

The
Alameda County
Lead Poisoning Prevention Program

**Second Quarterly Report FY 2012-2013
October-December 2012**

ALAMEDA COUNTY LEAD POISONING PREVENTION PROGRAM
Second Quarter Report: October-December 2012
Fiscal Year 2012-2013

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QUARTERLY HIGHLIGHTS

Healthy Homes Specialist Credentials

During this quarter, Araceli Gamez-Tellez, Healthy Homes Community Specialist assigned to the U.S. Department of Housing and Urban Development (HUD) Healthy Homes Project and the Kresge Foundation's Advancing Safe and Healthy Homes Initiative project completed all requirements for the Healthy Homes Specialist (HHS) credential for the National Environmental Health Association (NEHA). The NEHA has credentialed 1071 individuals nationally and 28 HHS credential holders in California. This achievement is a welcome addition to the Department's healthy housing expertise.

Screening Through Outreach Project

The Alameda County Lead Poisoning Prevention Program (ACLPPP) hired the Project Manager for the Screening Through Outreach Project (STOP); An energetic marketing campaign and strategies for engaging key stakeholders is currently being developed. A two-prong approach to engage both pediatricians and families will be utilized by the Project Manager and Community Outreach Worker. As identified in a report by the Alameda County Public Health Department Community Assessment Planning and Education (CAPE) unit, the initial outreach effort is being implemented in South County.

The Bay Area Get the Lead Out Coalition

The Bay Area Get the Lead Out Coalition met three times over the last quarter. During Lead Poisoning Prevention Week in October the Coalition partnered with City Slicker Farms who planned and implemented a volunteer project in West Oakland to address lead contaminated soil hazards at a property with a lead poisoned child. The Coalition is also working with U.C. Davis Extension on obtaining approval of a Lead-Safe Gardening curriculum that Master Gardeners will be able to teach. The Coalition is in the process of screening candidates for a part-time grant consultant funded by the Rose Foundation. In its December meeting Coalition members shared outreach strategies and discussed holding a public forum on the State of Lead Poisoning that would bring together professionals and community organizations to discuss the successes and needs for further progress in preventing lead exposures in the Bay Area.

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 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 Screening Through Outreach Project (STOP). 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.

*The Department has yet to receive complete information from the State concerning the number of children being screened for lead. However, based on past experience the Department projects that the year to date children screened for lead is 21,000.

In the quarter the Program hired the STOP Project Manager and the project is now fully staffed.

Conduct site visits to 50 medical providers.

No site visits this quarter, however, government and community engagement has been initiated. Key stakeholders have been identified. Meetings with key stakeholders, such as local city officials, medical providers and community partners have yielded valuable collaboration discussion and city councilmember support of STOP objectives to increase lead screening by 25% in the child population that is six years and under by December 31, 2014.

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

Extensive planning has occurred this quarter. A study by the Alameda County Public Health Department Community Assessment, Planning and Education (CAPE) Epidemiologist provided significant data that underscores the need for childhood lead poison screening and will augment marketing information currently being developed. Marketing collateral is being created by both internal and external pro bono graphic designers. These materials will be included in the binder of information currently being developed for medical providers.

Annual newsletter to an estimated 200 providers.

It is anticipated that the annual newsletter will be produced during the Spring/Summer. There has been no activity in the second quarter.

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

This activity will be promoted in subsequent quarters, upon initiation of the STOP activities.

Comprehensive Services to Lead Exposed Children

The ACLPPP intervenes when a child has been identified as lead exposed. The Program offers an array of services to children identified with lead in their blood and their families. The type of service provided is determined by the levels of lead found in the blood.

Public Health Nursing Case Management is provided to families of children with blood lead levels greater than 15 micrograms per deciliter. The Program's case management of lead poisoned children is coordinated with the primary care provider, and encompasses comprehensive health assessments, the development and implementation of individualized care plans, and ongoing evaluation to determine effectiveness of the interventions. Particular attention is paid to the developmental status of the lead poisoned child by conducting developmental screenings and ongoing monitoring.

Case managers facilitate linkages to educational, community, health, and social resources, as needed. In addition, the nurse case manager coordinates the referral to the environmental professional for an environmental investigation to identify lead sources in a child's environment.

If the environmental investigation identifies property-related lead hazards, the Program's housing professionals provide technical assistance to the occupants and property owners to ensure lead hazards are remediated in a lead-safe and timely manner. The nurse case manager convenes the semi-monthly Case Review Working Group with environmental and housing professionals, evaluating all cases to ensure progress towards eliminating housing-based lead hazards.

Lead Poisoning Consultations are provided to families of children with blood lead levels 7-14 micrograms per deciliter. They consist of in-home education; a visual survey of the home, along with health and housing education materials, and an environmental lead testing kit for those who are CSA property owners.

Telephone consultations, which consist of education, technical assistance, and the mailing of the educational materials, are conducted when families decline an in-home consultation. Staff monitors the child's blood lead levels to assess the need for further case management services.

Lead Poisoning Outreach & Education is provided to families of children with blood lead levels 5-6 micrograms per deciliter. This includes direct mailings of health and housing education materials on lead poisoning to the families. The child's blood lead levels are monitored to evaluate the need for further intervention and case management services.

