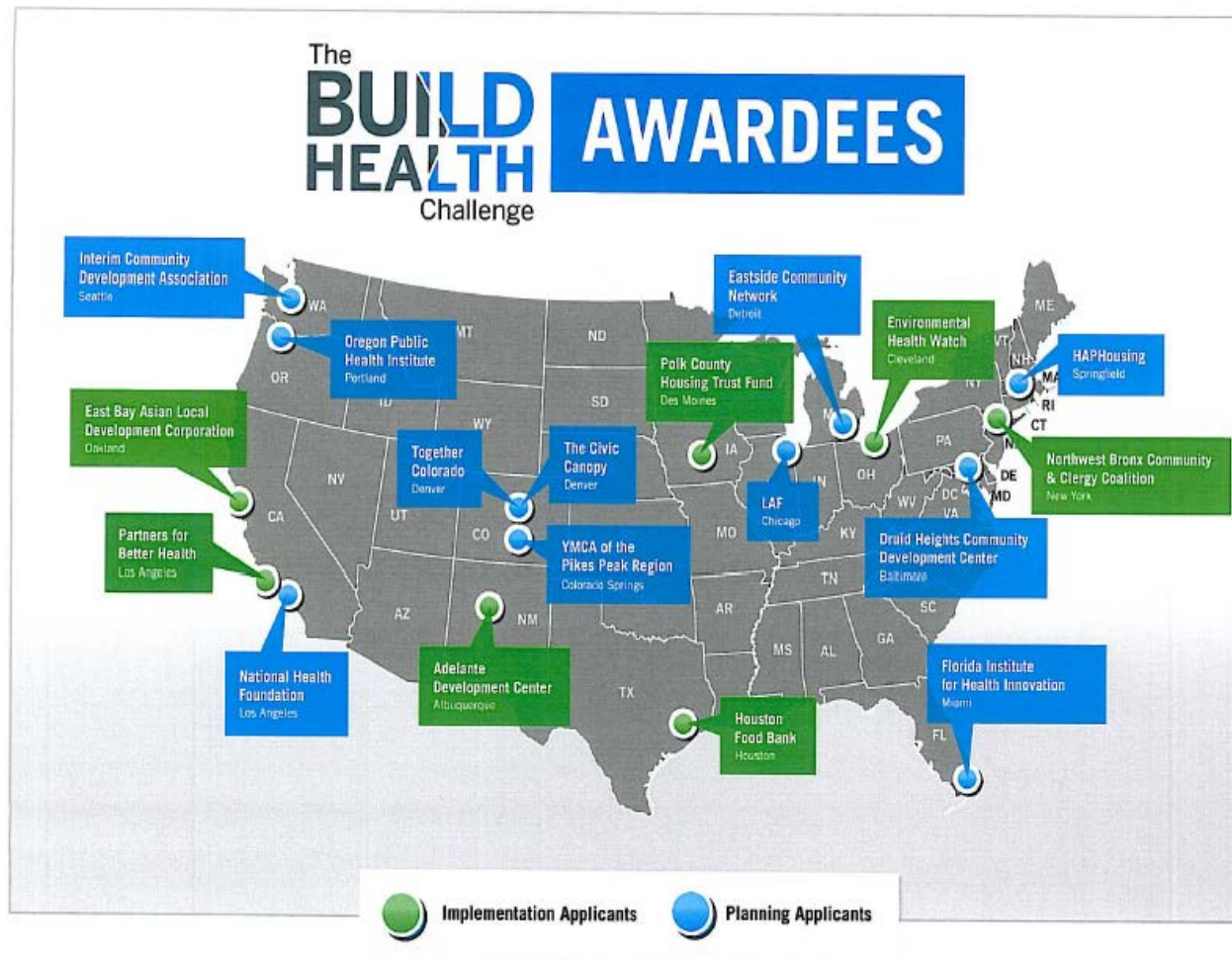
- Established in 1980, operating over 35 yrs.
 - Pioneers in the Healthy Homes Movement
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Mission:

To create healthy homes and sustainable communities by identifying and removing hazards, engaging people, and advancing equitable environmental solutions.