Objective:

Increase the number of comprehensive services provided to children with newly identified elevated blood lead levels (EBLL) > 5 mcg/dL to an estimated 250 by June 30, 2013.

Provide services to an estimated 250 children with e BLLs \geq 5 mcg/dL.

This second quarter, 90 (to-date total of 175) children exposed to lead received one of three health promotion services: Comprehensive nursing case management (6), lead poisoning consultations (37), or lead poisoning outreach and educational mailings (47). Five (5) lead exposed children were from the City of Alameda, forty-seven (47) from the City of Oakland, four (4) from the City of Emeryville, and thirty-four (34) 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, 47 retrospective reviews of 2010 charts were reviewed for blood lead level status, for a to-date total of 79. A complete analysis report will be provided upon completion of the audit process.

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

This quarter, two (2) 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 four children with elevated blood lead levels were 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 second quarter, the Case Review Working Group conducted environmental investigations at eight (8) homes of children with elevated blood lead levels meeting the State of California criteria for Public Health Nursing case management, for a to-date total of 16. The likely sources of lead exposure for these new cases are detailed below:

City	Property based hazards	Other likely sources
Oakland	(3)	(1) unable to determine
Castro Valley		(1) teen working at shooting range
Fremont		(1) home remedy
San Leandro	(1)	
Union City	(1)	

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

During the second quarter, the Property Review Working Group triaged 21 (to-date total of 41) properties that were homes to children with elevated blood lead levels that do not meet the State of California case management criteria. Seventeen (17) of the 21 have presumed property based lead hazards and staff is working with the property owners, providing them with the technical assistance to remediate the lead hazards.

City	Property based hazards	Other likely sources
Oakland	(13)	
Alameda	(1)	
Castro Valley		(1) travel out of the U.S.
Emeryville	(1)	
Fremont		(2) spices
Hayward	(2)	(1) cosmetics

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 ACLPPP provided 32 in-home consultations during the quarter. Year to date a total of 72 in-home consultations have been completed with eight in completed in Alameda, 14 in Berkeley, one in Emeryville, and 49 in Oakland.

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

Property owners working with the Property Review Working Group did not request any on-site property consultations during the quarter; two such on-site consultations have been provided in the year to date.

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 ACLPPP services.

Address 83 unsafe renovation/unsafe condition incidents.

A total of 13 new lead safety incidents occurred in the quarter with eight of these incidents occurring in Oakland, one incident in Alameda, three in Berkeley, and one incident in Newark. Of these incidents, seven have been resolved and six are being monitored. The one complaint received in the city of Alameda, was for paint in poor condition. The contractor hired to conduct paint stabilizing work received his U.S. Environmental Protection Agency (EPA) Renovation Repair & Painting Certification training from ACLPPP and is in the process of performing the work. The ACLPPP has responded to 35 lead safety incidents over the previous two quarters. During this quarter, the ACLPPP referred three calls to the City of Berkeley and finalized an agreement with the City regarding unsafe renovation response and information sharing.

The ACLPPP continued its research on compliance agencies in Alameda County in the areas of code enforcement, blight codes, storm water protection, and housing standards, and the lead-related issues they will respond to, in order to update Department information and develop a jurisdiction-by-jurisdiction guidance document for unsafe renovation response. A preliminary assessment reveals that many jurisdictions respond to storm water protection and blight issues but are less likely to identify that they will respond to unsafe renovation or deteriorated paint issues. The assessment will be utilized to identify gaps in lead safety compliance and priorities for working with jurisdictions to improve compliance response.

In response to several incidents where lead compliance issues were involved in larger disputes between neighbors or between tenants and rental property owners, the Department contacted Eden Council for Hope and Opportunity (ECHO Housing) to carry out staff training in March.

The Department continues to participate in the City of Oakland Healthy Housing Pilot Project to improve referrals and coordination of building department response to housing deficiencies that impact health.

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.

Two lead safety trainings were held during the quarter. One EPA Renovation, Repair, and Painting training for CSA/Partners was held with 11 individuals trained and one lead safety training for Laney Community College students was held with 10 participants. Eight of the trainees were CSA property owners or their sponsored maintenance people. Six of the eight were homeowners of which five were also rental property owners. Two were sponsored maintenance persons. Six of the trainees were low-income individuals.

A total of 44 individuals have been trained in lead safe work practices year to date.

HUD Round 19 Lead Hazard Control Grant

On November 1, 2011, the Program began the three-year Partnerships for Affordable Lead-Safe Housing program under a \$2,134,863 grant from the U.S. Department of Housing and Urban Development. Under this grant, the ACLPPP and its partners committed to perform 132 risk assessment/paint inspections, complete lead hazard control in 125 housing units, increase education and awareness among property owners, tenants, and agency partners through 62 events, and provide lead-related skills trainings to 360 individuals.

In addition, supplemental safety and healthy housing interventions will be completed in 70 of the lead hazard control units.

Objective:

Identify and correct lead hazards in 50 housing units occupied by low-income families to prevent lead exposure for occupants and promote lead-safe housing for families by June 30, 2013.

Perform risk assessment/paint inspections in 60 housing units.

Lead risk assessment paint inspections were completed at nine units in Oakland during the quarter for a year to date total of 35. Most of the projects recruited have been 1-4 unit properties.

Complete lead hazard control in 50 housing units.

Lead hazard control was completed in nine units at four properties in Oakland with 17 units completed year to date. Two of the properties were under deteriorated paint correction notices from the Oakland Housing Authority and the ACLPPP provided status updates and project information to Oakland Housing Authority while the projects were enrolled and completed. One project resulted from an unsafe renovation incident where the owner subsequently enrolled in the lead hazard control program.

On October 26th, the U.S. Department of Housing and Urban Development Office of Healthy Housing and Lead Hazard Control issued a guidance that limited eligibility for rental units. Prior to this, owner-occupied units were required to have a child under the age of six residing or spending a significant amount of time in the home but rental units did not have any such requirement. With the new guidance, rental units also will have to have a child under six residing or spending significant time in the home. Units with a pregnant occupant or vacant units will also be eligible.

This change is expected to lead to increased per-unit costs with a corresponding reduction in the number of units treated, primarily because there will be fewer eligible units in multi-unit buildings to share the exterior common area costs. The Department has provided HUD with feedback on the impact of this new guidance but has proceeded to adapt marketing and recruitment approaches and materials to reflect this change. The Department will be submitting a work plan revision to HUD in the next quarter which tentatively may reduce the number of units completed from 125 to 104.

Complete safety and healthy housing interventions in 30 units.

Healthy housing interventions were completed in seven units during the quarter in Oakland in conjunction with lead hazard control projects. Supplemental funding provided by HUD totaled \$2,240 for items such as carbon monoxide alarms, repair of trip and fall and stairway hazards, faulty plumbing and moisture reduction. A total of 15 units have received healthy housing interventions during the year to date.

Countywide Activities

Objective:

The ACLPPP will provide technical assistance to jurisdictions throughout Alameda County on regulations governing lead and other housing related health hazards and resources directed at reducing unsafe work and unsafe conditions by June 30, 2013.

Provide training to three (3) building department or code enforcement groups in Alameda County.

During this quarter, one class, Integrated Pest Management in Multi-family Housing was offered at the Alameda Point Collaborative (APC). Please see Healthy Housing, Kresge Foundation's Advancing Safe and Healthy Homes Initiative section for detailed information.

The ACLPPP has been completing a survey of unsafe renovation and unsafe condition responses by jurisdiction and will identify gaps and training opportunities for training and presentations in the second half of the fiscal year.

HEALTHY HOUSING

Healthy Housing Demonstration Project

In March of 2010, the Program was awarded an \$875,000 grant to fund its third Healthy Homes Demonstration Grant from the U.S. Department of Housing and Urban Development. The Alameda County Healthy Homes Project is in its third year of the three-year period of performance. This grant will end on May 14, 2013.

The goal of the Healthy Homes Project is to demonstrate an improvement in the health status and prevention of injuries of 150 children and adolescents diagnosed with asthma and respiratory distress and older adults who are caregivers of children diagnosed with asthma. No new physical interventions, will be implemented this fiscal year, however, 80 follow-up visits to clients will be conducted.

Objective:

The ACLPPP will complete all HUD 17 grant objectives, including follow-up visits to 80 families to assess the efficacy of the interventions, including reduction in asthma severity, behavior change, knowledge retention, and client satisfaction by June 30, 2013.

Conduct six (6) Community Empowerment Meetings.

Two "Making Connections"/"Hacer Conexiones" meetings were conducted this quarter on November 14 and 15 at the Cesar Chavez Library in Oakland. The topic of the meetings was Emergency Preparedness and was presented using a two-day prepared class by the Communities of Oakland Respond to Emergencies (CORE) (see description below). The presenter was Rocio Giles-Flores, Outreach Coordinator from the Oakland Fire Department. The information presented was very much appreciated by those who attended. The attendees felt they were better prepared to handle disaster situations. A total of eight persons attended the meetings.

The Communities of Oakland Respond to Emergencies (CORE) is a two-day training program for individuals, neighborhood groups, and community-based organizations in Oakland. The underlying premise is that a major disaster will quickly overwhelm first responders after the emergency. CORE teaches self-reliance skills and

helps neighborhoods establish response teams to take care of the neighborhood until professional emergency personnel arrive.

CORE classes educate and empower citizens. CORE instructors actively engage citizens with informative and interactive training to develop self-reliance skills and neighborhood organizing skills. In addition to teaching the basic emergency preparedness and response curriculum, instructors adapt the curriculum to the special needs of the elderly or disabled; residents of apartments, condominiums and co-housing complexes and public or private sector employees.

Three Community Empowerment Meetings have been held year to date.

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

Twelve follow up visits that include clients reached through home visits and clients participating in Community Empowerment meetings were conducted during this quarter, totaling 16 for the first half of the fiscal year. Many clients were unable to be contacted due to transience, phones disconnected, or clients losing interest in the Project and no longer willing to participate. These issues required Project staff to mail out the follow up questionnaires to participants. During this quarter 21 sets of surveys were mailed out.