Engaging Community in New Approaches to Healthy Housing



BUILD is a national award program focused on promoting collaborative, upstream approaches to community health and health equity.

Principles of **BUILD**Health:

What makes a collaboration most impactful?

- **BOLD:** Innovative solutions that bring forth new ideas and approaches for addressing complex problems.
- **UPSTREAM:** Focus on social, environmental, and economic factors that have the greatest influence on health across a community, rather than programmatic and/or individual behavior change.
- **INTEGRATED:** Strong commitment and partnership between a hospital or health system, a nonprofit community organization, and local public health department (at minimum)..
- **LOCAL:** Strong levels of engagement and leadership from the community for which the proposal is written.
- **DATA-DRIVEN:** Demonstrate innovative uses of data and information sharing to identify key needs and opportunities.

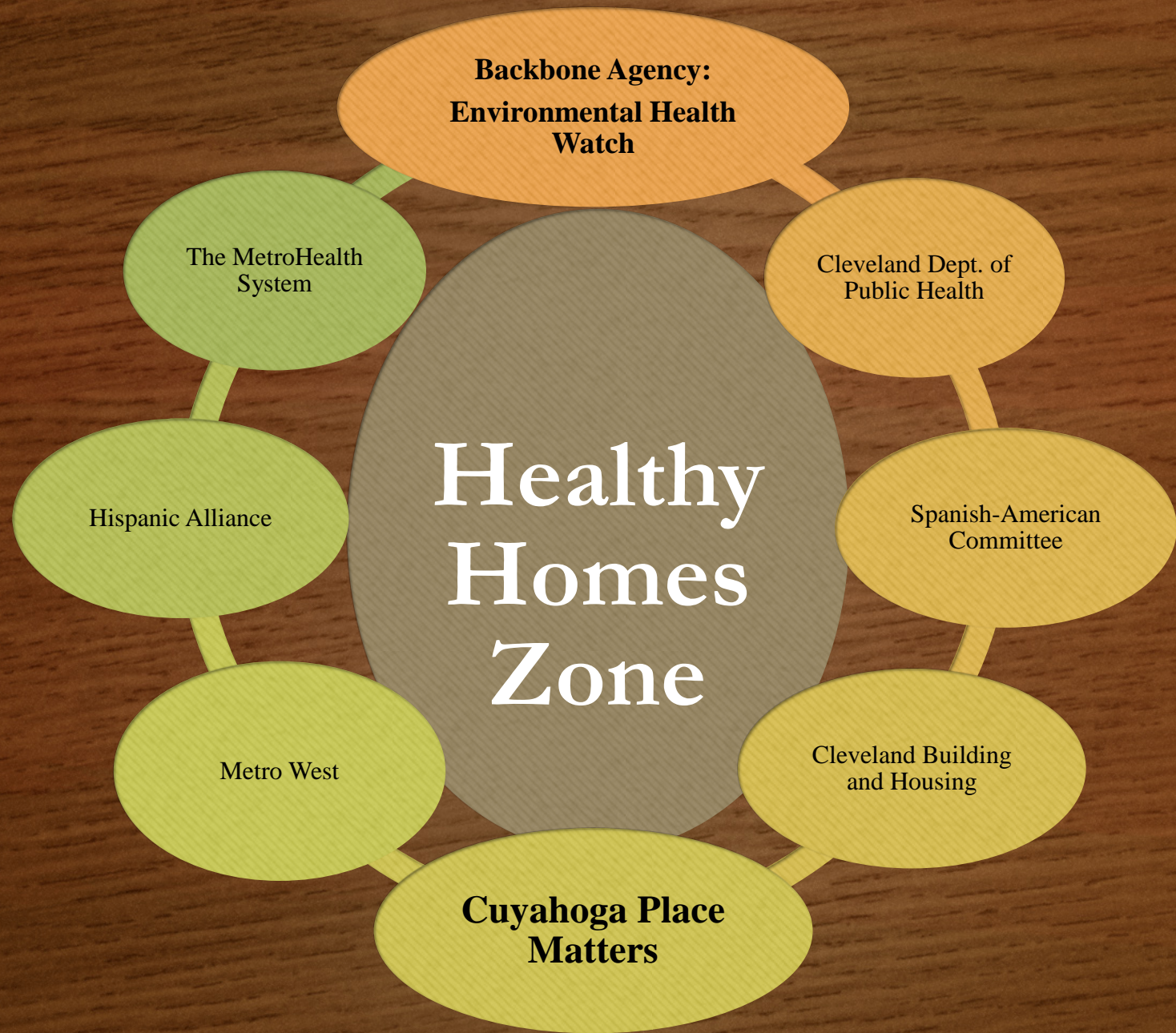
**The Build Health Challenge Grant will enable us to seed and
build a stronger local healthy homes infrastructure
with a focus on:**