A total of 554 follow up visits have been conducted for the length of the grant period.

Submit final report to HUD.

The final report will be submitted to HUD by August 14, 2013.

Kresge Foundation Advancing Safe and Healthy Homes Initiative

In March 2012, the Program was awarded a \$750,000 grant by the Kresge Foundation under its new Advancing Safe and Healthy Homes Initiative (ASHHI). The grant will provide funds to advance healthy housing issues in Alameda County, develop an integrated code compliance network, develop a plan for the creation of a proactive rental inspections program, and establish standards for healthy housing. Another key component of the ASHHI grant is funding for healthy housing interventions.

Objective:

Address health and safety hazards in 40 residences with special emphasis on residences of lead exposed and asthmatic children by June 30, 2013.

Perform 40 Home Assessments (grant requirement 120).

In the second quarter a total of three home assessments were conducted for a total of 23 for the length of the grant period.

The Department is currently revising the criteria for inclusion into the ASHHI grant to ensure benchmarks are met.

Conduct 40 Healthy Housing Interventions (grant requirement 120).

Three interventions were conducted during this quarter, four year to date and 22 for the length of the grant period. Each of the clients received an environmental treatment which consisted of a reduction of allergens in the home and installation of safety devices such as fire extinguishers and anti-slip bath mats. Two of the three property owners were contacted to request additional repairs to their units. These unit repair requests were wide ranging and included, but were not limited to, the use of Integrated Pest Management to reduce cockroaches, installation of handrails on stairs, installation of window guards to reduce likelihood of defenestration by children, and repainting deteriorated painted surfaces.

The Department is currently revising the criteria for inclusion into the ASHHI grant to ensure benchmarks are met.

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

In the second quarter a total of three home assessments were conducted for a total of 23 to date. Technical assistance is provided during the initial home visit and is part of the healthy housing education. Clients are individually assessed for needs and the healthy housing messaging, resources and referrals are customized to the client.

The Department is currently revising the criteria for inclusion into the ASHHI grant to ensure benchmarks are met.

Countywide Activities

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

This second quarter was very active in providing presentations where healthy housing issues play an important role:

- Six presentations were made to the students attending the Cal-SAFE Life Skills classes with 104 persons attending. These classes are for high risk parenting teens and are funded by a Kaiser Community grant.
- Three presentations were conducted for schools and child care centers to Helen Turner's Children in Hayward, Coliseum College Prep Academy in Oakland and Anna Yates Elementary School in Emeryville reaching a total of 56 persons.
- Six presentations for rental property owners with the Oakland Housing Authority and the East Bay Rental Housing Association reaching 146 rental property owners.
- One presentation was given to Children's Health and Disability Program yearly social services training; 24 staff was in attendance.

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

The presentations (identified above) and trainings provided during this quarter reached 357 for the quarter and 438 for the fiscal year.

Offer two (2) National Center Healthy Housing classes.

During this quarter, one class, Integrated Pest Management in Multi-family Housing (IPM in MFH) was offered at the Alameda Point Collaborative (APC) in November. Of the 27 attendees, 15 were Project partners such as APC staff, ACLPPD staff, City of Berkeley staff, and Oakland Housing Authority staff. The remaining 12 attendees were staff of large property management companies.

The National Center for Healthy Housing uses a standardized evaluation form for their courses. Of the evaluations received for the November course: 96% of students identified the course as "excellent" or "good". 88% of responding students said that they would be able to incorporate the principles into their jobs right away. Using an average of four scores for 1) Well-Prepared, 2) Knowledgeable, 3) Enthusiastic Presentation, and 4) Easily Understood, the Project Manager was rated at 4.9 and the Housing Coordinator was rated at 4.7. This score is determined from a scale of 0 (Poor) to 5 (Excellent).

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 Screening Through Outreach Project (STOP).

County Service Area Activities

Objective:

Increase visibility and demand for department services by 15% by June 30, 2013.

Develop and implement specialized outreach strategies in the cities of Oakland, Alameda and Emeryville to increase utilization of CSA services.

Strategic outreach efforts were implemented by ACLPPP staff in the City of Alameda by marketing in-home consultations and the HUD 19 Lead Hazard Control program at the Alameda Hospital Health Fair in October. ACLPPP Program brochures were distributed to nine locations in Alameda, one in Emeryville, and ten in Oakland including paint/hardware stores, garden centers, and community based organizations, landlord groups, libraries and building permit centers. ACLPPP taught a one-day Integrated Pest Management in Multi-Family Housing class, hosted by the Alameda Point Collaborative, on November 9th. The class was heavily target-marketed to affordable housing property owners and managers in the CSA-cities. In Emeryville, staff worked with Anna Yates Elementary School to publish an article in the Parent Teacher Organization newsletter. An updated specialized outreach plan for the city of Emeryville is in development.

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 is being developed to reflect revised contractual obligations between the City of Berkeley and ACLPPP. Program brochures were distributed to nine locations in Berkeley including landlord groups, garden centers, and building permit centers. Staff continued to reach out to property owner organizations and paint stores, which are leading to more scheduled presentations and outreach events in

upcoming months. Staff also engaged the Berkeley Housing Authority who agreed to insert our Lead Hazard Control brochure in their monthly mailing to Section 8 landlords.

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

ACLPPP has participated in two (2) outreach events targeting CSA rental property owners by tabling at the Oakland Housing Authority Section 8 Property Owners meetings. A total of 101 Section 8 rental property owners were reached during this quarter.

A total of six outreach events targeting this specific group have been conducted year to date reaching a total of 263 Section 8 rental property owners.

Conduct 16 presentations to reach 100 CSA rental property owners.

ACLPPP made six (6) presentations and reached 146 CSA rental property owners at the Oakland Housing Authority Section 8 Property Owner meetings and East Bay Rental Housing Association meetings since October 1, 2012.

Year to date a total of 14 presentations have been conducted, reaching 277 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.

During this quarter the Program had three articles published in local magazines and newsletters totaling four for the first half of the fiscal year; 1) An article about Integrated Pest Management in the Rental Housing Magazine; 2) an article about the Department's lead hazard control assistance available in the Berkeley Property Owner Association newsletter, and; 3) a lead awareness article that also promoted the in-home consultation service in the Emeryville in the Anna Yates Elementary School Parent Teacher Organization newsletter.

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.

During this quarter, ACLPPP staffed information tables at six health fairs targeting parents of young children. In Oakland, a Halloween event sponsored by Alameda County was an opportunity to encourage over 150 parents to have their child test for lead exposure. On November 2nd, the Get the Lead Out Coalition worked with City Slicker Farms to reduce the lead exposure risk of a lead contaminated yard for a family in Oakland with a lead poisoned child. City Slicker Farms has now become a member of the Get the Lead Out Coalition. The Alameda Hospital hosted its' annual Community Health Fair in October which was an opportunity for ACLPPP to increase 60 families about lead poisoning risk reduction and the importance of testing young children. Two health fairs were conducted in San Leandro and one in San Lorenzo.

To date a total of 17 health fairs targeting parents have been staffed by the Department reaching approximately 2,630 individuals for the first half of the fiscal year.

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

Lead safety awareness information is maintained at permit offices in Alameda, Berkeley, Emeryville, Oakland. ACLPPP staff also met with the City of Hayward Building Official to further enhance our collaboration and increase ACLPPP resources accessed by residents of Hayward. A lead safety display is also maintained in the City of Oakland permit office. Staff is planning a poster display to offer all of the permit offices.

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.

ACLPPP made a total of seven lead related presentations reaching 109 parents this quarter. Presentations to parents in Oakland were at St. Martin de Porres Catholic School, City of Oakland Early Head Start/Unity Council Head Start and at Coliseum College Prep Academy. One presentation at Anna Yates Elementary School in Emeryville, and at Head Start in Dublin sponsored by the Public Health Department CAPE unit. Two out of the seven presentations in the quarter trained the staff of Family Paths in Oakland and Community Health & Disability Prevention Program in Hayward to provide information about ACLPPP programs and services to their clients.

To date a total of 10 lead related presentations have been conducted reaching approximately 135 parents.

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

The Department will reschedule a presentation with St. Martin de Porres School that was originally scheduled to take place in October; In addition two other presentations about healthy housing to school district staff by the end of the fiscal year.

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

Three (3) presentations about healthy housing principles were made at the Fruitvale Academy site of the Cal-SAFE Program. A total of 30 parenting-teens attended one or more of these presentations in Oakland during this quarter.

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

Healthy Housing presentations to childcare providers are scheduled for January, March, and April 2013.

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

During this quarter, ACLPPP presented information about keeping a healthy home to 43 parents of high-risk children in Oakland at Coliseum College Prep Academy and in Hayward at the Burke Academy.

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

During this second quarter, ACLPPP staff conducted six presentations about lead and healthy housing to 73 individuals from different community organizations and parent groups in some of the highest risk areas of the county for childhood lead poisoning and asthma.

To date a total of eight presentations have been conducted based on the evaluation of outreach and education data; reaching approximately 110 individuals.

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

During this quarter, 87 individual consultations were completed through the information line, e-mails, and walk-ins with 71 generated from the CSA cities (Alameda 5; Berkeley 11; Emeryville 2; Oakland 53).

Twenty information line callers were asked for feedback about the quality of service they received when they initially contacted the Department. Eighty percent of those surveyed said they took some action or had planned to take action as a result of speaking with staff, including scheduling an In-Home Consultation, distributing pamphlets to tenants, and sharing knowledge with others.

Ninety-five percent said they would recommend our service to others, sharing comments like "(staff) was terrific!", "I have already recommended your service to other people", "the person I spoke to was really thorough and took the time to answer my questions", "you guys got it together!" and "you did an excellent job".

A total number of 78 website visitors took the Lead Safe Work Practices Quiz.

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.

ACLPPP collaborated with Head Start/Early Head Start Health Advisory Committees with three of the regional providers in Alameda County (Alameda, Oakland, and South County). During every Health Advisory Committee meetings, ACLPPP staff provides the most up-to-date information about lead poisoning sources, prevention, and healthy housing topics to the Head Start/Early Head Start staff and parent representatives.