- Code enforcement
- Policy change
- Innovative and upstream strategies to prevent home health hazards
- Creating sustainable funding for interventions

**The grant will provide the resources needed to support
existing partners in continuing collaboration efforts, engaging new
partners and reducing health disparities.**

Our comprehensive approach has two integrated components

- Engagement with health systems and local code enforcement entities to support preventive housing maintenance city-wide while targeting community action and code enforcement in a pilot **healthy homes overlay zone**.
- Expansion of evidence-based home interventions for families with asthma /COPD in partnership with hospitals, health departments, and local non-profits while working toward establishment of sustainable health system **reimbursement for healthy home interventions**.



Work Plan Components

- Data Integration
- Outreach to Partners and Residents
- Inspection and Training
- Leveraged and Direct Funding
- **Policy and Reporting**
- **Equity and Community Voice**

Policy and Reporting

- BUILD National Housing Co-hort developed
- Developing case study, 1 yr. report in development
- Elimination plan/policy agenda developed and moving
- Combining advocacy efforts with GUCCHI leadership team
- Media outlets and others very interested in housing/lead poisoning policy
- Plain Dealer, NYT, Aljazeera English “Poison in Our Walls” documentary

Equity and Community Voice

- Communication has been strategic to consider culture and language barriers
- Our team continues to look for community residents who are passionate about housing and policy
- We want to hear from all those who are impacted, including landlords and homeowners
- Hispanic Alliance has hired organizers from the Clark-Fulton neighborhood and building leadership
 - Canvassing, home visits, telephone calls, translation of materials, repeated home visits and follow-ups, education and consciousness among residents

Greater University Circle Community Health Initiative

Building on GUCI, establish a new way of working together
to improve community health





GUCCHI Goals

Lead safe homes and neighborhoods

Build on past public health successes to make
Greater University Circle lead safe in 10 years

Infant mortality

A first birthday party for every child born in
Greater University Circle



GUCCHI Structure

- Pilot approach in 2 **GUC** neighborhoods
- Health Leadership Committee
- Community Health Action Teams (CHAT)
 - Infant mortality
 - Childhood lead poisoning
- Neighborhood Connections for project coordination



Intervention Themes

- Authentic resident engagement & empowerment
- Building community awareness & education
- Systems Change – policy and/or practices
- Lead Remediation – leverage federal HUD grant

Activities – “With vs To”

- Awareness and training events in the neighborhoods
- HEPA vacuum loan program in the neighborhood
- Promotion of City of Cleveland HUD grant program
- Community Doula Program using trained residents
- Systems change –
 - **Enforcement of rental registry in the City of Cleveland**
 - **Pursuit of true primary prevention – inspection process**
 - **Data integration between City of Cleveland Community Development; Building & Housing and Public Health departments**
 - **Medicaid reimbursement for community doulas**

Two Pilots, One Vision

- Getting beyond the “program” moving toward **systems change** and root causes to develop real solutions
- Expanding partnerships to implement a true **collective impact model**
- **Equity** is at the core, engaging those who are most impacted from project development to policy change
- **Teams are committed** to working toward **innovative** and different approaches to complex problems
- **Reimbursement** strategy and **sustainability** are considered at the development stage, not an afterthought

Thank You Contact

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