ACLPPP also brings outreach materials for distribution to the various school sites. Head Start/Early Head Start staff reported the latest blood lead level testing rates and other health screening data for their students. Over 90% of the students in all the programs have completed blood lead screening.

Expand existing relationship with Alameda Point Collaborative:

- Co-host at least two (2) community-center-based Community Empowerment Meetings
 - The Program anticipates co-hosting Community Empowerment Meetings at APC in the spring.
- Coordinate service delivery and community education with the Breath mobile

- The Prescott-Joseph Center for Community Enhancement's Breath mobile continues to refer their clients in Alameda to the Healthy Homes Project. Also, Healthy Housing Week at APC in May 2013 will include activities with the Breath mobile.
- Train staff in Healthy Housing Principles, Lead Safety and Integrated Pest Management
 - The Alameda Point Collaborative hosted the ACLPPP Integrated Pest Management Training and several of their own staff members completed the training.
- Include articles about Healthy Housing Principles in the APC Newsletter.
 - Articles will be submitted to APC for inclusion in the May newsletter.

Disseminate lead and urban soil fact sheet to 10 gardening organizations and collaborate with at least two organizations to incorporate lead-safe, pesticide free messages into their gardening classes.

ACLPPP distributed "Lead-Safe Urban Gardening" fact sheets to eight garden retailers and organizations in Alameda, Berkeley and Albany.

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

ACLPPP continued to work with Oakland Housing Authority's (OHA) Leased Housing (Section 8) program to provide information to OHA Section 8 Rental Property Owners to promote lead safety in rental housing at two events. Six (6) OHA staff members attended the November 9th ACLPPP training on Integrated Pest Management for Multi-family housing. ACLPPP continued its work with property owners enrolled in the Lead Hazard Control grant program.

This quarter ACLPPP and OHA managers met with representatives of Alameda County Supervisor District 3 to discuss the best practices currently being employed to address healthy housing issues.

Planning began with the Alameda Housing Authority Section 8 program staff to promote lead safety in rental housing through the Alameda Housing Authority newsletter and at an event in the spring.

Support the work of the Alameda County Healthy Homes Alliance.

The ACLPPP expects to contract with Urban Strategies Council based in the city of Oakland to provide data acquisition and analysis services to advance the Alliance's healthy housing policy initiatives and efforts to increase public awareness of healthy housing issues. The Alliance's next quarterly meeting is scheduled for January 25, 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 Screening Through Outreach Project and Alameda County Healthy Homes Alliance media plans.

Program staff completed an Request For Proposal (RFP) process for a media advocacy consultant for the Alameda County Healthy Homes Alliance (ACHHA) and received four proposals all of which exceeded the current budget for the project. The ACHHA is re-assessing the need and will re-visit the options once a more focused plan is developed.

Research trends and assess client usage of media.

The Program's Facebook page saw a jump in "friends" liking the page as some posts are now going viral. The page now has 75 friends with a potential reach of 36,161 with friends of fans. During the past quarter the Program made 30 posts on our Facebook page about a range of lead and healthy housing issues including recalls, tips and community announcements. In addition, the Program now has 991 active e-subscribe recipients, sent out four bulletins this past quarter and had a 21% email open rate. Program staff is utilizing this information to increase the sharing of information through Facebook and e-subscribe. A total number of 75 website visitors took the Lead Safe Work Practices Quiz this past quarter.

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

Program staff has been working with a designated participant from Youth Uprising in Oakland to produce a video about the ACLPPP 20th anniversary. An interview with former Director Mark Allen, and a parent/client of the Program has been taped and we have received a draft of the video. Completion of the video is pending.

Staff also created a short one-minute video about the need for lead-safe work practices and posted it on the Programs Facebook page.

The Program is also compiling a list of clients who are willing to be interviewed in the future about their experience with lead poisoning and/or healthy housing issues. In addition, the Stone family case presentation to the Joint Powers Authority Board of Directors was video-taped.

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

Media contact information for the Program is posted on the website. A website media package is pending.

Website

Objective:

Increase the number of visitors to the website by 10% to 38,000 by June 30, 2013.

Increase links on other websites through outreach and putting a hyperlink or widget on our website.

According to the County's Information Technology Department reports, the number of website visitors grew to 15,895 this past quarter for a year-to-date total of 28,689 exceeding the mid-year objective. Staff continues to encourage agencies to include links on their websites and resource lists.

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

Staff posted 23 news items on the Program's home page "What's New" section during the quarter. News items included product recalls, PUEBLO's anniversary, urban gardening tips, updates on lead-contaminated toys, EPA enforcement actions, and information about new smoking bans and carbon monoxide device laws that became effective in the new year. In addition, the Policy Developments page was updated to include significant lead and healthy homes policy changes made during the past year.

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

Program staff has been compiling research studies and articles to post in "The Problem" portal which should go on-line in the coming quarter. Data is being updated and press releases compiled for the media portal.

Written and Broadcast Media

Objective:

Increase written and broadcast media coverage to at least 10 media spots by June 30, 2013.

Identify and market issues to at least four (4) talk shows.

The Program did not elicit any talk show coverage during this past quarter.

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

During this quarter the Program had three articles published in local magazines and newsletters, 1) An article about Integrated Pest Management in the Rental Housing Magazine; 2) an article about the Programs lead hazard control assistance available in the Berkeley Property Owner Association newsletter, and; 3) a lead awareness article that also promoted the in-home consultation service in the Emeryville Anna Yates Elementary School Parent Teacher Organization newsletter.

To date a total of seven articles have been published in the first six months of the fiscal year.

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

A press release with an update about “Dangerous Toys” was sent out in December to 52 media contacts, however, it did not result in any broadcast opportunities.

Appendix A: Services Provided to Date
Second Quarter FY 2012-2013: October-December 2012

GOAL Activity	GOAL People Reached	ACTIVITY	CITIES					TOTAL		TOTAL			
			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		
10		Develop/Distribute Provider Resource Binder to Alameda County Medical Providers									0		
	200	Annual Newsletter to Providers										0	0
1		Capillary Blood Lead Testing Event for Medi-Cal eligible Children in Alameda County									0		
	250	Provide Services to Children with EBLL's ≥ 5 mcg/dL in Alameda County	5		4	47	34					90	175
200		Review & Analyze Charts of 2010 EBLL 5-14 mcg/dL									47	79	
	10	Refer Children with EBLL's for Healthy Housing (Kresge) Project Services										2	4
25		Conduct Environmental Investigations and Property Owner Follow Up (CRWG)				4	4				8	16	
50		Conduct Property Owner Compliance Activities (PRWG)	1			13	7				21	41	
		LEAD HAZARDS											
200		Provide In Home Consultations in CSA Housing	6	6	1	19					32	72	
12		Provide On-site Property Consultations in Response to Referrals from the PRWG - Countywide									0	2	
83		Address Unsafe Renovation/Unsafe Conditions	1	3		8	1				13	35	
	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.		4		17							44
7		Provide EPA Renovation, Repair and Painting Trainings				1					1	3	
2		Provide LSWP Trainings for Laney Students				1					1	1	

*See Page 4 of the report.

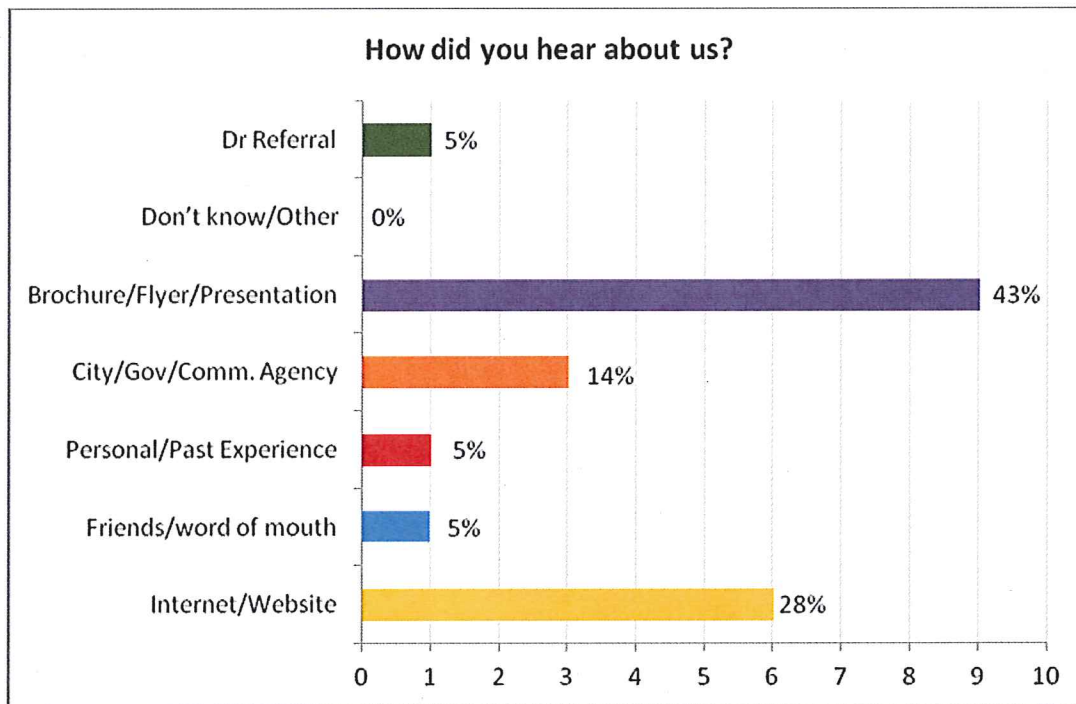
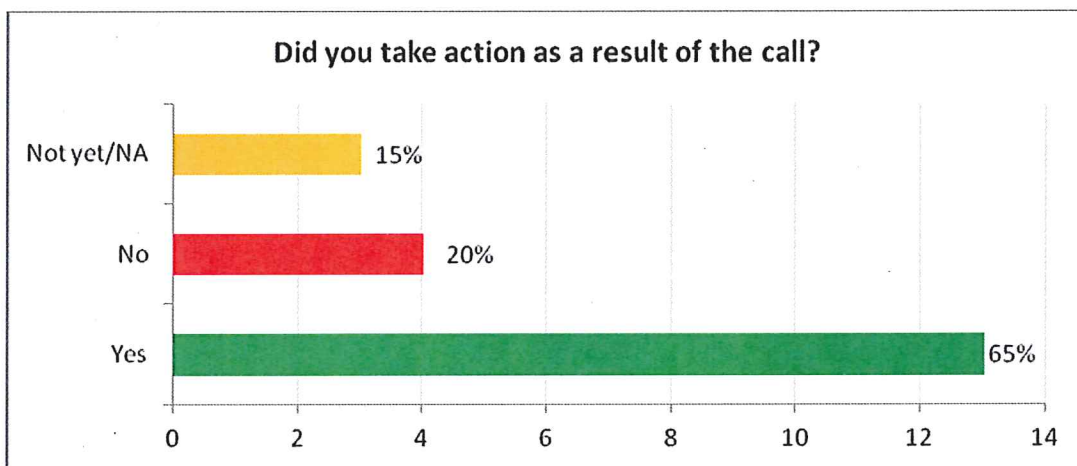
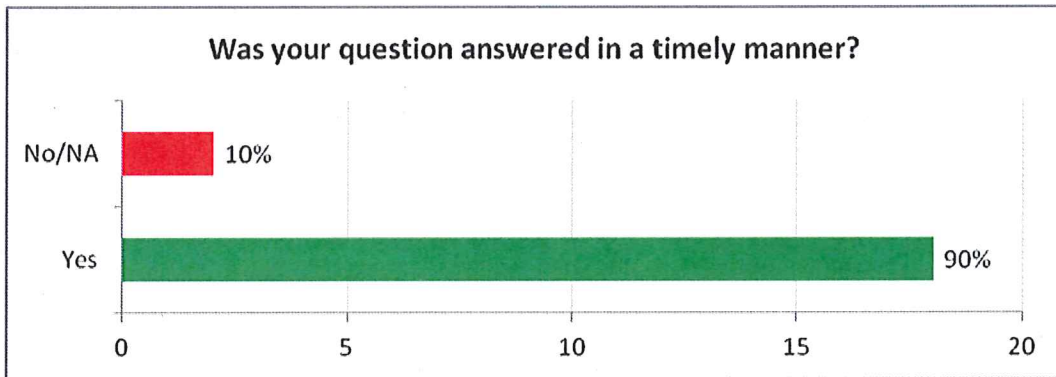
Appendix A: Services Provided to Date
Second Quarter FY 2012-2013: October-December 2012

GOAL Activity	GOAL People Reached	ACTIVITY	CITIES					TOTAL			
			Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	Number of Activities	TOTAL People Reached	
3		Provide LSWP Trainings or Work with Lead Trainings for Workforce Development Students						0	0	-	-
60		Perform Risk Assessments/Paint Inspections				9		9	35	-	-
50		Complete Lead Hazard Control in Housing Units				9		9	17	-	-
30		Complete Safety and Healthy Housing Interventions in Housing Units				7		7	15	-	-
3		Provide Training to Building Departments or Code Enforcement Groups in Alameda County						0	0	-	-
HEALTHY HOUSING											
6		Conduct Community Empowerment Meetings				2		2	3	-	-
80		Conduct Follow Up Visits						-	-	12	16
40		Perform Home Assessments						3	3	-	-
40		Conduct Healthy Housing Interventions						3	4	-	-
40		Provide In-Home Technical Assistance to Clients						3	3	-	-
108		Increase Healthy Housing Awareness by Conducting Trainings and Presentations						-	-	357	438
2		Offer National Center Healthy Housing Classes	1					1	1	-	-
OUTREACH AND EDUCATION											
20		Participate in 20 outreach events targeting CSA rental property owners including OHA				2		2	6	-	-
16	100	Conduct Presentations to Reach CSA Rental Property Owners				6		6	14	146	277
4		Produce Articles/or E-newsletters on Lead and Healthy Housing Topics Targeting CSA Property Owners, Renovators/Contractors and Parents		1	1	1		3	4	-	-
8		Participate in Health Fairs Targeting Parents	1			2	3	6	17	-	-

Appendix A: Services Provided to Date
Second Quarter FY 2012-2013: October-December 2012

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	TOTAL			
13								1	7	-	
8	80			1	4	2		7	10	109	
3	30							0	0	0	
4	60				3			3	3	30	
5	75							0	0	0	
10					1	1		2	4	-	
18					2	4		6	8	-	
400		5	11	2	53	14	18	-	-	103	
15		1			1	1		3	3	-	
COMMUNICATION											
	38,000									15,895	28,689
4								0	0	-	-
4								3	7	-	-
4								1	1	-	-
Shaded areas will not be counted by city.											

Appendix B: Information Line Feedback Results
 Second Quarter FY 2012-2013: October-December 2012
 (total calls used = 20; some callers had multiple responses)



Appendix B: Information Line Feedback Results, *Continued*
Second Quarter FY 2012-2013: October-December 2012
(total calls used = 20; some callers had multiple responses)

